## 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

- **Graphic Design Referenced: A Visual Guide to the Language, Application, and History of Graphic Design** by Bryony Gomez-Palacio, Armin Vit

### Recommended 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)

## Email

- You are required to use your University email address. You can always forward this address to one that you check on a more regular basis.
- Please consider e-mail as official correspondence and be sure to keep copies of e-mails that are sent and received for records purposes.
- Efforts will be made to address your e-mail within 48 hours. If you do not receive an email within 48 hours, please send a follow-up email.
- E-mail communications should be about class business.
- Please use the subject line in a way that indicates the content of the message. Please also use professional language and include your full name and a complete inquiry in the body of the message. Unprofessional emails will result in non-response.

## Attendance, Participation, & Grading

- Attendance is recommended for your success and will be recorded during each class session.
- Four (4) absences will result in the drop of a single letter grade for the semester.
- Arriving late to class on three (3) occasions will result in the recording of one (1) absence.
- Students are required to attend class for the duration of the scheduled time or until the Professor dismisses the class.
- Leaving early will result in a half absence.

Your attendance and participation reflects on you as a student and your final grade will be an indication of that.

### How will I grade?

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

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

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.

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. Degree plans are prepared in the CLA Academic Advising Center. The University uses an online Degree Audit system. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses and requirements specified in the final degree plan audit must be completed before a degree will be granted. The CLA Academic Advising Office is located in Driftwood #205. For more information please call 361-825-3466.

Grade Appeal Process
Students who feel that they have not been held to appropriate academic standards as outlined in this class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details on the process of submitting a formal grade appeal, please visit the College of Liberal Arts website, cla.tamucc.edu/students/studentinfo.html. For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean’s Office.

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, Room #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 :: The Universal Arts of Graphic Design
Homework (due Wednesday)
  Purchase books

Week Two

In Class
  Assignment :: Sins Project
  Assignment :: Presentation
  Lecture :: Principles of Design: Design
  Lesson :: Adobe Photoshop 1
Homework
  Over the Weekend: Complete Sins Project

Week Three

Items Due (Wednesday)
  Sins Project :: Place PSD file and PDF in Dropbox
In Class
  Monday
  Lecture :: Principles of Design: Layout & Color
  Working Day :: Sins Project
  Wednesday
  Class Critique
  Video :: The History of Typography
  Lecture :: Type Mechanics
  Assignment :: Quote Poster
  Lesson :: Adobe Illustrator
Homework
  Over the weekend:
  Work on Quote Poster, Due Wednesday
  Reading Assignment: Introduction // Timeline & Principles of Design // Disciplines

Week Four

Items Due (Wednesday)
  Quote Poster :: Place PDF in Dropbox
In Class
  Monday
  Quiz
  Working Day :: Quote Poster
  Wednesday
  Presentations
  Class Critique :: Quote Poster
  Assignment :: Movie Poster
Homework
  Develop sketches for Movie Poster designs
  Reading Assignment

Week Five

Items Due (Monday)
  Work in progress
In Class
  Monday
  Review/Discussion :: Ideas/Sketches
  Lesson :: Adobe Illustrator
  Lecture :: Rule of Thirds, Golden Ratio
  Wednesday
  Quiz
  Working day
Homework
  Continue to work on Movie Poster
  Reading Assignment

Week Six

In Class
  Working Week
  Monday
  Video :: Milton Glaser: To Inform and Delight
  Wednesday
  Quiz
Homework
  Continue to work on Movie poster
  Reading Assignment
**ARTS 3360.001**  
Spring 2015 // Graphic Design I

Nicholas McMillan  
nicholas.mcmillan@tamucc.edu  
o: 361-825-2503

<table>
<thead>
<tr>
<th>Office Hours</th>
<th>Meeting Time</th>
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<tbody>
<tr>
<td>T/R 12–300pm</td>
<td>M/W 1230–320pm</td>
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<tr>
<td>Bay Hall 223A</td>
<td>Bay Hall 234</td>
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<tr>
<th><strong>Week Seven</strong></th>
<th><strong>Week Ten</strong></th>
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<tbody>
<tr>
<td><strong>In Class</strong></td>
<td><strong>Items Due (Monday)</strong></td>
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<tr>
<td>Quiz</td>
<td>Detailed Sketches due</td>
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<tr>
<td>Small Group Critiques</td>
<td><strong>In Class</strong></td>
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<tr>
<td>Lecture :: TBA</td>
<td><strong>Monday</strong></td>
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<tr>
<td>Working Day :: Poster</td>
<td>Lesson :: Adobe InDesign 4</td>
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<tr>
<td><strong>Homework</strong></td>
<td><strong>Wednesday</strong></td>
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<tr>
<td>Complete grid exercise</td>
<td>Working Day/Individual help sessions</td>
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<tr>
<td><strong>Homework</strong></td>
<td><strong>Friday</strong></td>
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<tr>
<td>Complete grid exercise</td>
<td>Produce design for a cover and two interior spreads.</td>
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<tr>
<th><strong>Week Eight</strong></th>
<th><strong>Week Eleven</strong></th>
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<tr>
<td><strong>Items Due (Monday)</strong></td>
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<tr>
<td>Movie Posters due at the beginning of class</td>
<td>Cover and Interior Spreads Due</td>
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<tr>
<td><strong>In Class</strong></td>
<td><strong>In Class</strong></td>
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<tr>
<td>Monday</td>
<td><strong>Monday</strong></td>
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<tr>
<td>Class Critique</td>
<td>Individual Reviews, Working Day</td>
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<tr>
<td>Wednesday</td>
<td><strong>Wednesday</strong></td>
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<tr>
<td>Lesson :: Adobe InDesign 1</td>
<td>Working Day</td>
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<tr>
<td>Lecture :: Grids</td>
<td><strong>Homework</strong></td>
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<tr>
<td>Exercise :: Grids</td>
<td>Produce remaining four spreads</td>
</tr>
<tr>
<td><strong>Homework</strong></td>
<td><strong>Design contents page</strong></td>
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<tr>
<td>Complete grid exercise</td>
<td><strong>Homework</strong></td>
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<th><strong>Week Twelve</strong></th>
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<tr>
<td><strong>Items Due (Monday)</strong></td>
<td><strong>Items Due (Monday)</strong></td>
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<tr>
<td>Grid exercise</td>
<td>Remaining Spreads and contents due</td>
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<tr>
<td><strong>In Class</strong></td>
<td><strong>In Class</strong></td>
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<tr>
<td>Monday</td>
<td>Working week with individual critiques</td>
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<tr>
<td>Lesson :: Adobe InDesign 2</td>
<td><strong>Homework</strong></td>
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<tr>
<td>Assignment :: Booklet</td>
<td>Continue work on final project</td>
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<tr>
<td>Wednesday</td>
<td><strong>Wednesday</strong></td>
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<tr>
<td>Lesson :: Adobe InDesign 3</td>
<td>Working week with individual critiques</td>
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<tr>
<td><strong>Homework</strong></td>
<td><strong>Wednesday</strong></td>
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<tr>
<td>Within context of project, choose a concept for your booklet and develop detailed sketches for each individual spread.</td>
<td>Continue work on final project</td>
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<th><strong>Week Thirteen/Fourteen</strong></th>
<th><strong>Week Fifteen</strong></th>
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<td><strong>In Class</strong></td>
<td><strong>Items Due (Monday)</strong></td>
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<td>Working week with individual critiques</td>
<td>Booklet due</td>
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<td><strong>Homework</strong></td>
<td><strong>In Class</strong></td>
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<tr>
<td>Binding demo</td>
<td>Class Critique</td>
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<tr>
<td><strong>Homework</strong></td>
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<tr>
<td>Continue work on final project</td>
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**class schedule**  
*This schedule is tentative and is subject to change*
Grading Opportunities

**Quizzes (15%)**
Students will be given a comprehensive quizzes on the required reading assignments and lectures.

**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.

**Sins Project (10%)**
Create a photo montage from found images to visually represent one of the seven deadly sins.

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

**Movie Poster (20%)**
Students will create, from scratch, a movie poster for an existing documentary film using Adobe Illustrator and Photoshop.

**Booklet (25%)**
Students will create, from scratch, a booklet on a given topic in Adobe InDesign.