graphic design for presentations

Instructor:
Katrina Laubach

Course description: This half-semester course will introduce the principles of graphic and information design, focusing on how to use design techniques to clarify communication and improve learning. Discipline-based projects will be created using digital technology and software, with an emphasis on text hierarchy, page layout, illustration, and photography. (Macintosh platform.) No previous computer experience required, but computer literacy is expected.

*meeting times: by appt, after class

Class format: Studio
Macintosh platform
Room 007 Print Design Lab
Wednesdays 6:30pm to 9pm

objectives

To introduce the principles and techniques of graphic design and apply to daily projects and presentations through the following:
- develop useful skills and knowledge in several programs such as Photoshop, Illustrator, and InDesign
- apply useful skills to real-life projects to communicate effectively and appropriately
- become familiar with the technical aspects of design and its equipment with increased attention to emerging media and new technologies
- support multidisciplinary studies, project, and events for all Moravian College students in all projects, activities, and discussions
- integrate liberal arts education by applying what you have learned to Microsoft Office programs and other applicable programs

requirements

- Attendance.
  In an introductory once-a-week class, attendance is crucial in applying and understanding. You cannot earn an A if you miss more than 1 class.
- Do the work. Hand it in on time.
- Come to class prepared. Do the reading and participate in class.
- Students should expect to work 3-4 hours per week outside of class to adequately prepare for this class.

supplies

1. Required reading: "The Non-Designers" Design Book
   Second Edition by Robin Williams
   Published by Peachpit Press
   ISBN 0-321-19385-7
2. USB flash drive to save work-MANDATORY
   Art Department has them for sale or you can find in many stores

grading

Attendance and class participation	25%
Class activities	20%
Project: Photoshop is Fun poster	10%
Project: Yellow Pages Ad Redesign	10%
Project: StudioSouth Letterhead and Business Card	15%
Final Project: Collective Powerpoint	20%
Field trip	if applicable

A-Exceptional: outstanding achievement
B-Clearly above average
C-Satisfactory: all work meets basic requirements
D-Below average
F-Failure
I-Incomplete

All work will be graded on 3 aspects: 1) Creativity/Problem Solving, 2) Presentation/Execution, and 3) Deadline. If you are unhappy with your grade, you have the option to rework your project and be regraded. I will grade your project again and average the two grades together.

presentation of work

All work is to presented professionally. Spell-checked, cropped, trimmed and mounted neatly, free of dirt, smudges, ragged edges, etc. Please make sure your name is clearly labeled somewhere on all of your projects. All projects must be turned in at the end of class on the due date. Late assignments will be lowered 1/3 letter grade (example A+ to A) per day.

DEADLINES ARE VERY IMPORTANT IN THE REAL WORLD AND WILL ALSO BE VERY IM-PORTANT IN THIS CLASS. HAND YOUR WORK IN ON TIME. Allow time for mistakes and computer/printer problems. Technical problems (ie printer won't print my project or my computer crashed) are not valid excuses for late work and will be counted as late.

SAVE EVERYTHING IN YOUR CLASS FOLDER **AND** ON YOUR USB DRIVE!
ALL PROJECTS WILL BE USED IN THE FINAL PROJECT. Save ALL Photoshop and InDesign final lesson files because they will be used in your final project.

absences/tardiness

This is a studio class that only meets weekly, so it is very important that you show up for class and be punctual. Being late or absent severely affects your work, so it affects your grade. If you know you will need to be late or absent, please tell me in advance.

Tardiness: If you are more than 15 minutes late more than once (without prior notice or discussion), your grade will be lowered 1/3 letter point (example B to a B-). According to Art Department attendance policy, being tardy more than three times constitutes an unexcused absence.
Absences: Excused absence: confirmed by a note from the Dean's Office, Student Services, the Learning Center, or verified with a doctor's note (within 24 hours of illness).
Everyone is allowed 1 unexcused absence. Following the Art Department attendance policy, after the first unexcused absence, final grade will be dropped by one full letter. After the third unexcused absence, student will receive a failing grade.

Documentation is required for sports. Coach should email a note confirming matches, meets, departure times for away games, or anything that would require absence from class. Practice is not an excused absence.

If you are absent from class for any reason, it is your responsibility to make up all work and get all information covered during class. It is crucial you make up your work so that you are not behind for the remainder of the class. If you are absent a day a project is due, it is your responsibility to get it to me on time.

concerns/questions/suggestions

If you have any questions or concerns, feel free to talk to me about it. We can setup a time to talk. Because I am not on campus full-time, feel free to send me an email (best way to reach me) or give me a call if between Wednesday evening classes.

academic honestly policy

Please refer to the Moravian College Academic Honesty Policy in the student handbook. This policy will be strictly enforced.

students with learning disabilities

If you believe you need accommodations in this class, you are encouraged to contact the Learning Services Office as soon as possible to enhance the likelihood that such accommodations are implemented in a timely fashion.

class schedule

WEEK#1: Wednesday, January 16- FIRST CLASS
Lecture   Introductions
       Introduction to Photoshop
Remember   Bring in a photo (digital or print)
       of your choice for next week

WEEK#2: Wednesday, January 23
Lecture   Photoshop Lesson: Chapters 3 and 4
Reading   Chapter 1 pages 11-15

WEEK#3: Wednesday, January 30
Lecture   finish Photoshop Lesson: Chapters 3 and 4
Project   Assign Photoshop is Fun project
Reading   Chapter 2 on Proximity pages 15-30
Homework   Photoshop Lesson review questions: Chapters 3 and 4

WEEK#4: Wednesday, February 6
Activity   Proximity
Due   Photoshop Fun project due at the end of class
Reading   Chapter 3 on Alignment pages 31-48

WEEK#5: Wednesday, February 13
Lecture   Photoshop Lesson: Chapters 5 and 6
Activity   Alignment
Reading   Chapters 4 and 5 on Repetition and Contrast pages 49-78

WEEK#6: Wednesday, February 20
Activity   Repetition and Contrast
Project   Assign Yellow Pages Ad Redesign project

WEEK#7: Wednesday, February 27
Due   Yellow Pages Ad Redesign project at the end of class
Reading   Chapters 8 and 9 on Type pages 123-142

WEEK#8: Wednesday, March 5- OFF

*This vertical line element is an example of alignment and repetition (which we will learn about weeks #4 and #5.

Spring Semester 2008

class schedule

WEEK#9: Wednesday, March 12
Lecture   InDesign Lesson: Chapters 1 and 4
                      Ch 1 pgs 45-60
                      Ch 4 pgs 143-150, 155-159, 164-170, 177-180
Activity   Type exercise on Chapter 8
Reading   Chapter 10 on Type Contrasts pages 143-171

WEEK#10: Wednesday, March 19
Activity   Type contrasts on Chapter 10
Project   Assign StudioSouth letterhead and business card project

WEEK#11: Wednesday, March 26
Lecture   How to export/make PDF files

WEEK#12: Wednesday, April 2
Due   Letterhead and Business card project due at the end of class

FIELD TRIP: (tentative) Friday, April 4- required for all art majors

WEEK#13: Wednesday, April 9
Project   Assign Final project: Collective Powerpoint

WEEK#14: Wednesday, April 16

WEEK#15: Wednesday, April 23- LAST CLASS

Additional assignments may be added or changed on a class by class basis.