GRDS 1301.001
Foundations in Graphic Design for Non-Majors SPRING 2020

meeting time: M/W 6:30-9:20 p.m. Bay Hall 234
Instructor: Lars Roeder
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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 Texts
None
Excerpts from Graphic Design, Referenced: A Visual Guide to the Language, Applications, and History of Graphic Design by Armin Vit, Bryony Gomez Palacio will be provided.

Suggested Texts
Go: A Kid’s Guide to Graphic Design by Chip Kidd
Graphic Design, The New Basics by Ellen Lupton

Required Materials
- Sketchbook
- Portable media: Jump drive/USB drive. (At least 1 GB)
- Dropbox account (or other cloud-based storage)
- Adobe CC subscription recommended

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
- Projects and Assignments will total 80% of your final grade.
- Quizzes will total 15% of your final grade.
- Class participation and exercises will total 5% of your final grade.

Elements/Principles Samples Document – Microsoft Word :: 10% :: DUE 2/3
Complete provided Word Doc with your Elements & Principles samples and rationales.

Designer Presentation – powerpoint, prezi, etc. :: 12% :: DUE ___________
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.

Quizzes :: 15%
- Components/Composition 5% :: 2/3
- Photoshop/Illustrator 5% :: 3/30
- Typography 5% :: 2/26

Designer Cover - Photoshop :: 12% :: 2/17
Using Photoshop, students will create a collage using images of their chosen designer and various stock and background photos.

Designer Monogram - Illustrator :: 12% :: 3/23
Using Illustrator, students will create a typographic monogram for their chosen designer in their style.

Personal Logo – Illustrator :: 10% :: 4/6
Using Illustrator, students will design a graphic logo to represent themselves and explain the symbolism of the various elements used in their individual logo. The logo should be a creative symbol or mark representing the individual’s talents and interests. The logo may use text, but it must be combined with symbols.

CV Makeover – InDesign :: 7% :: 4/15
Using InDesign, students will use information from their CV or resumé and reformat it into a creative, aesthetic and navigable document. Students are not graded on the content of their CV, only how they arrange it. The file will be designed so that in can be easily modified as more lines are accumulated.

Business Card Means Business – illustrator/photoshop :: 7% :: 4/27
Using illustrator, students will create a business card with their relevant contact information. Imagery will be created through either photoshop or illustrator. Designs will be aesthetic and functional with attention paid to the relationship between the design of the card and the tone of what it represents.

Your Personal Promotional Postcard illustrator/photoshop :: 10% :: 5/11
Using a template from an online vendor, the student will design a mailable postcard for their art opening, show or other promotional event featuring their logo and relevant information.

Class Participation & Exercises :: 5%
Exercises are to be executed in class and focus on a particular technique or concept covered in class. They should take between 10 minutes and 2 hours depending on experience.

Design Resources

Links to helpful resources and tutorials
Found on Blackboard in Content >> Resources (Folder)
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:
One class period late: 10% deduction, two class periods late: 20% deduction. After that you will receive a ZERO. Absences, excused or not, do not differentiate this policy. If you know you are going to miss a class make an effort your project in early.

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.
CLA STATEMENTS

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.

Grade Appeals
As stated in University Procedure 13.02.99.C0.03, 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.C0.03, Student Grade Appeal Procedures. 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. These documents are accessible through the University Rules Web site at:
http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.c0.03_student_grade_appeals.pdf

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.

Classroom/professional behavior
Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.

Statement of Civility
Texas A&M University-Corpus Christi has a diverse student population that represents the population of the state. Our goal is to provide you with a high-quality educational experience that is free from repression. You are responsible for following the rules of the University, city, state and federal government. We expect that you will behave in a manner that is dignified, respectful and courteous to all people, regardless of sex, ethnic/racial origin, religious background, sexual orientation or disability. Behaviors that infringe on the rights of another individual will not be tolerated.

Academic Integrity/Plagiarism
University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.) In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test will result in a failing grade for the class.

Statement of Academic Continuity
In the event of an unforeseen adverse event, such as a major hurricane and classes could not be held on the campus of Texas A&M University–Corpus Christi, this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, University facilities (i.e., emails, web sites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.
### Class Schedule

This schedule is tentative and may change at any time. Always check Blackboard for any schedule revisions or updates.

#### WEEK 1 JAN 20/22
- MLK Day – No Class
- **Introduction:** Syllabus, Course Overview
- **Lecture:** What is graphic design?, About visual communication, Disciplines in Graphic Design
- **Survey:** Experience questionnaire

#### WEEK 2 JAN 27/29
- **Lecture:** CCC & CRAP
  - Components: form, line, shape, space
  - Composition: harmony, emphasis, alignment, flow, scale
- **Assignment:** Elements/Principles Found Designs
- **Homework:** Work on Elements/Principles Assignment
- **Reading:** GDR Principles of Design (Download PDF from BB)
- **Lecture:** Introduce Photoshop, walkthrough
- **Assignment:** Designer presentations (due 2/18, 2/25, 3/4, see Blackboard)

#### WEEK 3 FEB 3/5
- **Quiz:** Elements & Principles, 3Cs, CRAP
- **DUE/Present:** Elements/Principles Assignment
- **Assignment:** Designer Cover (due 2/11)
- **Exercise:** PS portraits
- **Homework:** Research designer, determine list of possible images for cover
  - Adobe Tutorials: HelpX Photoshop “Get Started” Series 1-10
  - Readings: GDR, Principles of Print Production (Download PDF from BB)
- **Lecture:** Image/Raster/Resolution/Stock, video, Photoshop (marquee, layers)
- **Exercise:** PS Layers/cutouts
- **Homework:** Acquire digital images for designer cover
  - Adobe Tutorials: HelpX Photoshop “Key Topics” Series

#### WEEK 4 FEB 10/12
- **Lecture:** Photoshop (FX, objects), Color Modes/ CMYK vs. RGB, video
- **Exercise:** PS FX, graphic objects, text
- **Homework:** Continue work on Designer Cover (Photoshop)
- **Lecture:** Photoshop (advanced techniques, staying organized), Legally sourced imagery,
- **Homework:** Designer Cover (Photoshop)

#### WEEK 5 FEB 17/19
- **DUE/Critique:** Designer Cover (Photoshop)
- **Lecture:** Introduction to Typography, video
  - Readings: GDR Principles in Typography
- **Lecture:** Type Anatomy & Mechanics, Video
- **Exercise:** Hand-made type
  - Readings: Beginners Guide to Type (online)

#### WEEK 6 FEB 24/26
- **Present:** Designer Presentations Group 1
- **Lecture:** Type rules
• Exercise :: The Kerning Game  
  Homework :: Study Type Anatomy & Rules, Quiz next class

• Quiz :: Type Anatomy & Rules  
• Lecture :: Introduce Adobe Illustrator (basics, tools, layers, artboards, fill, stroke, pen tool)  
• Exercise :: Pen Tool Game  
  Adobe tutorials :: HelpX Illustrator “Beginning Drawing” Series

**WEEK 7 MAR 2/3**
• Present :: Designer Presentations Group 2  
• Lecture :: Adobe Illustrator (clipping, pathfinder, text, effects) video  
• Assignment :: Designer Monogram (due 3/18)  
• Exercise :: AI logo challenge  
  Homework :: Monogram Sketches  
  Adobe tutorials :: HelpX Illustrator “Design A Logo” “Design A Monogram”

• Lecture :: Be good to your type, Illustrator (type tool)  
• Exercise :: AI type tool  
  Homework :: continue Designer Monogram (Illustrator)  
  Adobe tutorials :: HelpX Illustrator “Take Text to the Next Level”

**WEEK 8 MAR 9/11 SPRING BREAK**
• NO CLASS
• Homework :: finalize Designer Monogram (Illustrator)

**WEEK 9 MAR 16/18**
• Present :: Designer Presentations Group 3  
• Lecture :: Illustrator (Advanced techniques, outputs)  
• Exercise :: AI cutouts  
  Homework :: continue Designer Monogram (Illustrator)  
  Adobe tutorials :: HelpX Illustrator “Style Poster Text”

• Workday :: Designer Monogram (Illustrator)

**WEEK 10 MAR 23/25**
• DUE/Critique :: Your Designer’s Monogram(Illustrator) Printed & Digital File  
• Assignment :: Personal Logo (due 4/1)  
• Lecture :: Personal Identity & Branding

• Lecture :: The Logo Process (sketching, refinement)  
• Exercise :: AI image trace

**WEEK 11 MAR 30/APR 1**
• Discussion :: Logo Sketches  
• Quiz :: PSD/Ai Basics  
• Exercise :: AI stickers

• Workday :: Personal Logo

**WEEK 12 APR 6/8**
• DUE/Critique :: Your Personal Logo (Illustrator)
• Lecture :: Introduce InDesign (Why? When? How?), Layout & Grid, Visual Hierarchy, video
• Assignment :: CV makeover (due 4/8)  
• Adobe tutorials :: HelpX InDesign “Get Started” Series

• Lecture :: Typography Redux- Lots of Copy
• Working Day :: CV InDesign
• Adobe tutorials :: HelpX InDesign "More InDesign (First Half)" Series

WEEK 13 APR 13/15
• Working Day :: CV InDesign
• Adobe tutorials :: HelpX InDesign "More InDesign (Second Half)" Series

• DUE :: CV Makeover (InDesign)
• Lecture :: Print anatomy
• Exercise :: AI smooth hierarchy
• Assignment :: Business Card means Business (due 4/15)

WEEK 14 APR 20/22
• Work Day :: Business Card means Business (AI/PS)

• Work Day :: Business Card means Business (AI/PS)
• Lecture :: Using online printers/templates (Panels, Bleeds, Folds, Margins)

WEEK 15 APR 27/29
• DUE :: Business Card means Business (AI/PS)
• Assignment :: Personal Promotional Postcard - AI/PS (due 5/6)

• Exercise :: AI/PS lil GIF
• Work Day :: Personal Promotional Postcard

WEEK 16 MAY 4/6
• Work Day :: Personal Promotional Postcard

• Discussion :: Proof reading final project
• Work Day :: Personal Promotional Postcard

WEEK 17 FINAL - MONDAY, MAY 11
• DUE/Final Presentations :: Your Personal Promotional Postcard, Biz Card, CV