Graphic Design Program Standards

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

As in Professional Practice, NO late work is accepted. Assignments turned in after the due date will receive a zero. Incomplete assignments will be graded as is. Exceptions to this policy for family tragedy or medical emergency are decided by the instructor on a case-by-case basis. Late submissions or deadline extensions will typically carry a grade deduction. No incompletes will be given for this course.

Project Resubmission

The syllabus will outline the resubmission opportunities for this specific course.

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. Plagiarism is the presentation of the work of another as one’s own work.

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 unless dismissed by the instructor. There is very little opportunity to work outside of class in BH 234. Therefore, you must make the most of your time in the studio. The Think Tank is also available with 5 computers. Corpus Christi Hall 209 is equipped with mac computers and Adobe Creative Cloud. A schedule of availability for this lab will be posted and provided at the start of the semester.

Attendance

Class begins promptly at the scheduled time. If you walk in late, please remind me to count you present. If you know you need to miss a class, please let me know as soon as possible.

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 is mandatory.

**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.

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### College of Liberal Arts Standards

**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.

**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.

**Dropping a Class**
I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with your academic advisor, the Financial Aid Office, and me, before you decide to drop this course. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. NOVEMBER 8 is the last day to drop a class with an automatic grade of “W” this term.

The Dept. of Art & Design student advisor is Jennifer Arnold Jennifer.Arnold@tamucc.edu.

**Grade Appeal Process**
As stated in University Procedure 13.02.99.C2.03, *Student Grade Appeals*, 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.C2.03, *Student Grade Appeals*. These documents are accessible online at: http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.C0.03_student_grade_appeals.pdf

For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean’s office in the college in which the course is taught. For complete details on the process of submitting a formal grade appeal in CLA, please visit the College of Liberal Arts website, http://cla.tamucc.edu/about/student-resources.html.

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**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 Text**


**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 (Back up your files to cloud storage, always!)
- Personal Adobe CC subscription recommended, not required.

**About Course Projects**

The majority of the course grade points will be derived from student projects. The design artifact(s) produced within the project parameters and deliverables will show evidence of a student’s understandings of obtained/mastered knowledge, abilities or skills.

Full project details including assignment details, assignment grading rubric, assignment submission
instructions and assignment resources will be provided on Blackboard.

Each project will be graded on three overall factors:
1) discussions, critiques, and other class participation;
2) your creative process;
3) the final artifact.

Project grades will foremost be based upon the excellence of the project work which include but are not limited to: research, creativity, response to the given problem, execution, how completely instructions were followed, deadline accountability and presentation. Final grade evaluation for creative projects will be determined by the Professor or instructor using the project’s outlined grading rubric.

Project Critiques & Discussion
The Graphic Design Program uses a formal in-person criticism model for all feedback and evaluation. This process is born out of the fine arts tradition and allows students to learn by viewing other approaches to projects in addition to their own, hearing multiple perspectives during criticism and participating in the critical analysis of peer work. During discussions of their work iterations, the student is expected to request relevant feedback and consider the comments of the classmates and the instructor to ensure their work is appropriate and successful.

Foundations Project Resubmission Policy
For this course, the assigned projects cannot be submitted for a new grade. The course allows for points to be earned for revising assignments for the course final and there is an additional bonus 5pt. to be earned with the Class Participation grade.

Foundations In Graphic Design Graded Activity

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

Graded Activity
- Outlined projects and assignments will total 85 points of your final grade.
- Quizzes will total 15 points of your final grade.
- A Class participation grade will be offered for an additional 5 bonus points.

Projects
Each project is broken down into a point system based on process and outcome. You will receive a grading rubric for each project that will outline the points break down for that specific project.

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.

Who’s Your Designer? (Photoshop) :: 15 pts.
Using Photoshop, students will create a digital compilation using images related to their chosen designer with various elements and photos.

Your Designer’s Monogram/Logo (Illustrator) :: 15 pts.
Using Illustrator, students will create a typographic monogram or typographic logo for their chosen designer.
Your Designer’s Book Jacket (InDesign) :: 15 pts.
Using InDesign, students will create a book jacket for a biography on their chosen 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 their Designer Presentation from the beginning of the semester for presentation final exam day.
- Refined Projects, Visual Presentation Materials
- Presentation Skills

Assignments
Small assignments will be given between projects or in-class.

Elements/Principles Samples Document :: 10 pts.
Complete provided Word doc template with your Elements & Principles samples and rationales.

Quizzes
To access knowledge of assigned reading and lecture topics, quizzes will be administered throughout the semester.
- Elements/Principles :: 5 pts.
- Typography Basics :: 5 pts.
- Photoshop/Illustrator :: 5 pts.
- A quiz on assigned application tutorials, course topics and assigned reading will be given at the end of the semester. This quiz is not for a grade, it is placed in your Lower Level Review file for consideration during that process.

Class Participation :: 5 pts. (Bonus)
See participation rubric in Blackboard for full details of participation assessment.

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 26/28 Introduction, Syllabus, Course Overview.
Monday
- Introduction :: Syllabus, Course Overview, Required Materials
- Homework :: Purchase book(s) Graphic Design Referenced (GDR)
  Read Online :: What is Graphic Design AIGA.org
  Read Online :: Good Designers Learn from History
Assignment :: Post 1 paragraph on your top 3 takeaways from each resource on BB discussion forum

Wednesday
- Lecture :: What is graphic design?
  - About visual communications
  - Disciplines and careers
- DUE :: Online readings takeaway discussion post
- Assignment :: Famous Designer Presentations, choose designer from google doc
- Homework :: Read GDR, Principles of Design (Download from BB)

REQUIRED GRDS Orientation THIS Friday at 10am!

WEEK 2 SEPT 4 (SEPT 2 Labor Day Holiday)
Wednesday
- Lecture :: CCC & CRAP & Elements & Principles
- Assignment :: Elements/Principles Samples Document
- Homework :: Elements/Principles Samples Document

WEEK 3 SEPT 9/11
Monday
- DUE/Present :: Elements/Principles Samples Document
- Lecture :: Finding images/Stock vs. Original/Resources
- Lecture :: Approaching Concept/Ideation
- Assignment :: Who’s Your Designer? (Photoshop)
- Homework :: Collect hi-res digital images for your chosen designer for next class
  Photoshop Tutorials :: Adobe HelpX Photoshop “Get Started” Series 1-10
  Readings :: GDR, Principles of Print Production

Wednesday
- Quiz :: Elements & Principles, CCC, CRAP
- Lecture :: Image/Color Modes/Resolution/CMYK vs. RGB
- Homework :: Photoshop Tutorials :: HelpX Photoshop “Key Topics” Series

WEEK 4 SEPT 16/18
Monday
- Lecture :: Photoshop tricks/tips. Preparing files for output, printing, bleeds, trimming, mounting
- In Class Exercise :: Photoshop
- Homework :: Finalize Who’s Your Designer? (Photoshop)

Wednesday
• Lecture :: Productive Critique
• Workday :: Photoshop/Printing and Trimming Demo

WEEK 5 SEPT 23/25

Monday
• DUE/Critique :: Who’s Your Designer? (Photoshop)
• Video :: The History of Typography
• Lecture :: Typography in Design
• Homework :: Reading Online :: Beginners Guide to Type
• Homework :: GDR Principles in Typography

Wednesday
• DUE :: Presentations Group 1
• Lecture :: Type Anatomy & Mechanics
• Exercise :: The Kerning Game
• Homework :: Illustrator HelpX Online Tutorials “Get Started” Series 1-10
• Homework :: Study Type Anatomy & Rules, QUIZ coming up

WEEK 6 SEPT 30/OCT 2

Monday
• Lecture :: Introduction to Color
• Lesson :: Adobe Illustrator 1 (basics, tools, layers, artboards, clipping, text, stoke, effects)
• Exercise :: Pen Tool Game
• Assignment :: Your Designer’s Monogram (Illustrator)
• Homework :: Online Tutorials :: Illustrator HelpX Online “Beginning Drawing” Series

Wednesday
• Exercise :: Typesetting your name
• Lecture :: Sketching Process/CCC
• Demo :: Adobe Illustrator Sample Monogram
• Homework :: Online Tutorials :: Illustrator HelpX Online “Design A Logo” “Design A Monogram”
• Homework :: Monogram Sketches

WEEK 7 OCT 7/9

Monday
• DUE :: Presentations Group 2
• Quiz :: Type Anatomy & Rules
• Working Day :: From Sketches to Digital in Illustrator
• Homework :: Online Tutorials :: Illustrator HelpX Online “Take Text to the Next Level”

Wednesday
• Working Day :: Your Designer’s Monogram (Illustrator)
• Lecture :: File Output in Illustrator/Printing
• Homework :: Online Tutorials :: Illustrator HelpX Online “Style Poster Text”
• Homework :: Refine digital monogram options

WEEK 8 OCT 14/16

Monday
• Working Day :: Your Designer’s Monogram (Illustrator)
• Homework :: Online Tutorials :: Illustrator HelpX Online Choose Your Topics
Wednesday
• **DUE/Critique** :: Your Designer’s Monogram (Illustrator) Printed & Digital File

**WEEK 9 OCT 21/23**

Monday
• **DUE** :: Presentations Group 3
• **Quiz** :: PSD/Ai Basics
• **Homework** :: Online Tutorials :: InDesign HelpX “Get Started” Series
• **Homework** :: Bring a magazine to next class

Wednesday
• **Discussion** :: What magazine pages appeal to you? Why?
• **Lecture** :: Layout & Grid, Communication & Visual Hierarchy, Fibonacci Sequence, Golden Ratio
• **Lecture** :: Why? When? How? InDesign
• **Homework** :: Online Tutorials :: InDesign HelpX “More InDesign (First Half)” Series
• **Homework** :: Online Reading **Grids**

**WEEK 10 OCT 28/30**

Monday
• **Lecture** :: InDesign Continued
• **Assignment** :: Designer Book Jacket(InDesign)
• **Homework** :: Online Tutorials :: InDesign HelpX “More InDesign (Second Half)” Series

Wednesday
• **Lecture** :: Conceptual Brainstorming
• **Exercise** :: Synopsis & book title writing
• **Workday** :: Book Jacket Sketches, synopsis & book title concepts
• **Homework** :: book jacket sketches, synopsis & book title concepts

**WEEK 11 NOV 4/6**

Monday
• **In Class** :: Review sketches & synopsis

Wednesday
• **Exercise** :: Book Jacket Demo
• **Homework** :: Work on Designer Book Jacket (InDesign)
• **Homework** :: Online Tutorials :: InDesign HelpX You Choose Key Topics

**WEEK 12 NOV 11/13**

Monday
• **In Class** :: Small Group Critiques/Working Day
• **Homework** :: Finalize Book Jacket
• **Homework** :: Online Tutorials :: InDesign HelpX “Create PDF for Print”

Wednesday
• **Lecture** :: File Output InDesign, Printing
• **Lecture** :: Selling Your Ideas/Presenting
• **Look Ahead** :: Final Presentation :: Start refining projects
• **Homework** :: Finalize Book Jacket

**WEEK 14 NOV 18/20**
Monday
- Workday :: Finalize Book Jacket, Print for Critique
- Final Assignment :: Your Designer Projects Final Deck

Wednesday
- **DUE/Critique ::** Designer Book Jacket

**WEEK 15 NOV 25/27 No Class/Reading Days. (Happy Thanksgiving)**
- Homework :: Reading GDR, *Identity Design & Branding* (pp.24-28)
- Homework :: Online Reading :: *How Magazine The Creative Process*
- Look Ahead :: Final Presentation :: Start refining projects, compiling final deck

**WEEK 16 DEC 2/4**

Monday
- Lecture :: Identity & Branding
  - Importance of branding and branding basics
  - Components of an identity program
  - Measuring Design Effectiveness
  - Style Guides
- Lecture :: The Creative Process
  - Research Competitive Analysis, SWOT, TA
  - Developing a creative brief
  - Developing and executing concepts
  - Keeping a process record
- Homework :: Tweak, Finalize Designer Photoshop, Illustrator and Book Jacket Projects for final
- QUIZ :: Course application tutorials, lecture topics and assigned readings (not for a grade, for your Lower Level Review file)

Wednesday
- Lecture Traditional and Digital Mediums
- Lecture: Presentations & Portfolio
  - The Modern Portfolio
  - Careers in Design/Specialization
- Working Day :: Final Specialization

**FINAL**
- Final Presentations :: Your Designer Projects Final Deck