ARTS 3360.001 Graphic Design I

Spring 2013
Professor:
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Office Hours:
Monday & Wednesday
4 to 6 pm
fc 253A

Printing Lab
ca 206A
Hours of Operation:
during your class time

Work Lab:
ca 201
Open 8 am to 11 pm

Blog:
http://arts3360-001.blogspot.com

Meeting Time:
M/W: 12:30 pm–3:20 pm
cch 209

Research Days:
TBA

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

Seventy-nine Short Essays on Design
by Michael Bierut

Graphic Design, The New Basics
by Ellen Lupton

*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

Pantone Guide to Communicating with Color
by Leatrice Eisemann

Adobe Illustrator Classroom in a Book

Adobe Photoshop Classroom in a Book

required materials

Portable Hard Drive (recommended).
Use of a USB (at least 1GB) drive is acceptable, however if the drive fails or is lost, you are still responsible for meeting all deadlines.

DropBox Account (free)

* See blog for additional supplies as needed
grading opportunities
100–90 A, 89–80 B, 79–70 C, 69–60 D, below F
Please see last page of syllabus for detailed grade break down.

research project
You will research a designer and prepare a 10 minute presentation for the class noting biographical, influences, work, etc. (see project sheet for more details)

CLASSROOM POLICIES
late work
This class will be run as a professional organization. Deadlines must be met in the industry, therefore no late work is accepted and there no exceptions. If you are unable to make the final critique of a project, please make arrangements with me to turn in and 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
You are encouraged to participate in group critiques. 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.

professionalism
Cell Phones
Cell phones are to remain off or in silent mode during the full class session. Please do not text message or use your phone in the classroom, except for emergencies. In the case of an emergency phone call please take the call outside.

Music/Headphones
Headphones are not permitted in class. (exceptions will be made on working days)

studio work time
We share CCH 209 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 time opportunities to work in CCH 209. Therefore, you must make the most of your time in the studio. CA 201 is also available with 5 computers.

e-mail 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
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, points will be automatically deducted from your participation/professionalism grade 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.
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class schedule :: this schedule is tentative and may change at any time at my discretion

Week One

In Class
Introduction, Syllabus, Course Overview.
Lecture :: What is graphic design?

Homework (due Monday)
Choose a designer to research and prepare presentation

Week Two

Items Due (Monday)
Selection of designer due

In Class
Lecture :: GD New Basics: Chapter 1
Lecture :: CRAP, Contrast, Repetition, Alignment and Proximity
Introduction to Project 1
Lecture :: GD New Basics: Chapter 2
Lesson :: Begin learning Adobe InDesign

Homework
Reading Assignment: 79 Short Essays on Design…
Read Essays 1–5 (first five essays)
Reflection questions to answer for each essay due next class:
1. What is this main point made by the author?
2. Do you agree or disagree with the author’s opinion?
3. What did you find most interesting about this article?

Week Three

Items Due (Monday)
Reading Assignment Essays 1–5

In Class
Lecture :: GD New Basics: Chapter 2
Lecture :: GD Solutions Reading: Pgs. 24–31
Lecture :: GD Solutions Reading: Pgs. 32–37
Lesson :: Adobe InDesign

Homework
Reading Assignment: 79 Short Essays on Design…
Read Essays 6, 7, and 8
Reflection questions to answer for each essay due next class:
1. What is this main point made by the author?
2. Do you agree or disagree with the author’s opinion?
3. What did you find most interesting about this article?

Week Four

Items Due (Monday)
Reading Assignment Essays 6, 7, and 8

In Class
Lecture :: Historical Time Line, part four (Refer to Meggs)
Lecture :: GD New Basics: Chapter 3
Lecture :: Type Rules
Lesson :: Adobe InDesign

Homework
Find three examples of both good and bad uses of type rules to discuss in class.
Reading Assignment: 79 Short Essays on Design…
Read Essays 9, 10, and 11
Reflection questions to answer for each essay due next class:
1. What is this main point made by the author?
2. Do you agree or disagree with the author’s opinion?
3. What did you find most interesting about this article?

Week Five

Items Due (Monday)
Reading Assignment Essays 9, 10, and 11

In Class
Student Presentations
Lecture :: GD New Basics: Chapter 4, Lecture
Lesson :: Adobe InDesign
Work in class on Project One

Homework
Find three examples of both good and bad designs of flyers to discuss in class.
Reading Assignment: 79 Short Essays on Design…
Read Essays 12, 13, and 14
Reflection questions to answer for each essay due next class:
1. What is this main point made by the author?
2. Do you agree or disagree with the author’s opinion?
3. What did you find most interesting about this article?
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Week Six

Items Due (Monday)
- Reading Assignment Essays 12, 13, and 14
- Three examples each of good and bad flyers due

In Class
- Student Presentations
- Lecture :: GD New Basics: Chapter 5 and 6
- Lesson :: Adobe InDesign
- Work in class on Project One

Homework
- Finish and bind Project One
- Reading Assignment: 79 Short Essays on Design… Read Essays 15, 16, and 17
- Reflection questions to answer for each essay due next class:
  1. What is this main point made by the author?
  2. Do you agree or disagree with the author’s opinion?
  3. What did you find most interesting about this article?

Week Seven

Items Due (Monday)
- Reading Assignment Essays 15, 16, and 17
- Project One, Due

In Class
- Project One Class Critique
- Introduction to Project two
- Student Presentations
- Lesson :: Mounting
- Review for quiz one

Homework
- Study for quiz one
- Find three examples of both good and bad designs of movie posters to discuss in class.
- Reading Assignment: 79 Short Essays on Design… Read Essays 18, 19, and 20
- Reflection questions to answer for each essay due next class:
  1. What is this main point made by the author?
  2. Do you agree or disagree with the author’s opinion?
  3. What did you find most interesting about this article?

Week Eight

Items Due (Monday)
- Reading Assignment Essays 18, 19, and 20
- Poster Concepts Due (thumbnails)
- Three examples each of good and bad movie posters

In Class
- Quiz one (Monday)
- Lecture :: Presentation techniques
- Lesson :: Illustrator
- Practice good cutting/mounting techniques

Homework
- From Class critiques, develop three digital concepts of your movie poster.
- Reading Assignment: 79 Short Essays on Design… Read Essays 21, 22, and 23
- Reflection questions to answer for each essay due next class:
  1. What is this main point made by the author?
  2. Do you agree or disagree with the author’s opinion?
  3. What did you find most interesting about this article?

Week Nine

Items Due (Monday)
- Reading Assignment Essays 21, 22, and 23
- Digital Development of three concepts

In Class
- Discussion :: Target Audiences
- Lecture :: GD New Basics: Chapter 7
- Lesson :: Illustrator and Photoshop
- Critique :: Small group critiques of project two progress

Homework
- Reading Assignment: 79 Short Essays on Design… Read Essays 24, 25, and 26
- Reflection questions to answer for each essay due next class:
  1. What is this main point made by the author?
  2. Do you agree or disagree with the author’s opinion?
  3. What did you find most interesting about this article?
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Week Ten

**Items Due (Monday)**
- Reading Assignment Essays 24, 25, and 26

**In Class**
- Working day project two :: final individual critiques
- Printer field trip :: turn in field trip forms

**Homework**
- Finish Project two :: Movie Poster
- Reading Assignment: 79 Short Essays on Design…
- Read Essays 27, 28, and 29
- Reflection questions to answer for each essay due next class:
  1. What is this main point made by the author?
  2. Do you agree or disagree with the author’s opinion?
  3. What did you find most interesting about this article?

Week Eleven

**Items Due (Monday)**
- Reading Assignment Essays 27, 28, and 29
- Project two due

**In Class**
- Project One Class Critique
- Introduction to Project three
- Studio work time all this week

**Homework**
- Reading Assignment: 79 Short Essays on Design…
- Read Essays 30, 31, and 32
- Reflection questions to answer for each essay due next class:
  1. What is this main point made by the author?
  2. Do you agree or disagree with the author’s opinion?
  3. What did you find most interesting about this article?

Week Twelve

**Items Due (Monday)**
- Reading Assignment Essays 30, 31, and 32

**In Class**
- Work on take-out menu in class
- Lesson :: Review software as needed

**Homework**
- Continue work on final project

Week Thirteen

**In Class**
- Work on take-out menu in class
- Final quiz review

**Homework**
- Finish Project three :: Take-out menu

Week Fourteen

**Items Due (Wednesday)**
- Project three due

**In Class**
- Class Critique Project three

**Homework**
- Finish Project three :: Take-out menu
Grading Opportunities

Projects: 55% of grade
Student Presentations: 10%
Reading Assignments: 10%
Quizes: 10%
In-class assignments: 5%
Professionalism: 10%

Type Rule Book (25 %)
Complete a spiral bound book that explains and gives examples of each type rule as discussed in class.

Movie Poster Design (20 %)
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

Take Out Menu Design (10 %)
Choose your favorite take out restaurant. Redesign the menu using Adobe Illustrator and Photoshop (for your images). Color is allowed, raster and vector images are allowed. Final output must be no larger than 8.5 x 11” double sided.

Quizes
There will be 2 quizzes in this course. Each will cover lectures, readings and terms to date. Dates for the exams are at midterm and final exam dates.