

Introduction to Graphic Design

Foundation skills in the formal and conceptual principles of graphic design including concept, composition, legibility, language, and typography. Projects develop visual literacy and skills in text, drawing and image production using the Macintosh computer as the primary design tool. Critical thinking is stressed through the analysis of content and its most effective form of visual presentation.

Prerequisite: Art 170.

ART 131 — Introduction to Graphic Design

Class Meets

Spring 2016 MW 9:00 AM-11:30 AM 1/18/2016 - 4/27/2016
Priscilla Payne Hurd (South) Campus, South Hall (Art), 104

Time Required Outside Class: (estimate)

- Preparing projects, (lab time) sketching, and reading for class, 104 hours
- Preparation time for quizzes
1 hour each x 3 quizzes = 3 hours
- Field trip to NY, or alternate trip = 12 hours
- Gallery openings in Payne Gallery and HUB = 4 hours

Important Dates

January

4	Mon	College offices reopen
18	Mon	Classes Begin – MLK Day – classes held, offices open
21	Thurs	6:30-8 pm Payne Gallery Reception – Poverty - We're All Homeless (installation)

February

8	Mon	4:30 pm	HUB Gallery closing reception – Seminary MLK Show
10	Wed	4:15 pm	Visiting Artist lecture, Kurt Kauper, Prosser Auditorium in the HUB, North Campus
		5:30 pm	HUB Gallery reception – Artists as Activists poster show – InFocus
17	Wed	6:30 pm	Kappa Pi Honor Society Induction Ceremony
26	Fri		Mid-Term

March

5-13	Sat-Sun	Spring Break
17	Thurs	6:30-8 pm Payne Gallery Reception – Biennial Faculty Show public reception
25-27	Fri-Sun	Easter Break

April

8	Fri	NY Trip
13	Wed	4:30 pm HUB Gallery closing reception – Women's Show
21	Thurs	beginning of Senior Thesis Show (reception on May 14 after graduation)
29	Fri	Classes End

May

2-6	Mon-Fri	Exams and Critiques
13	Fri	5:00 pm Baccalaureate
14	Sat	10:00am Graduation
14	Sat	2-4pm Payne Gallery – Senior Thesis Show Closing Reception

Three Disciplines

1. Social Media
2. Branding
3. Advertising

Three Softwares

1. Adobe Photoshop
2. Adobe Illustrator
3. Adobe InDesign

Five Chapters

1. Form and Space
2. Color Fundamentals
3. Choosing and Using Type
4. The World of Image
5. Putting it all together

Professor

Camille Murphy, Office Hours by Appointment.

Please contact me via Blackboard or email at murphyc@moravian.edu

Art Office phone number, 610-861-1680

Course Textbook

Design Elements, 2nd Edition: Understanding the rules and knowing when to break them - Updated and Expanded Paperback – May 15, 2014

Course Goals

- Gain a thorough understanding of the foundations and principles of Graphic Design.
- Learn about the disciplines of Social Media, Branding and Advertising.
- Develop critical thinking skills while exploring and solving graphic design problems.
- Learn the process of creating strong concepts and composition.
- Engage in intelligent dialogue about graphic design and your own work.

Grading

Student performance will be evaluated based upon the following criteria:

- Assignments: 100 points each = 900 Points
- Quizzes: 100 points each = 500 Points
- Midterm: 200 Points and Final: 300 Points = 500 Points
- Attend 2 Graphic Design Events this semester. (In addition to the field trip) = 100 Point
- Grade equals percentage earned against possible 2000 points. For example if your total points earned are 1800, then $1800/2000 = 90$, or an A-.

Standard numeric grading scale

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

Due Dates and Late Work

Projects are due on the dates listed in the calendar. All late work will be graded down a full letter grade for each week that it is late.

Cheating and Plagiarism

Your instructor routinely uses the plagiarism detection devices, Turnitin.com, Safeassign, and Google to uncover acts of plagiarism.

The College expects students to observe academic integrity in all aspects of their academic life, including the conduct of their examinations, assignments, and research. All members of the College community share the responsibility of creating a climate of academic integrity, based on fairness to others and respect for oneself. Violations of academic integrity are treated very seriously. Plagiarism (the act of copying, stealing, or representing the ideas or words of another as one's own without giving credit to the source), cheating on examinations, and all forms of academic dishonesty are forbidden. Students found guilty of such behavior are subject to appropriate disciplinary action, which may include a reduction in grade, a failure in the course, suspension, or expulsion. Cheating on exams, quizzes, projects or papers will not be tolerated and will result in a 0 or F.

Attendance

Consistent attendance will be critical to your success in our class. 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. You are expected to arrive on time with all your materials ready to work. If an emergency arises you must send an email prior to our class meeting.

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. Students may be excused from class, with advanced notice, for games or matches, but not for practice. Students should provide the instructor with a schedule, if they know you will be missing any classes due to a game or match. Practice is not an excused absence. Students must make arrangements to cover any missed class material and turn in assignments on the appropriate date.

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

- Arriving 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.

Disability Statement

Students who wish to request accommodations in this class for a disability should contact the Academic Support Center, located in the lower level of Monocacy Hall, or by calling 610-861-1401. Accommodations cannot be provided until authorization is received from the Academic Support Center.

Student Conduct

No student may interfere with another student's opportunity to learn. Any behavior that interferes with the progress of this class will not be tolerated. If you have an unresolved conflict during the class, you must meet first with the instructor of the course in an attempt to resolve the problem. If the results are unsatisfactory, you should next contact the department chairperson. If the results are still unsatisfactory, you should contact the Academic Affairs Office.

Required Materials

All students enrolled in digital design and media courses are required to have an external hard drive or cloud service for storage of work.

- one hard-back, bound, process book (unlined paper or graph paper—no perforations, maximum size 8.5"x11")
- pens/pencils and eraser and extra fine sharpies for process books
- ruler (at least 17") metal and cork backed
- White 3/4" artist tape
- 1 sheet white foam core
- X-Acto No.1 or Gripster Knife {holds no. 11 blades}

Design Events

- Each student must attend at least 2 design events in addition to the required field trip this semester, and submit proof that they attended. For campus events, attendance will be taken.
- This will be listed as an assignment, that you need to make to submissions to on the online grading system. Submission must include one 6 sentence paragraph summarizing the experience.
- Each event is worth 50 points of your final grade out of 2000 points total.

Schedule and outline subject to change.

Schedule by week

1/18 Week 1 | Introduction

Introduction and Overview of Course. Review of student responsibilities, syllabus, and overview. Introduction to vocabulary, introduction to the course content.

Lab: Intro to Photoshop, Lecture

Lesson: What is Graphic Design, Twenty Rules for Making Graphic Design

Reading: Intro + Chapter One p6-85 and Study for Quiz

Assignment 1: Photoshop

1/25 Week 2 | Social Media + Adobe Photoshop

Monday: Photoshop Assignment Due

Lab: Photoshop Continued

Lesson: Social Media

Reading: Intro + Chapter One p6-85 and Study for Quiz

Assignment 2: Social Media Research, Sketching + Pinterest

2/1 Week 3 | Social Media + Adobe Photoshop

Monday: Social Media Research Assignment Due

Lab: Social Media

Lesson: Form and Space

Reading: Intro + Chapter One p6-85 and Study for Quiz

Assignment 3: Social Media Project Round 1

2/8 Week 4 | Social Media + Adobe Photoshop

Monday: Social Media Round One Due

Monday Quiz: Intro + Chapter One p6-85 Quiz

Lab: Social Media

Critique: Social Media Round 1

Reading: Chapter Two, Color Fundamentals and Study for Quiz

Assignment 4: Social Media Project Final

2/15 Week 5 | Branding + Adobe Illustrator

Monday: Social Media Project Due

Lab: Illustrator

Reading: Chapter Two, Color Fundamentals and Study for Quiz

Assignment 5: Select Topics, Sketches and Moodboards

2/22 Week 6 | Branding + Adobe Illustrator

Monday Quiz: Chapter Two, Color

Lab: Illustrator + Logo Design

Lesson: Branding

Reading: Chapter Three, Choosing and Using Type and Study for Quiz

Assignment 5: Create 3 logo options in Illustrator

2/29 Week 7 | Branding + Adobe Illustrator

Critique: Illustrator Logos

Lab: Illustrator + Deliverables

Reading: Chapter Three, Choosing and Using Type and

Study for Quiz

Assignment 6: Refine final logo and create first round of deliverables. To include style guide, stationery, menu and 2 additional items.

3/7 Week 8 | Spring Break, No Class

3/14 Week 9 | Branding

Monday Quiz: Chapter Three, Choosing and Using Type

Wednesday: Critique: Round One

Lesson: Asset creation in Illustrator for Branding

Reading: Chapter Four, Image and Study for Quiz

Midterm: Final round of branding project

3/21 Week 10 | Branding, Start Final Project - Advertising

Monday Midterm Due/Critique: Branding Project

Reading: Chapter Four, Image and Study for Quiz

Lab: Start Final Project

Lesson: What is Advertising? Copy-writing, Art Direction and Design for Advertising

Assignment 7: Advertising Project - Select Topic, Sketches, Moodboard and Research.

3/28 Week 11 | Advertising + InDesign

Monday Quiz: Chapter Four, Image

Lab: InDesign

Reading: Chapter Five, Putting it all together and Study for Quiz

Assignment 8: Advertising Project Round One

4/4 Week 12 | Advertising

Critique: Advertising Round One

Reading: Chapter Five, Putting it all together and Study for Quiz

Assignment 9: Advertising Project Round Two

4/11 Week 13 | Advertising

Monday Quiz: Chapter Five, Putting it all together

Critique: Advertising Round Two

Lab: Final Project

Final: Final Advertising Project

4/18 Week 14 | Advertising

Final Project Lab

4/25 Week 15 | Final Due

Final Project Lab

Final Project Due + Critique