

COURSE SYLLABUS, Art 604 – Sect3057 – Graphic Design I

Instructor: Mark Flanders – Email: Markart76@hotmail.com
markflanders.com

Pierce College

Fall 2011 (08/29 – 12/18/2011)

W 5:40 – 9: 55 PM (Office times: 10 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®. Basic 2 dimensional graphic design and computer concepts along with art and design principles are emphasized in this hands-on class.

TEXT: 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 and all graphic design related materials, to include those found during your daily routine. Check out collegebuys.org for information on purchasing applications.

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

REQUIRED MATERIALS AND SUPPLIES: An individual notebook/idea/sketch book & writing materials for notes, **USB or Firewire Personal/Portable Drive or storage device**, materials for graphic design projects and project presentation – which will be discussed for each assignment. 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.

Mat board (2 - 11 x 14", 1- 16 x 20"), ruler (metal 12 - 18"), E-Xacto Knife and blades, double stick tape or Oho stick, Sharpie markers (xtra fine and fine), pencil and eraser, tracing paper, color pencils, ink jet photo quality paper, and other materials per instructions. A lab fee of \$15 is to be paid at the college bookstore. Keep your receipt.

COURSE/LEARNING OBJECTIVES: 1) demonstrate knowledge in using the computer, Adobe Illustrator®, and appropriate materials in the production of fine art graphics and design 2) translate ideas into graphic designs to produce specific communicative content 3) learn about graphic design trends and open your mind to new ways of seeing and interpreting 4) identify and discuss compositional elements which modify meaning in the design 5) integrate traditional drawing and illustration techniques with the computer 6) identify historic trends in graphic design.

COURSE CONTENT & STUDENT LEARNING OUTCOMES: 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. We may also work with electronic scanners and printers.

Information will be presented via lectures, computer demonstrations, video presentations, and reading assignments. Please **TURN OFF** cell phones, **NO** personal listening devices, and **ONLY** enrolled students allowed in class.

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 quiz scores, homework, in-class exercises (Adobe Illustrator CS5 – CIB and/or tutorials), your notebook, and class participation.

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

Class participation takes into account work done in class, participation in class activities, exercises, discussions and critiques. In addition, your general attitude of interest, sincere effort exhibited and constructive use of time during class may be taken into consideration.

It is essential to attend all classes, arrive on time and remain working for the entire period. Attendance will be taken at the beginning of class. This may be followed by a review, questions, and possibly a quiz. There are no make-up

quizzes and I will not repeat quiz questions for late arrivals. If you choose to do otherwise, it will be reflected negatively in your grade.

Students are expected to be in class on time with appropriate tools and materials. Students are expected to work productively during the class period. Arriving late or leaving early is recorded as 1/2 an absence. More than 2 absences during the course may lower your final grade at least 1 full letter. Four (4) or more unexcused absences may result in a failing grade regardless of work completed. **You are responsible for the information presented in class during your absence. Get to know other students so you can obtain missed notes and information. I suggest you, as a class, make a contact list so you can contact each other when not in class.**

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*

GRADING SCALE:

100	A	Original work, excellent resolution and fine craftsmanship
90	A-	Possesses 2 of the 3 points above
89	B+	Creative work, well above average in design and craftsmanship
85	B	Good work, above average in concept and presentation
80	B-	Work that is above average in concept and presentation
79	C+	Competent work that fulfills the assignment with added merit
75	C	Competent, average work that fulfills the assignment
70	C-	Work that barely fulfills the requirements of the assignment
69	D+	Work that partially meets the requirements
65	D	Work needing significant improvement to meet requirements
60	D-	Try again
0	Fail	Work that is not acceptable

Late work (work that is turned in after the assigned due date) will not be accepted without documented extenuating circumstances and will be lower one letter grade. This will only be allowed one time.

Critiques are mandatory, you are expected to attend, participate and present your work.

Academic Honesty – This should be self explanatory, but if not, please refer to the college policy. Basically, 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.

If you have a documented disability requiring accommodation for this class, please see me OR contact Pierce College OR contact the Department Head.

*NO cell phones * NO personal listening devices * ONLY enrolled students allowed in class.

Failure to report for scheduled final examination on time may result in a failing grade for the course. In case of illness or other emergency, the student must report to the instructor's office or department prior to the beginning of the examination.

Please ask any and all questions. Class participation is important on all levels for maximum learning to take place. Open class discussion is encouraged.

I would like someone to volunteer to begin a name and number list and/or exchange information so you can contact other class members for questions and answers outside of class.

I will do my best to assist you and in return, I ask that you do your best, attend class and participate.

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	_____	
10 Gr Des Examples	10	_____	
Assign 1, Initial Sketches	10	_____	
Misc 1	10	_____	
Misc 2	10	_____	
Misc 3	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	_____	
<u>Project 6, Graphic Designer Rpt</u>	<u>50</u>	_____	370
Final	40	_____	
Participation	190	_____	230
Total Points Possible	1000	Total Pts _____	Final Grade _____

*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.