

ART 131 Introduction to Graphic Design

course info:

instructor:	Kristine Kotsch	day/time:	Mon/Wed 1:15 – 3:45 PM
room:	Priscilla Payne Hurd (South) Campus HILL Room 309	office hours:	by appointment
email:	kkotsch@moravian.edu	art dept. office:	610.861.1680

course description:

ART 131 E Introduction to Graphic Design. 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.

required textbooks:

Graphic Design The New Basics; by Ellen Lupton and Jennifer Cole Phillips

required supplies:

- portable mass storage device: one or more USB Flash Drives (*at least* 4GB total) **OR** firewire or USB portable hard drive of comparable or larger size
- **one** large sketchbook for thumbnails, reflections, ideas and design specimen collection etc.
- folder/notebook for handouts and note-taking
- **several** (2-3 sheets) black mat board (32"x40" **NOT** foam core)
- pen/pencil and eraser & extra fine sharpies (or other writing implement) for sketching
- Although cutting boards, spray mount and x-acto knives are supplied, you may want to purchase your own so they are available to you at all times. It is your responsibility to have all projects handed in on time.

course goals:

Students will:

- Be introduced to the basic principles and techniques of graphic design and their application
- Create strong compositional designs through the use of format, line, shape, contrast, positive/negative space, rhythm, direction, balance, and repetition
- Solve visual problems by expressing ideas through critical thinking and the creative use of images and text
- Gain valuable skills in strong and rapid idea generation through thumbnail sketches
- Demonstrate understanding of the principles of design through the sharing of ideas during group critiques
- Analyze and critically evaluate graphic design work and its intention using vocabulary germane to the discipline
- Gain an intermediate knowledge of the three main types of design programs on the Macintosh platform: vector-based (Adobe Illustrator), raster-based (Adobe Photoshop), and page-layout (Adobe InDesign)

course requirements:

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. The classes will consist of computer instruction, assignment conceptualization, ideation (sketchbook exercises and thumbnails), quizzes, project execution and critique. They will focus on the practical application of design principles; theory, concepts and terminology presented in the project introductions.

Class work will consist of work on exercises, tutorials and projects. Specifically, preliminary class exercises, which involve idea generation, will be seminal to each major project. It is extremely important whatever your career, that you have the ability to interpret, express, and communicate ideas to others. Each project will be subject to individual and group class critique. Note that the purpose of the critique is to improve the end product; it is not a critique of the individual.

on critiques:

- Critiques are an integral part of the learning process of this class. It is a participatory activity and not a passive experience. Part of your grade depends on your engagement in group discussions and your responses to the work of your classmates.
- Critiques will usually take the form of posing questions intended to stimulate original thought and the formation of opinion. True learning is the result of personal discovery.
- Discussions may seem to stray from the specific topic of a project. This is a natural part of the process of becoming aware of the association between things that are often overlooked or seen as unrelated. Sharing our experience of the world around us results in exchanges from which ideas are born.

Be on time. Come to class prepared to work and have all sketches, readings and materials ready as specified in the previous class or on the syllabus. Moravian Art Department Attendance Policy will be strictly enforced.

important notes:

- You must bring your textbook, your sketchbook and any other materials you need to do your work to each class.
- Students will be responsible for all material covered in classes that they have missed.
- Absences from class do not excuse you from a deadline.
- There will be technical problems—none are excuses for missing a deadline. Plan ahead. Avoid problems.
- No iChat, AIM, icq, msn, irc, online games, facebook, myspace, blogs, or anything of the like during class.
- **Mobile phones must be turned off and stowed-away during class. I should never see them in class.**
- Students are expected to uphold the standards of academic honesty, as indicated in the Student Handbook.
- Inappropriate behavior/language will not be tolerated. Period.

attendance:

The Art Department established this department-wide attendance policy to apply to students in all art classes, beginning with the Fall 2007 semester.

- **For classes that meet twice a week (most full-unit studio courses, most day art history classes): 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.**
- For classes that meet once a week (half-unit studio courses, seminars, evening art history courses): After the first unexcused absence, final grade will be dropped by one full letter. After the third 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:

Successful Completion of Projects: 50%

My guidelines are *real world*. On time. Professionally-done. The habits you form here can enhance your level of success after graduation. Clients employ and depend on designers who are not only skilled, talented, flexible, and good communicators, but who are **reliable**. Talent does not meet a deadline—planning and discipline does. Discipline is just another word for good work habits.

Projects **MUST** be ready to hand in or present at the **BEGINNING** of class on the due date. Grade penalties are as follows:

- 10% - after beginning of class ON due date TO next class
- 20% - ONE week after deadline
- 40% - TWO weeks after deadline
- 60% - beyond TWO weeks after deadline

Quizzes & Papers: 10%

Quizzes on handouts, reading assignments and computer skills will be given periodically. Writing assignments will be based on self-assessments, theories as well as visual engagement (also known as reaction papers) and other topics as assigned.

Reaction Paper:

A reaction paper is an informal one-page writing about a piece or series of artworks viewed in person at a gallery or museum. The art department arranges for several opportunities to visit museums and galleries in the surrounding areas. It should be more than a simple summary of the material; it should contain your opinion or reaction to viewing the artwork. This may take on a variety of forms. You may compare the work to other related artwork and talk about why you were so drawn to the work. You may discuss why you think the artist made the decision that they made and/or hypothesize about ways in which the work could have been improved. You may think about ways to expand on the work, or extend it to cover new domains; or you may argue against the work, questioning its assumptions, or value.

Participation: 10%

Participation in critiques, discussions and presentations refers to your positive engagement in dialogue and is the heart and soul of this course. Not only does your active involvement in this important aspect of the class have a significant impact on your grade, it is an essential part of the learning experience and life of this class. Lack of participation will be reflected in the final grade.

Participation also includes:

- Promptness and attendance at all labs, lectures and critiques AND being prepared for each class (readings, supplies, etc.)
- Using class time efficiently and effectively
- Respectful use and care of computer systems, peripherals, equipment and supplies
- Being self-reliant enough to try and answer your own questions instead of immediately relying on someone else to think for you. You will have a hard time making progress in this class unless you learn to discover things for yourself.
- Coming to class with opinions and ideas!

Sketchbook: 10%

Your sketchbook will become an extension of you while in this class. This book will become your “think tank.” I will view them periodically throughout the semester. For each project, you will be expected to come up with many thumbnail sketches before you even think about designing on the computer. Resist the urge! This does not come easy to most.

You will be expected to continually collect design specimens and attach them in your sketchbook. What constitutes a specimen? Anything you see that interests you. Anything you look at and say, “wow, that’s really cool/interesting.” Tear things out of magazines; collect business cards and literature; packaging and clothing tags; scan and print, or take pictures of exhibits, cars, posters, anything that has been designed! Collect web site url’s, books you’ve looked at—xerox things from the library. Jot down why you decided to include each item. This will benefit you and act as a resource for inspiration.

Presentations: 10%

Each student is required to research the work of a contemporary graphic designer who has made an important contribution to the design world and prepare a 10–15 minute presentation. Specifics to be determined. Presentations that are not prepared for their due dates will receive an automatic zero.

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Final Portfolio: 10%

Each student is required to create a CD portfolio of all projects and sketchbook pages to be handed in at the end of the course. This will consist of gathering, organizing, scanning, exporting and renaming all work and burning and labeling a CD-R according to instructions. This will be due the last day of class.

A = 95-100	B+ = 87-89	C+ = 77-79	D+ = 67-69	F = 59 and below
A- = 90-94	B = 84-86	C = 74-76	D = 64-66	
	B- = 80-83	C- = 70-73	D- = 60-63	

Grading Standards:

- Effort, time and progress, along with participation, are the primary factors in determining your grade for the class. Attendance and accomplishment of the minimum requirements are considered an average achievement and will receive a grade of C. To earn more than a C, the quality of your work and your engagement, combined with consistent and significant progress made throughout the semester, must be above average.
- *The grade of an "A"* is given to those students whose work and work habits are exemplary. Excellent attendance and participation are assumed, and work throughout the semester is exceptional. Both visual projects and written papers should be well conceived and go beyond simply fulfilling the requirements of an assignment.
- *The grade of a "B"* is given to students whose work and work habits are above average. Very good attendance and participation is expected. All work is complete and well conceived and fulfill the requirements of the assignment.
- *The grade of "C"* is given to a student whose work and work habits are average. Attendance and participation are at the minimal accepted level. All work should be on time and shows an effort to fulfill the assignment requirements.
- *The grade of "D"* will be given to students whose work and work habits are below average. Attendance and participation is below minimal. Projects that are incomplete, handed in late, or do not fulfill the requirements of the assignment will adversely affect your grade and can place you in this category.
- Students with excessive absences and inability to fulfill the requirements of the class will earn a failing grade. Please see rubric below for the specific breakdown for the semester grade.

A	consistent level of excellent craftsmanship, use of materials and presentation strong/consistent growth in creative problem solving excellent solutions no weak solutions strong, self-initiated class involvement all projects completed on time and 99% class attendance	D	below average craftsmanship, use of materials and presentation little or no growth in creative problem solving fair solutions some weak solutions passive class involvement all projects completed on time and 85% class attendance
B	consistent level of above average craftsmanship, use of materials and presentation evidence of growth in creative problem solving evidence of good solutions some being excellent no weak solutions good consistent class involvement all projects completed on time and 95% class attendance	F	poor craftsmanship, use of materials and presentation little or no growth in creative problem solving poor solutions projects not completed on time and 85% class attendance or less
C	basically average craftsmanship, use of materials and presentation little or no growth in creative problem solving average solutions some weak solutions average class involvement all projects completed on time and 90% class attendance		

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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:

Please reference the College policy in Student Handbook.

Cheating on quizzes will not be tolerated and will result in a 0 or F. Written assignments are designed to engage students with material covered in class through visual participation and personal reaction. Papers must be your own thoughts, impressions and reactions. The Internet can provide valuable source material, but you must participate by visiting the artwork yourself, in person, and offering your own viewpoint. Plagiarism in any form will not be tolerated. Do not steal ideas that someone else has worked hard to create.

talk to me

If you need to see me, please arrange to meet with me. The best way to reach me is by e-mail. I am on the computer most of the day and check e-mail often. I will try to stay after class for a while since I am not on campus during the day. Please feel free to come ask me questions or talk about any concerns you may have.

PLEASE NOTE: The instructor reserves the right to make changes in any aspect of this syllabus/schedule for the sake of content improvement or scheduling changes due to cancelled classes or due date rescheduling.

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class schedule (subject to change):

week	date	mon	date	wed
1	8-29	<p>Introduction to course and lab Discuss syllabus, course requirements, sketchbook and grading Intro to the MAC/Servers/Suitcase Lecture: "Twenty Rules for Good Design" —HW— 5 Successful and 5 Unsuccessful design examples</p>	8-31	<p>DUE: Successful/Unsuccessful design examples Intro to Illustrator Basics In-class Exercises ✍ Project 1: Company Business Card Handout: Graphic Design Terminology —HW— Project 1-Twenty (20) Thumbnails/Ideas and Five (5) design specimens Read: New Basics pp. 10–39</p>
2	9-5	LABOR DAY	9-7	<p>DUE: 20 Thumbnails/Ideas/5 Specimens Illustrator Tutorial Basics In-class Exercises Printing and Mounting Demo —LAB— Work on Project 1 —HW— Read: New Basics pp. 40-69</p>
3	9-12	<p>Lecture: Vector vs. Raster Images and Resolution Photoshop Basics Tutorial Illustrator Tutorial —LAB— Work on Project 1 —HW— Read: New Basics pp. 114–125</p>	9-14	<p>■ DUE Project 1–Company Business Card ✍ Project 2–Gallery Invite Postcard Illustrator Tutorial —HW— Project 2–Twenty (20) Thumbnails/Ideas and Five (5) design specimens Read: New Basics pp.70–99</p>
4	9-19	<p>DUE: 20 Thumbnails/Ideas/5 Specimens Illustrator/InDesign Tutorial Lecture: Type Basics —LAB— Work on Project 2</p>	9-21	<p>Illustrator/InDesign Tutorial Lecture Experiment: Color Exercise: Hierarchy —LAB— Work on Project 2</p>
5	9-26	<p>InDesign Tutorial —LAB— Work on Project 2</p>	9-28	<p>■ DUE Project 2–Gallery Invite Postcard ✍ Project 3–Recipe Page/Card InDesign Tutorial —HW— Project 3– Twenty (20) Thumbnails/Ideas and Five (5) design specimens</p>
6	10-3	<p>DUE: 20 Thumbnails/Ideas/5 Specimens InDesign Tutorial —LAB— Work on Project 3 —HW— Study for Quiz-Design Concepts/Terminology</p>	10-5	<p>QUIZ-DESIGN CONCEPTS/TERMINOLOGY InDesign Tutorial —LAB— Work on Project 3</p>
7	10-10	MIDTERM FALL BREAK	10-12	<p>■ DUE Project 3–Recipe Page/Card ✍ Project 4–Social Conscience Poster Poverty/Inequality/Sustainability Etc. Begin Research for Project 4 —HW— Project 4– Twenty (20) Thumbnails/Ideas and Five (5) design specimens</p>
8	10-17	<p>DUE: 20 Thumbnails/Ideas/5 Specimens Discuss Topics for Posters Short Films: Designers Collection ✍ Discuss Designer Presentations —LAB— Work on Project 4 —HW— Choose Three (3) Top Designers from List</p>	10-19	<p>Selection and Assignment of Feature Designer for Presentation —LAB— Work on Project 4 and Presentations —HW— Begin Research for Designer Presentation</p>

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9	10-24	Individual Sketchbook Review —LAB— Work on Project 4 and Presentations	10-26	■ DUE Project 4—Social Conscience Poster <i>✍</i> Project 5—Music Festival T-Shirt —HW— Project 5— Twenty (20) Thumbnails/Ideas and Five (5) design specimens
10	10-31	DUE: 20 Thumbnails/Ideas/5 Specimens —LAB— Work on Project 5 and Presentations	11-2	—LAB— Work on Project 5 and Presentations —HW— Read: New Basics pp.174–183
11	11-7	Presentations 1-2 Exercise: Grid Structures —LAB— Work on Project 5 and Presentations	11-9	■ DUE Project 5—Music Festival T-Shirt <i>✍</i> Project 6—Designer Feature Spread Presentations 3-4 —LAB— Work on Project 6 and Presentations —HW— Project 6— Twenty (20) Thumbnails/Ideas and Five (5) design specimens **FRIDAY** NEW YORK CITY TRIP
12	11-14	DUE: 20 Thumbnails/Ideas/5 Specimens Presentations 5-6 —LAB— Work on Project 6 and Presentations **TOMORROW** LV PHOTO MONTH RECEPTION/PANEL DISCUSSION	11-16	Presentations 7-9 LIBRARY RESEARCH Meet at Reeves Library —LAB— Work on Project 6
13	11-21	DUE: Reaction Paper/Visual Engagement Presentations 10-11 Working Critique—Project 6 —LAB— Work on Project 6	11-23	HAPPY THANKSGIVING!
14	11-28	—LAB— Project 6 Improvements Work on Project 6	11-30	■ DUE Project 6—Designer Feature Spread <i>✍</i> Final Portfolio CD Specs
15	12-5	—LAB— Work on Final Portfolio CDs	12-7	■ DUE Final Portfolio CDs
16	12-12	Final Critiques Sign Up Sheets will be Provided TBD	12-14	Final Critiques Sign Up Sheets will be Provided TBD

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Studio Materials – Important Notes

I. Drafting Tables in Room 8 – IMPORTANT

1. Our drafting tables are a valuable resource and are used by students in many classes.
2. Surfaces must be kept clean and undamaged. Any cutting must be done using one of the grey cutting mats (stored in Room 8) and NOT done directly on the drafting tables.
3. Anyone caught cutting (or using a utility knife or mat cutter) directly on the drafting tables will be billed for the cost of a table top.

II. Safe Handling of Oil Paint, Printing Ink and Solvents

1. Oil paint, printing ink and solvents are flammable. Never use near an open flame or while smoking.
2. Always use paint, printing ink and solvents in a well-ventilated area with proper air circulation. Even odorless turpenoid produces vapor that must be ventilated.
3. Never store oil paint, linseed oil or oily rags in lockers, closets or confined, unventilated spaces. Oil paint and linseed oil can spontaneously combust, causing a potential fire hazard.
4. Always dispose of oil paint, printing ink and paper towels used for clean-up in the metal cans provided in the art rooms. These cans are marked for that purpose. Metal cans are emptied on a daily basis.
5. Never dispose of solvents, turpenoid or mineral spirits of any kind in the sinks. Pouring solvent down the sink is illegal and environmentally dangerous. Always dispose of solvents in the 5-gallon metal can marked *Used Turp* provided in the art room. Can must be kept closed except when adding solvents.
6. Wear latex gloves for hand protection and old clothes or an apron to protect your clothing.
7. Students should always use an appropriate fireproof metal container for long-term storage of oil paints, printing inks, linseed oils, and solvents. All containers will be stored in the OSHA-approved cabinets provided in the art building.
8. Be aware of the fire extinguishers in the area you are working and how to access them if needed.
9. Wash your hands well after you are finished handling paints, inks and solvents.

III. Safe Handling of Acrylic Paints and Gesso

1. All paints including acrylic paints and gesso should be used a well-ventilated area.
2. Discarded acrylic paint and rinse water from brush cleaning should never be disposed of in the sink. Always use acrylic waste disposal container provided in the art rooms for that purpose. The used rinse water will be screened to remove paint particles.
3. Wear latex gloves for hand protection and an apron for protecting your clothing.

IV. Spray Paint, Aerosol Glues, Fixatives, and Spray Lacquers

1. Never smoke or use near open flame. Spray paints and fixatives are extremely flammable.
2. Only use aerosols in the spray booths provided in Room 8 and Room 9.
3. Turn on the spray booth first, and follow the instructions on the can. Avoid breathing these vapors; they are a health hazard.
4. After the work has dried, discard scrap papers in the metal cans provided.
5. When finished, turn off spray booth and store spray cans in fireproof metal container with other flammable paints, oils, etc.

Remember, it is up to you to follow the instructions and procedures provided.

By handling these materials properly, you will minimize the risk of accidents to yourselves and the environment.

I have read this document. I am aware of the proper safe handling procedures and agree to follow them.

Signed: _____
Name Date Course number/section

(This document should be returned to the art office, where it will be kept on file until the course is concluded.)