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.
## ARTS 3360.002
### Fall 2014 // Graphic Design I

<table>
<thead>
<tr>
<th>Office Hours</th>
<th>Meeting Time</th>
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</thead>
<tbody>
<tr>
<td>T/R 1–3:30 pm</td>
<td>M/W 12:30–3:20 pm</td>
</tr>
<tr>
<td>Bay Hall 113</td>
<td>Bay Hall 234</td>
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</tbody>
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### Nicholas McMillan
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361-825-3015

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**Class Schedule**

- **This schedule is tentative and is subject to change.**

### Week One

**In Class**

- Introduction, Syllabus, Course Overview
- Video :: What is Graphic Design?
  - What a Graphic Designer does.
  - The Graphic Design Process.

**Homework (due Monday)**

- Purchase books

### Week Two

**In Class**

- **Monday**
  - Assignment :: Sins Project
  - Lecture :: Appropriate uses of Photoshop

- **Wednesday**
  - Lesson :: Adobe Photoshop 1

**Working Day**

- Quiz

**Homework**

- For Wednesday: Reading Assignment
- Over the Weekend: Complete Sins Project

### Week Three

**Items Due (Monday)**

- Sins Project :: Place PSD file and PDF in Dropbox

**In Class**

- **Monday**
  - Video :: The History of Typography
  - Lecture :: History/Rules of Typography
  - Lesson :: Intro to Adobe Illustrator

- **Wednesday**
  - Assignment :: Quote Poster

**Quiz**

- Lesson :: Adobe Illustrator
- Lecture :: TBA

**Working Day :: Quote poster**

**Homework**

- Over the weekend: Complete Quote Poster

### Week Four

**Items Due (Monday)**

- Quote Poster :: Place PDF in Dropbox

**In Class**

- **Monday**
  - Class critique
  - Discussion :: What is Graphic Design?
  - What is our potential as designers?
  - Discussion :: What are the problems with technology?

- **Wednesday**
  - Quiz

**Homework**

- Assignment :: Movie Poster
- Video :: Design & Thinking
  - Lecture :: Rule of Thirds, Golden Ratio, Fibonacci Sequence in Typography

**Over the weekend**

- Develop sketches for Movie Poster designs

### Week Five

**Items Due (Monday)**

- Work in progress

**In Class**

- **Monday**
  - Review/Discussion :: Ideas/Sketches
  - Work day, bring in your materials

- **Wednesday**
  - Quiz

**Homework**

- Continue to work on Movie Poster

### Week Six

**In Class**

- **Quiz**
  - Lesson :: Adobe Illustrator
  - Lecture :: TBA

**Working Day :: Poster**

**Homework**

- Continue to work on Movie poster

**Reading Assignment**
Week Seven

In Class
- Monday
  - Field Trip :: TBD
- Wednesday
  - Quiz
  - Small Group Critiques
  - Lecture :: TBA
  - Working Day :: Poster

Homework
- Finalize and print poster for critique
- Create and save PDF file and place into Dropbox

Week Eight

Items Due (Monday)
- Movie Posters due at the beginning of class

In Class
- Monday
  - Class Critique
- Wednesday
  - Lesson :: Adobe InDesign 1
  - Lecture :: Grids
  - Exercise :: Grids

Homework
- Complete grid exercise

Week Nine

Items Due (Monday)
- Grid exercise

In Class
- Monday
  - Lesson :: Adobe Indesign 2
  - Assignment :: Booklet
- Wednesday
  - Lesson :: Adobe InDesign 3

Homework
- Within context of project, choose a concept for your booklet and develop detailed sketches for each individual spread.

Week Ten

Items Due (Monday)
- Detailed Sketches due

In Class
- Monday
  - Lesson :: Adobe InDesign 4
  - Small Group critiques/Working Day
- Wednesday
  - Working Day/Individual help sessions

Homework
- Produce design for a cover and two interior spreads.

Week Eleven

Items Due (Monday)
- Cover and Interior Spreads Due

In Class
- Monday
  - Individual Reviews, Working Day
  - Working Day

Homework
- Produce remaining four spreads
  - Design contents page

Week Twelve

Items Due (Monday)
- Remaining Spreads and contents due

In Class
- Working week with individual critiques

Homework
- Continue work on final project

Week Thirteen/Fourteen

In Class
- Working week with individual critiques

Homework
- Binding demo
  - Continue work on final project

Week Fifteen

Items Due (Monday)
- Booklet due

In Class
- Class Critique
Grading Opportunities

**Quizes (15%)**
Students will be given a comprehensive quizes 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.

**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.