COURSE DESCRIPTION

This course introduces fundamental graphic communication techniques and theory. These techniques are further examined within a historical and practical context. Software is also introduced in this course. This studio course explores hand skills by using tools and techniques to produce professional presentations as well as the correct procedures for presenting designs to a client.

LEARNING OUTCOMES

• To understand the basic design principles of graphic communication
• To explore the history of graphic design and communication
• To understand the rules and uses of typography
• To learn the necessary industry software
• To learn appropriate mounting and presentation techniques

REQUIRED TEXTS

How to Think Like a Great Graphic Designer by Debbie Millman

* you may find these at amazon.com. Please order these texts on the first day of class. You are expected to have these in hand one week from today.

REFERENCE TEXTS

Graphic Design Solutions, 4th Edition by Robin Landa (can purchase online e-book)
Pantone Guide to Communicating with Color by Leatrice Eisemann
Adobe Illustrator Classroom in a Book
Adobe Photoshop Classroom in a Book

REQUIRED MATERIALS

Portable media: Jump drive/USB drive. At least 1 GB

*Supplies may be purchased at Hobby Lobby, JoAnn’s
*Printing may be done at Kinko's, Campus Copies, Office Depot

GRADING OPPORTUNITIES

100–90 A, 89–80 B, 79–70 C, 69–60 D, below F

You will have many small weekly projects that will total 20 points of your final grade. You will have two projects that total 40 points of your final grade. You will have 2 exams to total 30 points of your final grade. Lastly, your research project will total 10 points of your final grade.
ASSIGMENTS

There will be up to 12 weekly assignments. These assignments will be based on readings and lessons from your required textbooks. It is very important to purchase these books and have them with you in class at all times. There will be 3 major projects.

RESEARCH PROJECT

There will be one research project. You will research a decade in graphic design history, present this in a power point format to the class noting the historical timeline, contributing artists/designers, typography movements, etc. (see project sheet for more details)

CLASSROOM POLICIES

LATE WORK

This class will be run as professional practice. Deadlines must be met in the industry or else you lose the job. In the classroom, no late work is accepted. If you are unable to make the final critique of a project, please make arrangements with me to turn in & present to the class on an earlier date.

PLAGIARISM

Plagiarism of imagery, copy (text) or layout of any kind will result in a grade of zero and you will be reported to the University for academic review.

CLASS PARTICIPATION

Please remember, all criticism is not bad. We are here to help you become a better communicator—please do not take any criticism personally. Also, you will be working in various small groups according to each project. This will count toward the final grade of your projects.

ATTENDANCE

Class begins promptly at the scheduled time. If you walk in late, please remind me to count you present. If you know you need to miss a class, please let me know as soon as possible. More than 3 absences (so absence #4) will drop your grade one letter.

STUDIO WORK TIME

We share CCH 231 with a number of other classes. This studio is scheduled in the room for 6 hours per week. You are required to stay in class until the end of each class to work on your projects. There is very little outside of class opportunities to work in CCH 231. Therefore, you must make the most of your time in the studio. CA 201 is also available with 5 computers.

CELL PHONES

You MUST TURN OFF your cell phones when entering the classroom. Never answer your cell phone in class. You are only allowed to use cell phones outside of the classroom during break times. Please do not text message in class or put your phone on vibrate.

EMAIL ADDRESSES

You must now use the University assigned email address. If you have not activated this email, please see the help desk to do so immediately.

SOCIAL NETWORKING

MySpace and Facebook as well as email is not allowed during lecture or studio work time. These can be used during break times. If you are on these media during an inappropriate class time, you will be automatically deducted points for your current assignment without any notice from me.

*Notice to Students with Disabilities: Texas A&M University-Corpus Christi complies with the Americans with Disabilities Act in making reasonable accommodations for qualified students with disabilities. If you suspect that you may have a disability (physical impairment, learning disability, psychiatric disability, etc.), please contact the Services for Students with Disabilities Office, located in Driftwood 101, at 825-5816. If you need disability accommodations in this class, please see me as soon as possible.

ADVISING

The college of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. The Academic Advisor will set up a degree plan, which must be signed by the student, a faculty mentor, and the department chair. The College’s Academic Advising Center is located in Driftwood 203E, and can be reached at 825-3466.

GRADE APPEAL PROCESS

As stated in University Rule 13.02.99.C2, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Rule 13.02.99.C2, Student Grade Appeals, and University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade appeal process, students may contact the Office of Student Affairs.
Week One

Introduction, Syllabus, Course Overview.
• Lecture :: What is graphic design?
• Lecture :: Historical Time Line, part one

Week Two

• Reading Assignment: How to Think… Read interviews 1, 2, 3 (first three designers)
• Reflection questions to answer for each designer due next class:
  1. What is this designers main design aesthetic?
  2. Do you agree or disagree with this designer's philosophy on graphic design?
  3. What did you find most interesting about this interview?
• Lecture :: CRAP, Contrast, Repetition, Alignment and Proximity
• GD Solutions Reading: Pgs. 1–11, Lecture
• Begin learning Adobe Illustrator
• GD Solutions Reading: Pgs. 12–23, Lecture
• Reading Assignment: How to Think… Read interviews 4, 5
• Reflection questions to answer for each designer due next class:
  1. What is this designers main design aesthetic?
  2. Do you agree or disagree with this designer's philosophy on graphic design?
  3. What did you find most interesting about this interview?

Week Three

• Lecture :: Historical Time Line, part three (Refer to Meggs)
• GD Solutions Reading: Pgs. 24–31, Lecture
• GD Solutions Reading: Pgs. 32–37, Lecture
• Reading Assignment: How to Think… Read interviews 6, 7
• Reflection questions to answer for each designer due next class:
  1. What is this designers main design aesthetic?
  2. Do you agree or disagree with this designer's philosophy on graphic design?
  3. What did you find most interesting about this interview

Week Four

• Lecture :: Historical Time Line, part four (Refer to Meggs)
• GD Solutions Reading: Pgs. 43–56, Lecture
• GD Solutions Reading: Pgs. 57–60, Lecture
• Lecture :: Type Rules
• Discuss Major Project One
• Lecture :: Adobe Illustrator, continued
• Reading Assignment: How to Think… Read interviews 8, 9
• Reflection questions to answer for each designer due next class:
  1. What is this designers main design aesthetic?
  2. Do you agree or disagree with this designer's philosophy on graphic design?
  3. What did you find most interesting about this interview

Week Five

• GD Solutions Reading: Chapter 4, Lecture
• Student presentations begin on historical decades
• Bring in good/bad show-and-tell pieces :: 3 Good use of type rules, 3 bad use of type rules (mark examples)
• Work on Major Project One
• Reading Assignment: How to Think… Read interviews 10, 11
• Reflection questions to answer for each designer due next class:
  1. What is this designers main design aesthetic?
  2. Do you agree or disagree with this designer's philosophy on graphic design?
  3. What did you find most interesting about this interview
Week Six

• Lecture :: Adobe InDesign
• GD Solutions Reading: Chapter 6, Lecture
• In Class assignment in InDesign
• Major Project One, Work in Class
• Bring in good/bad show-and-tell piece :: Flyers (one good, one bad)
• Student presentations continue on designers/turn in research papers as you present
• Define set five terms, turn in next class
• Reading Assignment: How to Think… Read interviews 12, 13
• Reflection questions to answer for each designer due next class:
  1. What is this designer’s main design aesthetic?
  2. Do you agree or disagree with this designer’s philosophy on graphic design?
  3. What did you find most interesting about this interview

Week Seven

• Lecture :: InDesign continued
• Continue working on project two
• Lecture :: Mounting
• Review for quiz one
• Student presentations continue on designers/turn in research papers as you present
• Reading Assignment: How to Think… Read interviews 14, 15
• Reflection questions to answer for each designer due next class:
  1. What is this designer’s main design aesthetic?
  2. Do you agree or disagree with this designer’s philosophy on graphic design?
  3. What did you find most interesting about this interview

Week Eight

• Exam One this week
• Major Project One, Due
• Lecture :: Presentation techniques
• Practice good cutting/mounting techniques
• Bring in good/bad show-and-tell piece :: T-shirts (one only, good or bad)
• Student presentations continue on designers/turn in research papers as you present
• Reading Assignment: How to Think… Read interviews 16, 17
• Reflection questions to answer for each designer due next class:
  1. What is this designer’s main design aesthetic?
  2. Do you agree or disagree with this designer’s philosophy on graphic design?
  3. What did you find most interesting about this interview

Week Nine

• Discuss Target Audience
• GD Solutions Reading: Chapter 7
• Discuss Major Project 2: Movie Poster Design
• Lecture: Photoshop Techniques
• Lecture :: Presentation Techniques
• Bring in good/bad show-and-tell piece :: Magazine layout (one of each)
• Define set six terms, turn in next class
• Reading Assignment: How to Think… Read interviews 18, 19, 20
• Reflection questions to answer for each designer due next class:
  1. What is this designer’s main design aesthetic?
  2. Do you agree or disagree with this designer’s philosophy on graphic design?
  3. What did you find most interesting about this interview
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Week Ten

• Continue work on project 2
• Small group critique of project two progress
• Printer field trip :: turn in field trip forms
• Define seven terms, turn in next class
• Poster design at 50% end of this week

Week Eleven

• Continue work on project 2, final week to work on this in class
• In Class critique of progress (black & white print out tiled on wall)
• Studio work time all this week
• Define set eight terms, turn in next class

Week Twelve

• Final exam review
• Finish poster

Week Thirteen

• Turn in Poster this week
• Final exam review

Week Fourteen

• Exam two this week
Graded Activity

In Class Assignments: 20 points total
Will follow readings

Major Projects: 40 points total

*Type Rule Book :
Complete a spiral bound book that explains and gives examples of each type rule as discussed in class.

Worth 20 points of your final grade
Students will each be graded on the following:
Process: 5 pts
Technical Ability: 10 pts.
Overall Aesthetic Appeal: 5 pts

* Movie Poster Design :
Create a movie poster for the subject of your choice! The movie must be of your own creation, not an existing film. Final output must be 18 x 24", mounted, full color. Cost = $ 40 to print and mount at Kinkos

Worth 20 points of your final grade
Students will each be graded on the following:
Process: 5 pts
Technical Ability: 10 pts.
Overall Aesthetic Appeal: 5 pts

Exams

There will be 2 exams in this course. Each will cover readings and terms to date.

Research Paper

You will complete a 1 page written essay and a 10 minute presentation on a graphic designer. This is worth 10 points of your final average. Each student will sign up for a date to present. 3 students will present each day over a 2 week period beginning the first week of October.