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 or USB 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
Attendance is mandatory for your success, will be recorded during each class session and is considered as part of the professionalism element of your final grade.
- You will lose a single letter grade on your fourth (4) absence.
- Five (5) absences will result in the drop of another letter grade.
- Six (6) absences will result in the failure of the course.
- Three (3) late arrivals or early departures will result in the recording of one (1) full absence.
- Students are required to attend class for the duration of the scheduled time or until the Professor dismisses the class.
- Attending critiques are mandatory.

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.
class schedule: this schedule is tentative and is subject to change

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Spring 2016 // Graphic Design I

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
- 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

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
class schedule  this schedule is tentative and is subject to change

**Week Seven**

**In Class**
- 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)**
- Grid exercise

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

**Homework**
- Produce remaining four spreads

**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
- Binding demo

**Homework**
- Continue work on final project

**Week Fifteen**

**Items Due (Monday)**
- Booklet due

**In Class**
- Class Critique
Grading Opportunities

**Quizzes (10%)**
Students will be given a comprehensive quizzes on the required reading assignments and lectures.

**Participation (5%)**
Students are expected to engage in all class discussions, critiques, and work days.

**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.
Student Contract

Please read and sign below:

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

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

3. By signing below, you understand that this studio requires out-of-class work time on the computer using the Adobe Creative Suite software and traditional art making work by hand.

4. You agree to alert the professor, Tyler Barnes, 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 due date assigned on your own.

5. You understand that all grades are based on the following criteria:
   - Idea
   - Execution
   - Process
   - Presentation

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

Printed Student Name: ________________________________

Signature: ________________________________ date: ________________________________