

COURSE SYLLABUS, Art 604 – Sect 0170– Graphic Design I

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Pierce College

Spr2012 (02/06 – 05/27/12) Art 3304

T & Th, 1:30 – 3:40 (Office times: 15 min. before & after class)

Description: Graphic Design 1 is a course created for students interested in the theory and practice of basic graphic design using the computer as an art and design tool for digital imaging, editing and manipulating using Adobe Illustrator® & Photoshop®. Basic 2 dimensional graphic design and computer concepts along with art and design principles are emphasized in this hands-on class.

Course Content: The course consists of using the computer for design and art, inputting and working with digital media along with traditional illustration techniques and tools, discussing contemporary trends in art and design, creating and refining designs, outputting products, and the evaluation/critiquing of these products.

Student Learning Outcomes:

- Develop visual problem solving skills and apply them to the creative process
- Create digital graphic design using a variety of software and output those images in appropriate file formats

Course/Learning Objectives:

- Demonstrate knowledge in using the computer, Adobe Illustrator® & Photoshop®, and appropriate materials in the production of fine art graphics and design
- Translate ideas into graphic designs to produce specific communicative content
- Learn about graphic design trends and open your mind to new ways of seeing and interpreting
- Identify and discuss compositional elements which modify meaning in the design
- Integrate traditional drawing and illustration techniques with the computer
- Identify historic trends in graphic design

Required Text, Materials And Supplies:

Adobe Illustrator® CS5 Classroom in a Book, ISBN# 032170178X – 5 (About \$45 - 55) Check for a used text.

Recommended: Visual Quickstart Guide Adobe Illustrator for Windows and Macintosh, by Elaine Weinmann and Peter Lourekas, *Communications Art* magazine along with any graphic design related materials, to include those found during your daily routine.

Lynda.com (Online tutorials) –Student discount account \$10 per month. We will discuss this option.

- An individual notebook/idea/inspiration book & writing materials for notes
- Removable memory, such as a Flash Drive or personnel external Hard Drive
- Mat board (3 - 11 x 14" Black, white or gray)
- Ruler (metal - 18")
- E-Xacto Knife and blades
- Double stick tape or Oho stick
- Sharpie markers (extra fine and fine)
- Pencil and eraser
- Color pencils
- Tracing paper
- Ink-jet photo quality paper (Epson)
- A lab fee of \$15 is to be paid at the college bookstore. Show me your receipt.
- Other expenses may vary from student to student

You will use the notebook/idea book as a visual class diary for your art and design ideas, collection of design items, found objects, and notes. I will ask to see these periodically, so have them with you for every class.

Student Responsibilities/Requirements

- Class attendance is mandatory; attend all lectures and labs for the entire period
- Completion of all assignments, exercises and exams
- Critiques are part of the assignment; your attendance is required in order to successfully complete the project
- Class Participation (contributing to classroom discussions and/or in-class projects)
- In the event of an absence, it is the responsibility of the student, not the instructor, to collect any pertinent lecture notes and/or demonstration materials. Please ask classmates for materials, notes and refer to your lesson plan for missed course work -- **Exchange contact info with classmates! Today!**
- Being absent from a demonstration may limit a student's access to equipment and/or lab facilities
- Refer to Lesson Plan for details on lectures and demonstration dates
- Missing the final critique and/or exam may result in a failing grade for the semester; plan accordingly!

All student work is to be collected by the end of the course. Unless otherwise arranged with the instructor, projects that are not collected by the end of the course will be destroyed.

Attendance Policies:

- Email me if you will be absent from class with an explanation. You are still responsible for missed info and assignments.
- Being tardy or leaving early will negatively factor into your class participation.
- If you repeatedly miss class or miss two consecutive classes without informing me or without a valid excuse, you may be dropped from the course.
- If you have a documented disability requiring accommodations for this class, please see me.

Method Of Evaluation/Grading: A student's final grade in this course will be based upon a variety of factors; a series of projects will determine the major part of the grade. The balance of points earned comes from test scores, homework, tutorials, your notebook, and class participation (see Grade Procedure & Final Grade Sheet).

Projects will be evaluated on the students' ability to follow directions, technical exploration and execution, creativity and originality, a full exploration of visual possibilities and concepts, aesthetic merits and professional presentation (neat, clean and resolved). Projects are to be turned in on time. Projects must have your name (first and last), project #, and date on them or they will not be accepted. Digital assignments (files & folders) must have first name, first initial of last name and project #, ex. *MarkF_proj 2*

Test questions and classroom information will be based on reading assignments, class lectures & discussions, demonstrations & presentations. Since these lectures & presentations expand on text material and new material, it is recommended that you take notes.

- Late work (work that is turned in after the assigned due date) will not be accepted without documented extenuating circumstances (This will only be allowed one time)
- No make-up quizzes or exams
- Grade challenges to be petitioned within six months of the end of the course
- All materials for grade challenge are the student's responsibility to collect and store

Grade Scale:

- A – (95-100 pts) Original work, excellent resolution & fine craftsmanship
- B – (85 pts) Good work, above average in concept & presentation
- C – (75 pts) Competent, average work that fulfills the assignment
- D – (65 pts) Work needing significant improvement to meet requirements
- F – (59 or < pts) Work that is not acceptable

Academic Dishonesty: I reserve the right to fail any student who has plagiarized or in anyway turned in work that is not their own. That said; if you're having difficulties keeping up with deadlines, make an appointment to discuss possible solutions.

Classroom Policies

- No sleeping, closed eyes or dozing off, please do what it takes to be alert for all lectures
- No use of cell phones, including text messaging even during lab or a break
- No loud conversations or talking during discussions or lab
- No food or open beverages in the facilities
- No inappropriate language
- No inappropriate or offensive content permitted in projects
- No inappropriate use of facilities especially the Internet, video games, or videos, unless specifically part of the assignment
- NO cell phones, NO personal listening devices, and ONLY enrolled students allowed in class.

Students, faculty and staff have the right to a campus that is free of harassment. We want a campus where people treat each other with respect, both physically and verbally. Let's be clear: any abusive or offensive behavior on campus is inappropriate, even if it's not bad enough to be "illegal" harassment. We prohibit on our campus all types of mistreatment and misconduct based on someone's race, color, sex, age, religion, disability, sexual orientation and so on. We have a higher standard. Let us all behave accordingly.

Please ask any and all questions. Class participation & interaction is important on all levels for maximum learning to take place.

This syllabus and/or Lesson Plan are subject to change at instructor's discretion. I will do my best to assist you and in return, I ask that you apply yourself to the class, assignments and projects as well as attend sessions and participate in class.

GRADING PROCEDURE & FINAL GRADE SHEET

Name _____

Your ART 604 grade for the semester will be based on the following: Signature _____

<u>Assignment</u>	<u>Points Possible</u>	<u>Points Received</u>	
T _____	10	_____	
T _____	10	_____	
T _____	10	_____	
T _____	10	_____	
T _____	10	_____	
T _____	10	_____	
Misc 1 _____	10	_____	
Misc 2 _____	10	_____	
Misc 3 _____	10	_____	
10 Gr Des Examples	10	_____	
Assign 1, Initial Sketches	10	_____	
Quiz	10	_____	120
Notebook/Idea Book	50	_____	_____
Grid Exercise	50	_____	
Project 1, B/W Initials	50	_____	
Project 2, B/W Logo	100	_____	
Logo Ex & Thumbnails	30	_____	280
Project 3, ID Package	100	_____	
ID Package Ex	10	_____	
Project 4, Typography	100	_____	
Typo Ex	10	_____	
Project 5, Poster	100	_____	
Project 6, Graphic Designer Rpt	50	_____	370
Final	40	_____	
Participation	190	_____	230
Total Points Possible	1000	Total Pts _____	Final Grade _____ 1000

*You must complete all the above assignments on time & have no more than 2 unexcused absences in order to be eligible for an "A or B". If you don't complete all assignments your grade will be lowered and more than one uncompleted assignment could result in a failing grade.

(This is your grade sheet to be completed and handed back to me at the Final Class Period)

A = 1,000 – 900: Student's performance has been at the highest level, showing sustained excellence in meeting all course requirements and exhibiting a remarkable degree of intellectual initiative.

B = 899 – 800: Student's performance has been at a high level, showing consistent and effective achievement in meeting course requirements.

C = 799 – 700: Student's performance has been at an adequate level, meeting course requirements.

D = 699 – 600: Student's performance has been less than adequate, barely meeting the course requirements.

F = 500 – 0: Student's performance has been less than adequate, and has not met the minimum requirements.

How to Get a Passing Grade in this Class:

Be in class on time with required materials.

Purchase the textbook and materials when told to.

Do required reading and homework.

Take notes, ask questions, and study.

Check your Lesson Plan each week.

Use your time wisely especially on days when you have lab.

Hand in Projects and assignments on time.

Always be willing to learn, and listen to advise.

Communicate your concerns and needs.

Get materials and notes if you are late or absent from your FRIENDS.

Respect the instructor, lab tech, other students, and yourself.

If you are on time for all classes & do the projects on time, you should have no problem passing this class.

(Add your own here)

Things to Keep in Mind:

You may have more strength in one area than another, but hang in there and it will come together. Demo days, discussion days, lab days, and critique days are especially important learning opportunities so don't miss them!

Stay open to new ways of seeing. You have a lot of experience looking at images, but now we will explore and examine what makes interesting and memorable designs.

This Syllabus and/or the Lesson Plan are subject to change at instructor's discretion. So keep up to date on any changes.