

# ART 145-2 Z Graphic Design for Presentations

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## course info:

**instructor:** Kristine Kotsch  
**room:** PP Hurd (South) Campus  
HILL Room 309 Computer Lab  
**email:** kkotsch@moravian.edu

**day/time:** Tue/Thu from 6:30–9:00PM  
**office hours:** by appointment

**art dept. office:** 610.861.1680

## course description:

**ART 145-2 Z Graphic Design for Presentation.** This half-semester course introduces the principles of graphic and information design, focusing on the use of 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. Computer literacy is expected.

NOTE: May not be taken for credit by students who have completed Art 131 or the equivalent.

## required textbooks:

*The Non-Designer's Design Book, 3<sup>rd</sup> Edition*, by Robin Williams ISBN: 978-0-321-53404-0

## 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
- portfolio binding (to be discussed in class)
- **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
- small pack of high quality laser paper for producing printed projects and final portfolio (optional)
- 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. (optional)

## course goals:

Students will:

- Be introduced to the basic principles and techniques of graphic design and their application
- Create strong compositional and professional-quality designs incorporating principles including format, proximity, alignment, repetition and contrast
- Solve visual problems by critical thinking and the creative use of graphics, images and text
- Demonstrate understanding of the basic principles of design and their application through group critiques
- Analyze and critically evaluate graphic design work and its intention using vocabulary germane to the discipline
- Design a final portfolio and presentation specific to his or her field
- Gain a basic knowledge of the three main types of design programs: vector-based (Adobe Illustrator), raster-based (Adobe Photoshop), and page-layout (Adobe InDesign)

## course requirements:

- This is a studio class; 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 and exercises, assignment conceptualization, ideation (sketchbook exercises), 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. 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.

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- Each project will be subject to individual and group critique. The purpose of the critique is to improve the end product; it is not a critique of the individual.

**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.

### 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.

### important notes:

- You must bring your textbook, your sketchbook and any other materials you needed 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 (see penalty under grading section) or a critique (10% off participation grade)
- There will be technical problems—none are excuses for missing a deadline. Plan ahead. Avoid problems
- No Facebook, iChat, AIM, icq, msn, irc, online games, 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**
- 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.

- **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). 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.

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## grading:

**A = 95-100**  
**A- = 90-94**

**B+ = 87-89**  
**B = 84-86**  
**B- = 80-83**

**C+ = 77-79**  
**C = 74-76**  
**C- = 70-73**

**D+ = 67-69**  
**D = 64-66**  
**D- = 60-63**

**F = 59 and below**

## 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. Employers, administrators and clients employ and depend on employees 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. 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 readings and research as well as visual engagement (also known as reaction papers).

## Participation: 15%

Participation in class exercises, critiques, discussions and presentations refers to your positive and active engagement in dialogue and is the heart and soul of this course. Not only does your effective 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. Merely “showing up” does not constitute active participation. 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 (design work, readings, supplies, etc.)
- Using class time efficiently and effectively (working only on projects for THIS course)
- Respectful use and care of computer systems, peripherals, equipment and supplies
- Being self-reliant enough to try to 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 extra homework points and you will be required to present it during your final presentation. For each project, you will be expected to come up with sketches before actually designing on the computer. This does not come easy to most. You will need to work on it and train yourself, just as you will be working on your computer skills. 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 or beautiful.” Tear things out of magazines; collect business cards and literature; packaging and clothing tags; scan and print, or take pictures of exhibits, 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.

## Final Portfolio and Presentations: 15%

The final portfolio, and its contents, will vary for each student depending on the field of study. However, **all** final portfolios will be cohesively designed, meticulously organized, pristinely printed, professionally bound and competently presented. It will be a

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collection of relevant materials including, but not limited to, resumes, cover and recommendation letters, design projects, marketing materials (for all majors), artist statements, teaching philosophies and lesson plans (for art educators), case studies, lab experiments, business plans, photographs, grant proposals (for studio art), etc. The purpose of this portfolio is to promote yourself and highlight your talents to a prospective employer, administrator or client.

The Final Portfolio will be created in two formats:

- (1) traditionally printed and bound and
- (2) digital PDF presentation (burned to CD for final submission)

It is always appropriate to practice public speaking and oral presentation. Each student will present their digital portfolio to the group for critique by utilizing the technology in the classroom, i.e. the teacher station and projector. The presentation will also include your sketchbook.

### Reaction Papers

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.

Reaction papers will be graded on your communication skills, **and** on the content and originality of your ideas. The ability to express oneself clearly is an important skill in academics (and in life!). Assume your reader has seen the work, but that they need a reminder about any details you wish to discuss. Therefore, your paper, like all good essays, should include an introductory paragraph stating your main premise and a short description of the work, a body where you detail your ideas and reactions, and a brief concluding paragraph. The reaction paper should include enough information about the work of art to make your ideas or criticisms well grounded. Spelling and grammar count!

### 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.

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

### 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:

**Copyright infringement is unacceptable and illegal. This will be discussed in class.**

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. Please reference the Moravian College Academic Honesty Policy in Student Handbook.











**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.**

### talk to me:

If you need to see me, please arrange to meet with me. I can arrange a mutually convenient meeting time. 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 arrive early or 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.

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class schedule (subject to change):

week	date	tues	date	thurs
1			10-20	Introduction to course and lab, syllabus etc. Discuss sketchbooks, final portfolios, and presentations Intro to the MAC/Servers/Suitcase <b>Homework</b> Chapter 1-The Joshua Tree Epiphany
2	10-25	Introduction to Adobe Programs Illustrator Quick Start Tutorial Exercise: Type Phenomenon <b>Homework</b> Chapter 2-Proximity Chapter 3-Alignment Chapter 8-pp.109–114	10-27	 <b>Project 1–Business Card</b> Tutorial: Illustrator Handout: Design Terminology <b>Homework</b> Chapter 4-Repetition Chapter 5-Contrast Five (5) design specimens
3	11-1	Tutorial: Illustrator/InDesign Trim/Mount Demo Discuss NYC trip <b>Lab:</b> Business Card <b>Homework</b> Chapter 6-Review Chapter 8-pp.131–134	11-3	 <b>Critique Project 1–Business Card DUE</b>  <b>Project 2–Postcard</b> Tutorial: Illustrator/InDesign/Photoshop <b>Homework</b> Chapter 7-Using Color Chapter 9-Type (& Life) Five (5) design specimens
4	11-8	Lecture: Designing with Type Tutorial/Exercise: Illustrator/InDesign <b>Lab:</b> Postcard <b>Homework</b> Read: Chapter 8-pp.115–118 Gather Résumé Information <b>NYC TOMORROW!!</b>	11-10	 <b>Critique Project 2–Postcard DUE</b>  <b>Project 3–Letterhead/Envelope</b> Lecture: Creating a Cohesive Package Résumé and Cover Letter Design Tutorial: Illustrator/InDesign <b>Homework</b> Prepare Cover Letter Five (5) design specimens
5	11-15	<b>SPECTRUM: LEHIGH VALLEY PHOTO PROFESSORS</b> 5:00-Reception 6:30-Panel Discussion Meet in HUB-Class will follow <b>Lab:</b> Letterhead/Envelope <b>Homework</b> Gather Content for Portfolio	11-17	 <b>Critique Project 3–Letterhead DUE</b>  <b>Project 4a–Final Portfolio</b> Tutorial: InDesign Multi-Page Documents <b>Homework</b> Gather Content for Portfolio Study Design Terminology/Concepts Quiz
6	11-22	Tutorial: InDesign <b>Lab:</b> Work on Final Portfolio <b>QUIZ:</b> Design Terminology/Concepts	11-24	<b>HAPPY THANKSGIVING!</b>
7	11-29	 <b>Project 4b–Final Presentation</b> Lecture: Organizing for Presentation <b>Lab:</b> Final Portfolios and Presentations	12-1	 <b>Working Critique–Portfolio</b> Tutorial: InDesign Exporting PDFs <b>Lab:</b> Final Portfolios and Presentations
8	12-6	 <b>Final Portfolios/Presentations DUE</b> <b>Present Final Portfolios and Sketchbooks</b> <b>Homework</b> Burn Portfolio to CD-R		<b>NO CLASSES</b>
9	12-14	<b>Finals Week and Hand Deliver CD-R</b>	12-16	<b>HAVE A GREAT HOLIDAY!!</b>