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.

Student 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

Adobe InDesign CS6 Digital Classroom by Christopher Smith, AGI Creative Team
Adobe Illustrator CS6 Digital Classroom by Jennifer Smith, AGI Creative Team
Adobe Photoshop CS6 Digital Classroom by Jennifer Smith, AGI Creative Team

Reference Texts

Graphic Design, The New Basics by Ellen Lupton
Color Design Workbook: A Real World Guide to Using Color in Graphic Design Edited by Adams Morioka

Required Materials

1. Portable Hard Drive (recommended).
2. DropBox Account (free)

Attendance, Participation, & Grading

Attendance is recommended for your success and will be recorded during each class session. Four (4) absences results in a drop of a single letter grade and arriving late to class on three (3) occasions will result in the recording of one (1) absence. Your attendance and participation reflects on you as a student and your final grade will be an indication of that.

This is much less a lecture course than it is a discussion and studio class. Your involvement is essential to the success of this class. You are expected to participate in the critiques of others' work; one of the best ways to learn about graphic design is to critically look at work.

Design, like art, can be subjective; therefore I will be looking to see if your projects are technically correct and successfully achieve the goals you define at the start of each project. Your success (or failure) will be determined by how well you demonstrate your willingness to understand the application of my lessons to your own creative process.

How will I grade?

Each project will be graded on three factors: 1) discussions, critiques, and other class participation will account for 20%; 2) your creative process will account for 60%; and 3) the final artifact will account for the final 20%.

Please see last page of this syllabus to see the projects you will be completing this semester.

Attendance

Four (4) absences results in a drop of a single letter grade and arriving late (without notice) to class on three (3) occasions will result in the recording of one (1) absence.

Late Work

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 and present to the class on an earlier date.

Plagiarism

Plagiarism of concept, imagery, layout, or copy (text) of any kind is not tolerated and will result in a failing grade. In the event of an act of plagiarism, you will be reported to the University for academic review.

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 during lectures/presentations by either the professor or your classmates.

Studio Work Time

We share Bay Hall 234 with a number of other classes. You are encouraged to stay until the end of each class to work on your projects. The Graphic Design Think Tank is open for your use as well.

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. You can always forward this address to one that you check on a more regular basis.

Academic 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 Procedure 13.02.99.C2.01, Student Grade Appeal Procedures, 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 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 Dean’s office in the college in which the course is taught or the Office of the Provost.

Disabilities Accommodations

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.
Week One
In Class
Introduction, Syllabus, Course Overview
Video :: What is Graphic Design?
What a Graphic Designer does.
The Graphic Design Process.
Video :: The History of Typography
Lecture :: Practice of Design
Lecture :: Principles of Design: Design
Lesson :: Adobe Illustrator
Assignment :: Quote Poster
Homework
Purchase books
Reading Assignment
Complete Quote Poster (Due Monday Week 2)
Research Designer for Presentation

Week Two
Items Due (Monday)
Quote Poster :: Place PDF in Dropbox
In Class
Designer Presentations
Lecture :: Principles of Design: Layout & Color
Lecture :: Principles of Typography
Assignment :: Movie Poster (Due Monday Week 4)
Lesson :: Adobe Photoshop, Adobe Illustrator
WIP Critiques
Homework
Reading Assignment
Work on Movie Poster
Study for Test (Monday)

Week Three
Items Due (Monday)
Test on lectures and reading assignments
In Class
Working Days :: Monday/Tuesday
WIP Critique :: Movie Posters
Lessons :: Adobe Photoshop, Adobe Illustrator
Homework
Complete Movie Poster

Week Four
Items Due (Monday)
Movie Poster :: Place PDF in Dropbox
Items Due (Wednesday)
Grid Exercise :: Place INDD file in Dropbox
Detailed Sketches due
In Class
Lesson :: Adobe InDesign
Assignment :: Grid Exercise
Assignment :: Booklet
Video :: Design & Thinking
Homework (Wednesday)
Finish Grid Exercise
Within context of project, choose a concept for your booklet and develop detailed sketches for each individual spread.
Homework (Week 5 Monday)
Produce design for a front/back cover and two interior spreads (6 pages).

Week Five
Items Due (Monday)
Cover and two interior spreads
In Class
Lesson :: Adobe InDesign
Working Week
WIP Critiques
Homework
Produce design for remaining pages of booklet

Week Six
In Class
Working Week
Individual Discussions
Final project due last day of class
Homework
Complete and produce booklet
Grading Opportunities

Week 3 Test (15%)
Students will be given a comprehensive test on the required readings assignments and lectures.

Week 2 Presentation (15%)
Select one designer from the "Representatives of Design" section of Graphic Design Referenced (pages 140–211), research and prepare a 5–7 minute presentation on the designer of your choice.

Quote Poster (15%)
Find a quote that you find inspiring and lay it out in a visually interesting and expressive way.

Movie Poster (25%)
Students will create, from scratch, a movie poster for an existing documentary film using Adobe Illustrator and Photoshop.

Booklet (30%)
Students will create, from scratch, a booklet on a given topic in Adobe InDesign.