Foundations In Graphic Design FALL 2017

Professionalism

Professional communication is critical to projecting a professional image, establishing positive, professional relationships and is an expected element within the curriculum. All projects, as well as written and verbal correspondence, should be appropriate for a professional setting in content, tone, and format. Professional expectations include timeliness, respectfulness, preparation, attentiveness, and compliance.

Late Work
No late work is accepted

Plagiarism
Plagiarism of imagery, copy (text) or layout of any kind will result in a grade of zero and you will be reported to the University for academic review.

Class Participation
You are encouraged to participate in group critiques. Remember, all criticism is not bad. We are here to help you become a better communicator—please do not take any criticism personally. Also, you will be working in various small groups according to each project. This will count toward the final grade of your projects.

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.

Studio Work Time
We share BH 234 with a number of other classes. This studio is scheduled in the room for 6 hours per week. You are required to stay in class until the end of each class to work on your projects. There is very little outside of class time opportunities to work in BH 234. Therefore, you must make the most of your time in the studio. The Think Tank is also available with 5 computers.

Cell Phones
You MUST TURN OFF your cell phones when entering the classroom. Never answer your cell phone in class. You are only allowed to use cell phones outside of the classroom during break times. Please do not text message in class or put your phone on vibrate.
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.

Social Networking
Accessing social media as well as email is not allowed during lecture or studio work time, only on breaks.

Disability Services
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.

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
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 (available at http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.C2.01_student_grade_appeal_procedure.pdf). For complete details on the process of submitting a formal grade appeal, please visit the College of Liberal Arts website, http://cla.tamucc.edu/about/student-resources.html. For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean’s Office.
**Course Description**

This studio course explores fundamental components of design theory, concept and composition. Students will explore presentation techniques, printing processes, technical tactile skills associated with the field, defining and exploring a targeted audience, and appropriate software introductions. Students will create printed works utilizing these skill sets.

**Course Objectives & Purpose**

- The student will demonstrate an understanding of the basic components of a graphic design solution: research, strategy, concept, design and craft.
- The student will identify the cultural and technological contexts in which the graphic designer works by participating in introductory studio exercises in graphic design.
- The student will gain a basic understanding of different design application software and apply them interchangeably while becoming proficient in design production.

**Course Pre-Requisites**

None

**Required Texts**


**Suggested Texts**

*Go: A Kidd’s Guide to Graphic Design* by Chip Kidd

*Graphic Design, The New Basics* by Ellen Lupton

**Required Materials**

- Portable media: Jump drive/USB drive. (At least 1 GB)
- Dropbox account
- Adobe CC subscription recommended

**Grading Opportunities**

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

- Outlined projects and assignments will total 90 points of your final grade.
- Class participation will total 10 points of your final grade.
- An optional bonus assignment will be offered for an additional 8 points

**Projects**

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 next page of this syllabus to see the projects you will be completing this semester.

**Class Work Time**

We will meet in Bay Hall 234 for our lectures. We also have a 1/2-day computer work time scheduled. You are expected to work during these computer lab time to complete assignments and critiques. If you need additional lab time, please work in the Think Tank.
Graded Activity

Grading Opportunities
100–90 A, 89–80 B, 79–70 C, 69–60 D, below F
- Outlined projects and assignments will total 90 points of your final grade.
- Class participation will total 10 points of your final grade.
- An optional bonus assignment will be offered for an additional 8 points

Designer Presentation :: 15 pts.
The student will research, create and present a 5-7 min. comprehensive presentation about their chosen historical designer's life, work and impact on the discipline.

Elements/Principles Presentation :: 10 pts.

Quizzes 15 pts.
- Components/Composition 5pts.
- Photoshop/Illustrator 5pts.
- Typography Basics 5pts.

Where’s Your Designer? Photoshop :: 15 pts.
Using Photoshop, students will create a collage using images of their chosen designer and various stock and background photos.

Your Designer’s Monogram. Illustrator :: 15 pts.
Using Illustrator, students will create a typographic monogram for their chosen designer in their style.

Using InDesign, students will create a book jacket for a biography on their chosen designer. Visually, the design should mimic that of the designer.

Your Designer Projects Final Deck :: 15 pts.
Based on feedback from final critiques, students will tweak their 3 chosen designer projects and compile them into a multi-page .PDF for presentation on final exam day.
- Refined Projects, Visual Presentation Materials
- Presentation Skills

Class Participation :: 10 pts.

Design Resources

Links to helpful resources and tutorials
Found on Blackboard in Content >> Resources (Folder)
Class Schedule
This schedule is tentative and may change at any time. Always check Blackboard for any schedule revisions or updates.

WEEK 1 AUG 28/30
- Introduction :: Syllabus, Course Overview
- Homework :: Purchase book(s) Graphic Design Referenced (GDR)
  Read Online :: What is Graphic Design AIGA.org
  Read Online :: Good Designers Learn from History
  Write 1 paragraph on your top 3 takeaways from each resource
- Assignment :: Famous Designer Presentations, Choose Designer from Google Doc
- Lecture :: What is graphic design?
  - About visual communications
  - Disciplines and careers

WEEK 2 HOLIDAY SEPT 4 / CLASS SEPT 6
- Lecture :: CCC & CRAP
  - Components: form, line, shape, space
  - Composition: harmony, emphasis, alignment, flow, scale
- Assignment :: Elements/Principles Samples
- Homework :: Work on Elements/Principles Assignment
- Reading :: GDR Principles of Design

WEEK 3 SEPT 11/13
- Quiz :: Components & Composition
- Working Day :: Elements/Principles Assignment
- DUE/Present :: Elements/Principles Samples
- Lecture :: Legally obtaining imagery
- Homework :: Bring 3 hi-res digital images of your chosen designer for a Photoshop exercise, next class
- Photoshop Tutorials :: Helpx Photoshop Fundamentals
- Readings :: GDR, Principles of Print Production

WEEK 4 SEPT 18/20
- Lecture :: Image/Color Modes/Resolution/CMYK vs. RGB
- Assignment :: Where’s your designer?(Photoshop)
- Homework :: Photoshop Tutorials :: Helpx Photoshop Fundamentals
- Guest Speaker (if Available) :: Photoshop in the Real World
- Lecture :: Photoshop tricks/tips, Preparing files for output, printing, bleeds, trimming, mounting
- Homework :: Continue work on Where’s your designer?(Photoshop)
- Photoshop Tutorials :: HelpX as needed

WEEK 5 SEPT 25/27
- Working Day :: Where’s your designer?(Photoshop)
- Homework :: Finalize Where’s your designer?
- Lecture :: Productive Critique
- DUE/Critique :: Where’s your designer?(Photoshop)
- Homework :: GDR Principles in Typography
WEEK 6 OCT 2/4
- Video :: The History of Typography
- Lecture :: Typography in Design
- Homework :: Reading Online :: Beginners Guide to Type
- **DUE** :: Presentations Group 1
- Lecture :: Type Anatomy & Mechanics
- Exercise :: The Kerning Game
- Homework :: Online Tutorials :: HelpX Design Logo with AI
  Study Type Anatomy & Rules, Quiz next class

WEEK 7 OCT 9/11
- **Quiz** :: Type Anatomy & Rules
- Lecture :: Introduction to Color
- Lesson :: Adobe Illustrator basics, tools, layers, artboards, clipping, text, stoke, effects
- Exercise :: Pen Tool Game
- Homework :: HelpX Online Tutorials for Illustrator
  - Lesson :: Adobe Illustrator 2
  - Assignment :: Your Designer’s Monogram(Illustrator)
  - Demo :: Sample Monogram
  - Lecture :: Sketching Process/CCC
  - Homework :: Online Tutorials :: HelpX Illustrator as needed
    Monogram Sketches

WEEK 8 OCT 16/18
- **DUE** :: Presentations Group 2
  Working Day :: From Sketches to Digital in Illustrator
- Working Day :: Your Designer’s Monogram(Illustrator)
- Lecture :: File Output in Illustrator/Printing
- Homework :: Finalize Your Designer’s Monogram(Illustrator)

WEEK 9 OCT 23/25
- **DUE/Critique** :: Your Designer’s Monogram(Illustrator) Printed & Digital File
- **DUE** :: Presentations Group 3
- **Quiz** :: PSD/Ai Basics
- Homework :: Online Tutorials :: Helpx Get Started
  Bring a magazine to next class

WEEK 10 OCT 30 / NOV1
- Lecture :: Layout & Grid, Communication & Visual Hierarchy, Fibonacci Sequence, Golden Ratio
- Homework :: InDesign Tutorial Videos
- Lecture :: InDesign Continued
- Exercise :: InDesign Grids
- Assignment :: Designer Book Jacket(InDesign)
- Homework :: InDesign Tutorial Videos

WEEK 11 NOV 6/8
- Lecture :: Conceptual Brainstorming
• Workday :: Book Jacket Sketches, synopsis & book title concepts

• In Class :: Review Sketches
• Exercise :: Book Jacket Demo
• Homework :: Work on Designer Book Jacket in InDesign

WEEK 12 NOV 13/15

• In Class :: Small Group critiques/Working Day
• Homework :: Finalize Book Jacket

• Lecture :: File Output InDesign, Printing
• Lecture :: Selling Your Ideas/Presenting
• Homework :: Finalize Book Jacket, Print for Critique

WEEK 13 NOV 20 / THANKSGIVING HOLIDAYS 22-24

• Working Day :: Finalize Book Jacket, Print for Critique

WEEK 14 NOV 27/29

• DUE/Critique :: Designer Book Jacket
• Homework :: Reading GDR, Identity Design & Branding (pp.24-28)
  *See your advisor/Dr. Garcia for Spring advising

• Final Assignment :: Tweak Designer projects to date, compile in multi-page .PDF
  Lecture :: Identity & Branding
  - Importance of branding and branding basics
  - Components of an identity program
  - Measuring Design Effectiveness
  - Style Guides
• Homework :: Final Assignment - Tweak Designer projects to date, compile in multi-page .PDF
  Online Reading :: How Magazine The Creative Process

WEEK 15 DEC 4/6

• Lecture :: The Creative Process
  - Research Competitive Analysis, SWOT, TA
  - Developing a creative brief
  - Developing and executing concepts
  - Keeping a process record
• Lecture Traditional and Digital Mediums
• Homework :: Tweak, Finalize Designer Photoshop, Illustrator and Book Jacket Projects for final

• Lecture: Presentations & Portfolio
  - The Modern Portfolio
  - Careers in Design/Specialization
• Working Day :: Final Presentations

FINAL

• Final Presentations