

COURSE PURPOSE

Introductory course in the methods, materials, and techniques used for graphic design. This course is a survey in basic design of print graphics that covers both beginning page layout and graphic design principles. The course will include instruction in several computer applications such as Adobe Photoshop CS4, Adobe Illustrator CS4 and InDesign CS4. Basic computer knowledge is assumed.

***Note: Lab availability outside of class is to be discussed.**

COURSE OBJECTIVES

Upon completion of this course the student will be able to:

- Create a variety of aesthetically interesting graphics using page layout and illustration applications (Adobe CS4)
- Create comprehensive design concepts and apply those concepts to the creation of page layouts
- Use and adapt a variety of images from different sources
- Apply basic typographic skills to design
- Use spot, 2 and 4 color in design
- Choose appropriate application, input, and output choices in the creation of print graphics
- Critically evaluate examples of print graphics
- Learn and understand the vocabulary of print graphics and graphic design

COURSE MATERIAL

Demonstrate computer hardware and software slide presentations, lectures, critiques and discussions (The course content may contain images of a mature nature.)

Required reading material

Krause, Jim, Design Basics Index, HOW Design Books – in the Bookstore
Adobe InDesign CS4 Classroom in a Book, Adobe Press, ISBN 978-0-321-57380-3 or Lynda.com

Recommended reading material

Eiseman, Leatrice Pantone Guide to Communicating with Color, Graftix Press
 Weinmann, Elaine Illustrator CS4 Visual Quick Start Guide, Peachpit Press
 Weinmann, Elaine Photoshop CS4 - Visual Quick Start Guide, Peachpit Press
 Cohen, Sandee InDesign CS4 Visual Quickstart Guide, Peachpit Press
Adobe Photoshop CS4 Classroom in a Book, ISBN 978-0-321-57379-7
Adobe Illustrator CS4 Classroom in a Book, ISBN 978-0-321-57378-0
Professional Design Techniques with Adobe Creative Suite 4

Required media and materials

Recordable CD's, personal thumb or flash drive, external hard drive
 Sketchbook 8.5 x11
 Epson 8.5 x 11 Ink Jet or Photo Quality Ink Jet (20 pack)
 Presentation materials, mat board, etc
 Velum/tracing paper
 Portfolio for presentation
 Sharpies – fine point and very fine point
 Ruler (18" metal preferred)
 Pencils and eraser
 Colored pencil set
 Double stick tape

Prints are due for each assignment. The color printers in each lab are available for approx. \$1 - \$2 per print. Students have alternatives such as Kinko's.

Materials will total approximately \$120.00-200.00

STUDENT RESPONSIBILITIES

Complete assignments

Participate in critiques

Attendance required at all lectures, demos, and critiques.

If you miss a class or lecture, it is your responsibility to find out what you missed.

In the event of an absence, please check with your classmates and refer to your lesson plan for missed course work. I recommend you start a classmate contact list for the class.

ATTENDANCE POLICIES

Each student is allowed 3 absences per semester.

You will be dropped a letter grade if you have more than three absences.

If tardy 3 times this is equal to 1 absence.

If it is past the drop deadline you cannot receive credit for the course. If you have extenuating circumstances (i.e.: a death in the family, illness), please contact the instructor ASAP.

If you have a documented disability requiring accommodations for this class, please see me.

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

GRADING

Total of (4) assignments 600 points

Sketchbook 100 points

Designer Report 100 points

Designer Powerpoint 50 points

Lessons from Classroom in a book (or dLynda.com) 100 points

Attendance 50 points

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.

Quizzes and exams cannot be taken late without documented extenuating circumstances.

All final grade challenges shall 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 Discussion: 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 office appointment to discuss any possible solutions.

DISCLAIMER

Throughout this course students will be exposed to numerous artists from diverse points of view. Although questionably offensive artwork is always placed in an appropriate historical and artistic context, I recognize and respect the right of individual students who choose not to be exposed to said work. If any student feels they would rather opt out of any or all of the slide lectures, please bring your concerns to the instructor's attention the class before any scheduled slide lectures so we can discuss your concerns and work out a solution. In any case, students are always held responsible for the assigned projects and/or exercises.

Note: I have the right to make addendums to this contract such as extra credit, calendar changes, course changes, project revisions and due dates at any time. I will give you appropriate notice.

Please treat the computer equipment with extreme care

Always remember to back-up all work onto another disk. I will not take..."I didn't have more than one copy and my computer deleted it!" or "I lost my storage device" ... in other words, I will not take excuses for late work. Make sure you back-up your work and allot your time appropriately! I can't stress this enough.