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

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

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 #203. 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.
ARTS 3360.001
Summer I 2015 // Graphic Design I
Nicholas McMillan
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361-825-2503
Office Hours
T/W 2–330 pm
Bay Hall 223A
Meeting Time
M–R 4–745 pm
Bay Hall 234

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 course 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.