

# ART 131pm Spring 2011 Introduction to Graphic Design

TUESDAY AND THURSDAY 6:30-9

Instructor: **Chris Neyen**

Main Contact: [neyen@rcn.com](mailto:neyen@rcn.com) – I am available by appointment before or after class.

## CLASS DESCRIPTION & OBJECTIVES

Foundation skills in the formal and conceptual principles of graphic design: concept, composition, legibility, language, typography. Projects develop visual literacy and skills in text, drawing, and image production using the Macintosh computer as primary design tool. Critical thinking is stressed through analysis of content and its most effective form of visual presentation. Prerequisite: Art 170 or permission of instructor.

## CLASS FORMAT

This is a studio class, therefore you will work in class on your projects AND be expected to work outside of class on your own. Expect to devote between of 5–10 hours each week to assignments and lab work in addition to class meetings. Lab availability schedules are posted on the outside each lab. Plan accordingly and do not enter when another class is in progress.

## REQUIRED TEXTS OR MATERIALS

**Text: Design Elements A Graphic Design Manual** by Timothy Samara

Cutting Mat 12x18; X-Acto No.1 Knife [holds no. 11 blades]; Metal cork backed ruler

## GOALS FOR CLASS

The aim of this class is for the student to grasp basic design principles along with the ideals of visual form and messaging.

- Knowledge and use of the formal elements of two-dimensional design—line, shape, color and texture.
- Understanding of the design process, from research and sketching to finish.

### Attendance:

- For classes that meet twice a week: After the second unexcused absence, final grade will be dropped by one full letter.
- After the fourth unexcused absence, student will receive a failing final grade.
- An excused absence is one 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). Death in family should be confirmed with Student Services.
- Documentation is required for sports. Coach should email a note to instructor confirming matches, meets, departure time for away games, or anything that would require absence from class. Practice is not an excused absence.
- Job interviews or doctor's/dentist's appointments are not to be scheduled during class.

### Missing Portions of Class: The following count as unexcused absences

- More than 15 minutes late for class
  - Failure to bring supplies to class
  - Failure to return from break
  - Leaving class half an hour or more early
  - Being tardy more than 3 times. Tardiness: being 5 to 15 minutes late for class
- Students: If you are late or absent, it is your responsibility (not the professor's) to find out what you missed and to catch up in a timely manner.

### Grading:

A –Exceptional B –Above Average

C –Satisfactory-Meets basic requirements but lacking in effort, content, and/or skill.

D –Below Average F –Failure

- Your class grade and per project grade is determined by conceptual thinking, effort, execution and finish quality.
- Projects handed in after the due date will result in the grade being lowered by 1 letter.
- Class projects account for 70% of your grade, In-class exercises, participation and quiz's 30%.

**You are required to email me a pdf of your finished work on the day that it is due.**

**Disability statement:** Students who wish to request accommodations in this class for a disability should contact Mr. Joe Kempfer, Assistant Director of Learning Services for Disability Support, 1307 Main Street (extension 1510). Accommodations cannot be provided until authorization is received from the office of Learning Services.

**Academic Honesty Policy:** Plagiarism of design in any form will not be tolerated and will result in a zero or F. Concepts and layouts must be your thoughts and ideas. Be aware that I am well versed in historical and current design trends.

## Course Requirements/ Student Responsibilities:

- Treat class time as an opportunity
- Arrive on time. See dept. attendance policy.
- Class participation in discussion's, critiques and lectures is required.
- All assignments are submitted professionally as instructed in both print and digital form.
- Assignments are due at the beginning of class on the date specified.
- Graphic Design is a deadline oriented profession work handed in after the due date will be deducted a letter grade.
- Always strive for excellence.
- Class Time: Is just that—keep ichtat, online games, FACEBOOK, and things of that nature OUTSIDE of class. Check your E\_MAIL before or after class.
- No cell phones. No Ipod. Your full attention during class is required.
- Please be respectful of the class and your fellow students at all times.

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## PROJECTS & DATES (subject to change)



**Week 01** | Introduction, Syllabus, class format.  
Adobe Illustrator Tutorial • Point, Line, and Plane

**Reading: Chapter 1**  
*Form and Space*

**Week 02** | Rhythm and Balance

**Week 03** | Scale

**Week 04** | Texture

**Week 05** | Color

**Reading: Chapter 2**  
*Color Fundamentals*

**Week 06** | Figure/Ground



**Week 07** | Framing

**Week 08** | Hierarchy

**Reading: Chapter 3**  
*Choosing and Using Type*

**Week 09** | Layers

**Week 10** | Transparency

**Week 11** | Modularity

**Reading: Chapter 4**  
*The World of Image*

**Week 12** | Grid

**Week 13** | Pattern

**Week 14** | Rules and Randomness

**Reading: Chapter 5**  
*Putting it All Together*



**Week 15** | Logo and Final Review.

## Important dates for Spring 2011:

1-17	Mon	Classes start
1-27	Thurs	6:30 Payne opening, Emilio Dilorio: The Figure
1-28	Fri	morning – Soph Review for Juniors and Seniors (transfers, etc.)
3-2	Wed	evening Ackerman lecture, Mirko Ilic, graphic designer and activist
3-4	Fri	Mid-Term, start of Spring Break
3-14	Mon	Return from Spring Break
3-17	Thurs	6:30 Payne opening, From the Page's Edge / Jane Schaffer
4-1	Fri	Sophomore Review
4-8	Fri	NY Trip
4-13	Wed	Trustees (thru 4-15)
4-14	Thurs	A D Coleman Lecture (tentative)
4-22	Fri	Good Friday (no classes)
4-25	Mon	Easter Monday (no day classes – evening classes meet)
4-29	Fri	Classes end
5-2	Mon	Exams and Critiques, thru 5-6
5-13	Fri	Baccalaureate
5-14	Sat	Commencement