

INTRODUCTION TO 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 any form of social media 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.

- 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 Ms. Elaine Mara, Assistant Director of Academic & Disability Support, located on the first floor of Monocacy Hall (extension 1401). Accommodations cannot be provided until authorization is received from the Academic & Disability Support office.

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.

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.

(continued)

Attendance/Class Participation—10% (continued)

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. Discipline is just another word for good work habits.

time required outside of class (estimate)

- 3 hours per week reading and studying the text to prepare for class, x 15 weeks = 45 hours
- Preparation time for projects (thumbnails and research), 5 hours per project, x 7 = 35 hours
- Time spent on each project (layout, printing, and mounting), 7 hours per project, x 7 = 49 hours
- Successful/Unsuccessful Design homework assignment = 3 hours
- Field trip to NY, or alternate trip = 12 hours
- Field trip assignment time (includes research and writing) = 6 hours
- Additional designs given for homework (practice designs) = 10 hours
- Additional time required for the Final Project = 5 hours
- Gallery openings in Payne Gallery and HUB = 10 hours

FAQ

What if I'm absent from class and I have a project or assignment due?

Absences from class do not excuse you from a deadline. Call and notify me how I should be expecting to receive your project. Have a friend, classmate, relative, or a messenger service deliver it to me. FedEx overnight is an option, marked in my attention.

What if I was really lost on a project and didn't know what to do?

Please talk to me as soon as you may be having trouble. I can only help if you ask.

What if the computer crashed and I lost my work? Or the printer wasn't working?

There will be technical problems—this is no excuse for missing a deadline.

talk to me

If you need to see me, please make arrangements to meet with me. The best way to reach me is my e-mail. I am on the computer most of the day and check e-mail more frequently than I would like to admit. You can call me on my cell. If I am unable to answer, leave a message and I will return your call at my earliest convenience. 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.

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" × 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" × 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 ¾-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

Studio Materials – Important Notes

I. Drafting Tables in Room 8 – IMPORTANT

Our drafting tables are a valuable resource and are used by students in many classes.

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.

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.)

*** 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

01.20/Tues	Lecture	Introduction of myself, course, lab and classmates Discuss syllabus, course requirements and grading A look into Publication Design What is Publication Design? 20 Rules for Good Design
	Assignment	For next class, bring in a book, brochure, or magazine you believe is developed from a strong design (Be prepared to give concrete reasons why.)
01.22/Thurs	Due	Present Successful Publication Design Assignment
Opening in Payne Gallery at 6:30PM War, Peace, and the Just Society	Lecture	Introduction to Illustrator Intro to Project 1: Company Business Card
	Assignment	thumbnails for Project 1 (20 ideas, 5 design specimens)
	Reading	Chapter 1: Language of Design
01.27/Tues	Lecture	Discuss reading Primary Principles and Support Principles Elements of Design
	Assignment	continue working thumbnails and ideas for Project 1
01.29/Thurs	Due	Thumbnails for Project 1/Identity
	Lecture	Illustrator tutorial
	Lesson	Printing and mounting demo studio to work on Project 1
	Reading	Chapter 2: Type
	Assignment	work on Project 1
02.03/Tues	Lecture	Discussion on reading
	Lesson	Typography
	Assignment	Finish Project 1 for next class (also save as a PDF in PAWN)
02.05/Thurs	Due	Project 1 (working critique)
	Lecture	Introduction to Project 2: Avatar
	Assignment	Bring a self portrait photo
02.10/Tues	Lesson	Working with the Pen tool Scanning tutorial
	Class work	studio
	Assignment	Project 2 due next class Read Chapter 3: Imagery
02.12/Thurs	Due	Project 2/Avatar
	Lecture	InDesign tutorial working with type and imagery
	Assignment	Introduction to Project 3: Post card design thumbnails for Project 3 (20 total)

02.17/Tues	Due Lecture Class work Assignment	Thumbnails for Project 3 InDesign continued Using grids Photoshop tutorial Studio class to work on Project 3 continue working on Project 3 Post Card: Reverse Process
02.19/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
02.24/Tues	Due Lecture Assignment	Project 3/Post Card Introduction to Project 4: Social Conscious Poster research Project 4
02.26/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
03.03/Tues	Due Lecture Lesson Class work Assignment	Thumbnails for Project 4 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
03.05/Thurs Opening at Payne Gallery Angie's show TBD	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

MIDTERM (03/06)

03.17/Tues	Lecture Class work Assignment	Discussion on reading Studio class Project 4 due next class
03.19/Thurs Opening at Payne Gallery 6:30PM Lehigh Art Alliance	Due Lecture Assignment	Project 4/Poster Introduction to Project 5: Greeting Card Project 5 thumbnails (20 total) Greeting Card: Reverse Process

03.24/Tues	Due Lecture Class work Assignment	Thumbnails for Project 5 Discuss reverse process Review thumbnails Studio class: Project 5 Work on Project 5
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03.26/Thurs	Lecture Class work Assignment	Program tutorials Studio class Project 5 due next class
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NY ART TRIP FRIDAY (03/27)

03.31/Tues	Due Lecture Assignment	Project 5/Greeting Card Introduction to Project 6: Calendar Design Bring in calendar samples
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04.02/Thurs	Lecture Assignment	Review calendar samples tutorial; Tabs and Tables Thumbnails due next class
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04.07/Tues	Due Lecture Assignment	Thumbnails for Project 6 NY Trip paper due Searching photos Tutorials Review thumbnails work on Project 6
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04.09/Thurs	Class work Assignment	Studio class Calendar: Reverse Process
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04.14/Tues	Lecture Class work Assignment	Review reverse process Studio class Project 6 due next class
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04.16/Thurs	Class work Assignment	Studio class Project 6 due next class
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04.21/Tues	Due Lecture Assignment	Project 6/Calendar Introduction to Final: Advertising Project Discuss Design as Process Branding and Corporate Design Thumbnails due for Final
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04.23/Thurs	Lecture Lesson Class work Assignment	Individual meetings to review concepts for Final Advertising Design Studio class Work on Final thumbnails and research
04.28/Tues	Class work Assignment	Studio Work on Final
04.30/Thurs	Due Class work Assignment	Final for working critique as a class (get feedback) Studio work on Final (actual due date will be at the Final Review) Sign up for Individual Final reviews
05.05/Tues	FINAL REVIEWS	Time to be determined

*Final meeting will be determined closer to the final date

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

