

GRAPHIC DESIGN

art 131z

course info

z: tues/thurs 6:30-9:00pm
South Campus Hill Lab

professor info

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Course Description

ART 131 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.

Course Goals

- To introduce and familiarize you with the principles of graphic design.
- Create strong compositional designs through the use of format, line, shape, contrast, positive and negative space, rhythm, direction, balance, and repetition.
- Solve visual problems by expressing ideas through the creative use of images and text.
- Recognize elements of and produce professional-quality design.
- Gain a strong skill of rapid and strong idea generation through thumbnail sketches.
- Demonstrate your understanding of the principles and fundamentals of design through the sharing of ideas during group critiques.
- Sharpen your knowledge and skills 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, therefore you will work in class on your projects and be expected to work outside of class on your own. Each class will generally begin with a class discussion, design lesson, or group critique. It is extremely important whatever your career, that you have the ability to interpret, express, and communicate ideas to others. There will be some computer instruction every class. You will have homework every class, and most of the time, there will be some kind of assignment due. **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.

- **No Facebook, Twitter, Text Messaging, or anything similar during class.**
- **Be present during class. And don't do your freelance work during class.**

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, the final grade will be dropped by one full letter. After the fourth unexcused absence, the student will receive a failing final grade.
- An unexcused 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). A death in the family should be confirmed with Student Services.
- Documentation is required for sports. The coach should e-mail a note to the 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 time.

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: 5 to 15 minutes late for class

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.

disability statement:

Students who wish to request accommodations in this class for a disability should contact Elaine Mara, Assistant Director of Learning Services for Academic and Disability Support at 1307 Main Street, or by calling 610-861-1510. Accommodations cannot be provided until authorization is received from the Academic Support Center.

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 original and result from your thoughts and ideas. Be aware that I am well versed in historical and current design trends.

Grading:

Standard numeric grading scale:

A = 94–100	B+ = 87–89	C+ = 77–79	D+ = 67–69	F = 59 and below
A- = 90–93	B = 84–86	C = 74–76	D = 64–66	
	B- = 80–83	C- = 70–73	D- = 60–63	

Grading for a course in studio art must be in harmony with its goals. Competency and understanding of the methods and materials of this course is easily measured objectively. Creativity (concept) and craftsmanship (form) are more a matter of subjective determination. Effort, time, and progress, along with participation, will also be a factor in determining grades. Projects receive a grade that is based on technical accomplishment and concept.

- Grades for an unexcused absence from a scheduled critique will be penalized 10%. No extensions will be given for an assignment without a legitimate reason.
- Missing critiques, test, or presentations are not permitted.
- Late projects will receive a penalty of $\frac{1}{3}$ of a grade for each week it's past due.
- An incomplete will not be given except under the most extreme circumstances.

A grade of an A is a special accomplishment and is the result of consistently going beyond the basic requirements laid out for the course. Grades are earned. *Summary:* Consistent, On Time, and Perfect Attendance.

grade breakdown:

Projects—40%

Each project is graded on three aspects:

- **Creativity/Problem Solving:** How well was the problem solved and how creative was the solution?
- **Presentation/Execution:** Neatness and a level of professionalism in the completed work. Did the work utilize the computer program efficiently and with authority or was the student guided by the program? Were the design principles used efficiently? How well is the work presented? (This includes professional attitude and attire)
- **Deadline/Attitude:** Was the project handed in on the day specified and in a positive mental attitude?

Quizzes and 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 (reaction papers), and other topics.

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 piece. 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 piece, questioning its assumptions or value.

Attendance/Class 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 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. It is essential you learn to be self-reliant and it is a requirement in this field of work.
- Coming to class with opinions and ideas
- The Tumblr exercises will also count towards your participation grade

Exercises—25%

Exercises will be given mostly during class time. These exercises will be based on the material needed to complete the given Project successfully. We are referring to this as an “umbrella effect” with the exercises falling underneath the main Project. This will give you more experience with the given subject as well as more material for your resume. The exercises are to be taken very seriously and will account for a large portion of your final grade. Do not take these lightly and put your best efforts forward. Some exercises will be timed.

Process Book—15%

See the outline in this syllabus on the Process Book for further explanation. The Process Book is something you will be working on continuously throughout the semester. I will ask to look at this frequently and it is expected to have continual progress. It is very important as a designer and artist to keep track of your inspirations as well as your work process. The Process Book will become an extension of your projects and you should keep this on you when possible.

project submission

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.

talk to me

If you need to see me, please make arrangements to meet with me. The best way to reach me is by e-mail. I am on the computer most of the day and will check e-mail frequently. If I am unable to answer immediately, I will reply at my earliest convenience. Since I am not on campus during the day, I will stay after class when time permits. Please feel free to come ask me questions or talk about any concerns you may have.

Required Supplies

- Portable mass storage device: External hard drives are now being mandatory (250GB), but you may also want a USB Flash Drive (optional). The external hard drive will be used throughout your studies in Graphic Design.
- One large process (sketch) book for thumbnails, reflections, ideas, and design specimen collection, etc.
The maximum size allowed is 8.5" x 11", it is preferred this be smaller in size so that you will be able to carry it with you without a problem.
- Folder for handouts Make sure to keep these organized . . . it will be your responsibility to keep track of your handouts.)
- Four to five sheets of **black** mat boards (32" x 40" **NOT foam core**)
- Although cutting boards, spray mount, tape, and xacto knives are supplied, you may want to purchase your own so they are available to you at all times. It's your responsibility to have all projects handed in on time. Not being able to find necessary tools in the lab or someone used all the spray mount (or double sided tape) will not be a valid excuse for not having a project handed in on time! (Double sided tape may be used, but not in all instances.)
- Pen/pencil and eraser & extra fine sharpies for sketching
- White artist tape 3/4-inch roll
- Tracing paper: 24" roll (20 yards . . . should roughly be \$8/roll)

Required text

- *Exploring the Elements of Design* by Poppy Evans and Mark A. Thomas

Suggested text (much of this information may now be found online or through the software's Help feature)

- *Illustrator CS6 for Windows and Macintosh (Visual QuickStart Guide)* by Elaine Weinmann, Peter Lourekas
- *InDesign CS6 for Macintosh and Windows (Visual QuickStart Guide)* by Sandee Cohen
- *PhotoShop CS6 (Visual QuickStart Guide)* by Elaine Weinmann, Peter Lourekas

*** Do NOT discard any of your final projects; you will be required to bring all projects to your Final Review.
(Find a safe place to store them neatly throughout the semester.)

class schedule subject to change

08.28/Tues	Lecture	Introduction of myself, course, lab and classmates Discuss syllabus, course requirements and grading A look into Graphic Design What is Design? 20 Rules for Good Design
	Assignment	For next class, bring in any type of design you find successful, and also an example of an unsuccessful attempt at design. (Be prepared to give concrete reasons why you made your selections.)
08.30/Thurs	Due Lecture	Present Successful/Unsuccessful Design Assignment Introduction to Illustrator Intro to Project 1: Company Business Card
	Assignment Reading	thumbnails for Project 1 (20 ideas, 5 design specimens) Due 09.06 Chapter 1: Language of Design
09.04/Tues	Lecture	Discuss reading Primary Principles and Support Principles Elements of Design
	Assignment	continue working thumbnails and ideas for Project 1
09.06/Thurs	Due Lecture Lesson	Thumbnails for Project 1 Illustrator tutorial Printing and mounting demo studio to work on Project 1
	Reading Assignment	Chapter 2: Type work on Project 1
09.11/Tues	Lecture Lesson Assignment	Discussion on reading Typography Finish Project 1 for next class (also save as a PDF in PAWN)
09.13/Thurs	Due Lecture Assignment	Project 1 (working critique) Introduction to Project 2: Avatar Bring a self portrait photo
09.18/Tues	Lesson Class work Assignment	Working with the Pen tool Scanning tutorial studio Project 2 due next class Read Chapter 3: Imagery
09.20/Thurs	Due Lecture Assignment	Project 2 InDesign tutorial working with type and imagery Introduction to Project 3: Post card design thumbnails for Project 3 (20 total)

09.25/Tues	Lecture Class work Assignment	InDesign continued Using grids Photoshop tutorial Studio class to work on Project 3 continue working on Project 3 Post Card: Reverse Process
09.27/Thurs	Lecture Lesson Class work Assignment	Discussion on reverse process exercise InDesign/Photoshop/Illustrator tutorials Studio class to work on Project 3 Project 3 due next class
10.02/Tues	Due Lecture Assignment	Project 3 Introduction to Project 4: Social Conscious Poster research Project 4
10.04/Thurs	Lecture Class work Assignment	Poster samples Grids and pub design Studio class to work on Project 4 Project 4 thumbnails due next class (20 total) Read Chapter 4: Color Poster: Reverse Process

MIDTERM (10/05)

10.09/Tues	OFF- Fall Break	
10.11/Thurs	Lecture Lesson Class work Assignment	Discussion on reverse process exercise Using color Individual meetings to review poster concepts; approval studio work on Project 4 Color and Season exercise on page 166 in text
10.16/Tues	Lecture Class work Assignment	Review exercise Color and composition Pantone vs. CMYK Studio class—working on Project 4 work on Project 4 Read Chapter 5: Managing Effective Design
10.18/Thurs	Lecture Class work Assignment	Discussion on reading Studio class Project 4 due next class
10.23/Tues	Due Lecture Assignment	Project 4 Introduction to Project 5: Greeting Card Project 5 thumbnails (20 total) Greeting Card: Reverse Process

10.25/Thurs	Lecture Class work Assignment	Discuss reverse process Review thumbnails Studio class: Project 5 Work on Project 5
10.30/Tues	Lecture Class work Assignment	Program tutorials Studio class Project 5 due next class
11.01/Thurs	Due Lecture Assignment	Project 5 Introduction to Project 6: Calendar Design Bring in calendar samples

WITHDRAW BY FRIDAY (11/02)

11.06/Tues	Lecture Assignment	Review calendar samples tutorial; Tabs and Tables Thumbnails due next class
11.08/Thurs	Lecture Assignment	Searching photos Tutorials Review thumbnails work on Project 6

NY ART TRIP FRIDAY (11/09)

11.13/Tues	Class work Assignment	Studio class Calendar: Reverse Process
11.15/Thurs	Lecture Class work Assignment	Review reverse process Studio class Project 6 due next class
11.20/Tues	Due Lecture Assignment	Project 6 Introduction to Final: Advertising Project Discuss Design as Process Branding and Corporate Design Thumbnails due for Final 11.27
11.22/Thurs	OFF	Thanksgiving
11.27/Tues	Lecture Lesson Class work Assignment	Individual meetings to review concepts for Final Advertising Design Studio class Work on Final

11.29/Thurs	Class work Assignment	Studio Work on Final
12.04/Tues	Class work Assignment	Studio work on Final Sign up for Individual Final reviews (12/11 and 12.13)
12.06/Thurs	Due Class work	Final for working critique as a class (get feedback) Studio class—final project
12.11/Tues	FINAL REVIEWS	Time to be determined
12.13/Thurs	FINAL REVIEWS	Time to be determined

**All elements of the FINAL project are to be mounted for final presentation

Syllabus Agreement

By signing this agreement, I acknowledge that I have read and understand the terms of this course (ART 131z).

I, _____ have read, understand, and
 (First) (Last)

agree to the terms of the syllabus for this course.

_____ _____
 (Date) (Signature)