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 Photoshop CS6/CC Classroom in a Book by Adobe Creative Team
- Adobe Illustrator CS6/CC Classroom in a Book by Adobe Creative Team
- Adobe InDesign CS6/CC Classroom in a Book by Adobe Creative Team

Required Materials

1. USB, hard drive, or online storage solution.
2. Sketchbook

Grading

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.

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.
- 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.

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 all critiques is mandatory.
Grading Scale

100–90 A, 89–80 B, 79–70 C, 69–60 D, 
59 & below F

Late Work

No late work is accepted.

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 usage during class will not be tolerated. Please finish personal business prior to class. You may check your phones during breaks only.

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.

Bay Hall 236, or the Graphic Design Think Tank, is open for your use at any time during the semester. As an open space, please be respectful of others.

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 on-line 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.
Class Schedule this is the final schedule and will not change. Please note all due dates and add them to your personal scheduling methods.

### Important Dates

- August 26 - First day of class
- September 7 - Labor Day/No class
- November 26 & 27 - Thanksgiving
- December 1 - Final day of classes
- December 2 - Reading Day
- December 7 - Final

### Week One // August 26, 2015

- **August 26, 2015**
  - Introduction, Syllabus, Course Overview
  - Video :: *The Universal Arts of Graphic Design*
  - Lecture :: Graphic Design and its theories
  - Homework :: Purchase books

### Week Two // August 31–September 2, 2015

- **August 31, 2015**
  - Introduction to Photoshop
  - Searching and locating images
  - Assignment :: Project 1
  - Homework :: Research your sin. What visual elements represent its properties?

- **September 2, 2015**
  - Lesson :: Composition, Contrast, and Color
  - Continued exploration of Photoshop
  - Working Day :: Project 1
  - Homework :: Continue to work on project 1

### Week Three // September 7 & 9, 2015

- **September 7, 2015**
  - Labor Day, no class

- **September 9, 2015**
  - Working Day
  - Individual critiques as needed.
  - Homework :: Complete Project 1 // due at the beginning of next class.

### Week Four // September 14 & 16, 2015

- **September 14, 2015**
  - Project 1 due at the beginning of class
  - Digital class critique
  - Introduction to Illustrator
  - Assignment :: Project 2

- **September 16, 2015**
  - Lecture :: Graphic Design, start with "why"
  - Continued exploration of Illustrator
  - Working Day :: Choose your favorite band or musician and listen to their music. What does their music reflect? What type of typeface represents the style of music? Color? Begin initial sketches of ideas.
  - Homework :: Work on ideas for your Project 2 designs.

### Week Five // September 21 & 23, 2015

- **September 21, 2015**
  - Lecture :: Documenting your design process; *The History of Typography*
  - Individual critiques as needed

- **September 23, 2015**
  - Working Day :: Finish Project 2
  - Individual critiques as needed
  - Print Posters for final critique
  - Homework :: Complete project 2 // due at the beginning of next class.

### Week Six // September 28 & 30, 2015

- **September 28, 2015**
  - Project 1 due at the beginning of class
  - Class critique of printed works // digital files turned into the professor for grade.

- **September 30, 2015**
  - Film :: *Art & Copy*
  - Assignment :: Project 3 // Discussion
Week Seven // October 5 & 7, 2015
October 5, 2015
Lesson :: Setting up your document in Illustrator. How to use Illustrator and Photoshop in tandem.
Working Day :: Project 3
Homework :: Continue to work on Project 3

October 7, 2015
Working Day // Individual critiques
Homework :: Continue to work on Project 3

Week Eight // October 12 & 14, 2015
October 12 & 14 2015
Working Week :: Project 3
Individual critiques as needed.
Homework :: Continue to work on Project 3

Week Nine // October 19 & 21, 2015
October 19, 2015
Working Day :: Project 3
Individual critiques as needed.
Homework :: Continue to work on Project 3

October 21, 2015
Printing Day :: Print final poster for critique on Monday evening.

Week Ten // October 26 & 28, 2015
October 26, 2015
Project 3 due at the beginning of class
Class critique of printed works // digital files turned into the professor for grade.

October 28, 2015
Lecture :: Layout, Grids & Hierarchy
Lesson :: Introduction to InDesign
Assignment :: Project 4

Week Eleven // November 2 & 4, 2015
November 2, 2015
Lesson :: Further exploration of InDesign
Working Day :: Individual critiques as needed

November 4, 2015
Working Day :: Individual critiques as needed
Homework :: Continue work on Project 4

Week Twelve // November 9 & 11, 2015
November 9, 2015
Lesson :: Typesetting tips in InDesign
Working Day :: Individual critiques as needed

November 11, 2015
Working Day :: Individual critiques as needed
Homework :: Continue work on Project 4

Week Thirteen // November 16 & 18, 2015
November 16 & 18, 2015
Working Week :: Project 4
Individual critiques as needed.
Homework :: Continue to work on Project 4

Week Fourteen // November 23 & 25, 2015
November 23, 2015
Lesson :: Proof, clean, package, PDF, and print.
Working Day
Individual help as needed

November 25, 2015
Working day
Individual help as needed
Homework :: Complete Project 4

Week Fifteen // November 30, 2015
November 30, 2015
Final working/printing day; ask any and all questions
Homework :: Final due on December 7
ARTS 3360.002
Fall 2015 // Graphic Design I

Grading Opportunities (420 possible points)

There will be four major projects throughout the semester addressing various disciplines of graphic design.

Project 1 :: Sins Product Image (100pts)
Create a photo montage that will sell one of the seven deadly sins using only visual elements of design only. The use of found images, color, line, shape, space, contrast and other basic elements of design will be explored during this project.

Project 2 :: Vector Band Poster (100pts)
Students will create a poster for their favorite band using vector graphics only. Elements of color, contrast, composition, scale, and typography will influence this project completed in Adobe Illustrator.

Project 3 :: Movie Poster (100pts)
Students will create, from scratch, a movie poster for a film of their choice, that has been rebooted. The student will have the choice to create a design which reflects either the new or old version and other unseen variations. All aspects of design studied thus far will result in a successful design created in Adobe Illustrator.

Project 4 :: InDesign Project (100pts)
Students will create, from scratch, a booklet on a given topic of their choice in Adobe InDesign. Page count and size to be determined.

Professionalism (20pts)
Attendance and participation is a part of professionalism. You are expected to be punctual and to remain throughout the class period. As with any part of an academic setting you are expected to attend and participate in all classes throughout the semester. Please review and become familiar with the attendance policy outlined on the first page.
Signature Page

Please read the syllabus thoroughly and keep it with you whenever you come to class. Once you have a complete understanding of the information contained in this document, please sign the last two pages of the document; you will be given one copy for your records and the other will be kept by your professor. Upon signing below you admit to completely understanding the requirements for your success in this course.

I have read this syllabus and agree to the schedule and procedures stated therein.

NAME (please print) A-NUMBER

SIGNATURE DATE
Signature Page

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SIGNATURE DATE