

# ART 145-2 Z Graphic Design for Presentation

## course info:

**instructor:** Kristine Kotsch  
**room:** South Campus 104 Media Lab  
**email:** kkotsch@moravian.edu

**day/time:** Tue/Thu from 6:30–9:00PM  
**office hours:** by appointment  
**art dept. office:** 610.861.1680

**required text:** *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** USB portable hard drive  
portfolio binding (to be discussed in class)  
**process book** 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)

## 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 equivalent.

## course goals:

Students will:

- Design a final portfolio and presentation specific to his or her field
- 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 with a focus on composition
- 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
- 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 (process book 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.
- 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.

## time required outside class: (estimate)

- Reading and studying the text to prepare for class at 2 hours x 5 wks = 10 hours
- Additional lab time for projects at 6 hours x 4 projects = 24 hours
- Process Book (includes thumbnails, color/type studies, exercises, specimen collection, etc.) at 3 hours x 7 wks = 21 hours
- Portfolio Preparation (includes research, organization, revision, editing, binding, etc) = 12 hours
- Preparation of final portfolio CD (including assessment, revising, archiving and burning) = 3 hours
- Field trip to NY, or alternate trip = 12 hours
- Field trip assignment time = 3 hours
- Gallery openings in Payne Gallery and HUB = 4 hours

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**Be on time.** Come to class prepared to work and have all process work such as 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 process book 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, Pandora, iTunes, 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 (twice 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 an ORIGINAL 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

If you are late or absent, it is your responsibility to find out from another student NOT THE INSTRUCTOR what you missed and to catch up in a timely manner. Lectures, demonstrations and videos are not repeated.

## grading:

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

**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

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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!

### **Process Book/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 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.

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## Reaction/Engagement Papers

A reaction paper is an informal one to two-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. 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.

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

## 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:

**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	10-15	FALL BREAK	10-17	Introduction to course and lab, syllabus process books, final portfolios, and presentations Intro to the MAC/Servers/TypeClient Introduction to Adobe Programs “Twenty Rules for Good Design” ----HW---- Ch 1-The Joshua Tree Epiphany Ch 2-Proximity; Ch 3-Alignment
2	10-22	Lecture/Quiz: Proximity and Alignment Tutorial: Illustrator-Pen Tool Exercise: Proximity/Alignment Handout: Design Terminology ----HW---- Ch 4-Repetition; Ch 5-Contrast Ch 8-pp.109–114	10-24	 <b>Project 1–Business Card</b> Lecture/Quiz: Repetition and Contrast Exercise: Repetition/Contrast Tutorial: Illustrator/InDesign ----HW---- Ch 6-Review; Ch 8-pp.131–134 30 Thumbnails and Mind Map/Word Web Five (5) design specimens
3	10-29	Discuss Mind Map/Word Web Tutorial: Illustrator/InDesign/Photoshop Trim/Mount Demo Lecture: Color Lab: Business Card ----HW---- Ch 7-Using Color; Ch 9-Type (& Life)	10-31	<b>NEW YORK CITY TOMORROW!!</b>  <b>Mini-Project–Postcard</b> Lecture: Designing with Type Tutorial/Exercise: Illustrator/InDesign ----HW---- Ch 8-pp.115–118 Thirty (30) Thumbnails and Five (5) design specimens Gather Résumé Information
4	11-5	 <b>Project 2–Letterhead/Envelope</b> Résumé and Cover Letter Design Tutorial: Illustrator/InDesign ----HW---- Thirty (30) Thumbnails and Five (5) design specimens Prepare Cover Letter	11-7	 <b>Critique Project 1–Business Card DUE</b> Tutorial: Illustrator/InDesign ----HW---- Gather Content for Portfolio Discuss Portfolio Options
5	11-12	Tutorial: Illustrator/InDesign Build Resumes Lab: Letterhead/Envelope	11-14	 <b>Critique Mini-Project–Postcard DUE</b> Lecture: Creating a Cohesive Package Tutorial: Illustrator/InDesign Lab: Letterhead/Envelope
6	11-19	 <b>Project 3a–Final Portfolio</b>  <b>Project 3b–Final Presentation</b> Lecture: Organizing for Presentation Tutorial: InDesign Multi-Page Documents ----HW---- Gather Content for Portfolio Study Design Terminology/Concepts Quiz	11-21	 <b>Critique Project 2–Letterhead DUE</b> QUIZ: Design Terminology/Concepts Tutorial: InDesign Lab: Work on Final Portfolio and Presentations
7	11-26	HAPPY	11-28	THANKSGIVING!
8	12-3	 <b>Working Critique–Portfolio</b> Tutorial: InDesign Exporting PDFs Lab: Final Portfolios and Presentations	12-5	 <b>Final Portfolios/Presentations DUE</b> Present Final Portfolios and Process Books ----HW---- Burn Portfolio to CD-R
9	12-9	Finals Week and Hand Deliver CD-R	12-13	HAVE A GREAT HOLIDAY!!

### Syllabus Agreement

By signing this agreement, I acknowledge that I have read and understand the terms of this course (ART 145 2 Z).

I, \_\_\_\_\_ have read, understand, and  
(Print First) (Print Last)

agree to the terms of the syllabus for this course.

\_\_\_\_\_  
(Date) (Signature)