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

Stylepedia: A Guide to Graphic Design Mannerisms, Quirks, and Conceits. By Steven Heller and Louis Fili
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
Adobe InDesign Classroom in a Book

REQUIRED MATERIALS

• Portable media: External hard drive
• 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

You will have three projects that total 60 points of your final grade. You will have 2 exams to total 20 points of your final grade. Lastly, your research project will total 20 points of your final grade.
RESEARCH PROJECT

There will be one research paper and presentation. You will research a designer and type a 2-page and present this in a power point format to the class noting the historical time line, 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 time 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.
class schedule :: this schedule is tentative and may change at any time at my discretion

Week One

Introduction, Syllabus, Course Overview.
• Lecture :: What is graphic design?
• Intro to Adobe Illustrator
• Reading Assignment: Stylepedia
• In Class assignment, Adobe Illustrator
• Assign research topics
• GD New Basics: Chapter 1, Lecture

Week Two

• Reading Assignment: Stylepedia
• Reflection questions due from reading
• Begin learning Adobe Illustrator
• GD New Basics: Chapter 2, Lecture
• Poster due
• Presentations on research topics

Week Three

• Lecture :: Stylepedia
• GD Solutions Reading: Pgs. 24–31, Lecture
• GD Solutions Reading: Pgs. 32–37, Lecture
• Project 2 intro
• InDesign lecture
• Type rules
• Begin type book
• Quiz #1

Week Four

• Stylepedia reading
• Type book 50% complete
• InDesign demo
• Photoshop demo

Week Five

• Photoshop demo
• Photoshop assignment 1
• Type book at 80%
• Stylepedia reading assignment

Week Six

• Complete type book
• Turn in photoshop assignment 2
• Review for final quiz
• Final quiz

• 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
Graded Activity

In Class Assignments: 20 points total
Will follow readings

• 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

Major Projects: 60 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

• Take Out Menu Design:
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.

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 lectures, readings and terms to date. Dates for the exams are at midterm and final exam dates.

Research Paper

You will complete 2-page paper (not including cover and citations) on the graphic designer of your choice. (Sign up in class the first week) Must be written in APA format with at least 3 sources. Once this paper is complete, you will give a 10 minute presentation to the class in Keynote or Power Point summarizing your research. This project is worth 20 points of your final grade.
Student Contract

Please read and sign below:

I. By signing below, you agree that you read the syllabus and agree to the tentative schedule and required assignments.

II. You also agree to the cell phone, email and social networking policies as outlined in the syllabus.

III. By signing below, you understand that this studio requires out-of-class work time on the computer using the Adobe Creative Suite software to be successful in this course.

IV. You agree to alert the professor, Amanda Garcia, if at any time you feel you need additional assistance, one-on-one tutorials or extra help/guidance with a project. If this conversation is not initiated on your end, you understand that it is your responsibility to complete the work as required by the date required on your own.

V. You understand that all grades are based on the following criteria:
   1. Process = In class work on project, making progress check points and participating in class critiques.
   2. Research = Evidence of research in your process and evidence of research in your final artwork.
   3. Overall Design = Evidence of good design techniques, type rules, image requirements and other good design practices and aesthetic appeal.
   4. Presentation = Class critique presentations and final project presentations are expected to be well prepared and extremely professional.

VI. You have read and agree to the attendance policy.

Printed Student Name: ____________________________

Signature: ____________________________          Date: ____________________________