Contact Information
prentil@sunysuffolk.edu
Office hours: 11:05 – 12:05, Tues/Thurs

Course Description
Basic Graphic Design introduces techniques, technologies and principles used to produce graphic design. The course demonstrates visual elements and language of graphic design through elementary exercises in page composition, letterform and grid systems. Emphasis is placed on developing problem-solving skills and applying graphic design theories toward projects.

Required Text

Teaching Methods
The majority of class time will be devoted to in-class hands-on studio projects using Adobe software on the Macintosh. Discussions, critiques, and demonstrations will round out the class time, supplemented by homework readings and additional studio assignments.

Grades
Grades are based on participation in class discussions, in-class studio projects, studio and sketchbook assignments, readings and research. All projects must be completed and handed in at the due date, which will be announced in class for each project. Project grades are based on the Assessment Rubric at the end of this syllabus. All studio projects must be the original work of the student.

Attendance
Attendance is an essential component in this studio class. Students are expected to attend class on a regular basis, arrive before the class begins, and leave at dismissal time.

• Each lateness or leaving before dismissal will count as ½ class missed.
• All excused absences require prompt documentation in accordance with college policy.
• All work must be made up whether an absence was excused or not.
• Work must be handed in at due date regardless of absence. Projects can be e-mailed.
• Work handed in late will be reduced by 1 letter grade for every class that it is late.
• Each absence beyond 2 for the semester will result in a lower final grade.

Preparation and Class Participation
Students are expected to come to class prepared. Students must complete textbook readings and be prepared to discuss concepts covered in the textbook. It is essential to bring the textbook and supplies to class when assigned. Projects will be completed during class time and outside of class. Students are required to participate in critiques by showing their work to other students, and by contributing original ideas to the discussion.

Portfolio Development
Since portfolio development is an integral part of any studio class, independent work is encouraged. Students are expected to take projects further by refining or repeating assignments until they are suitable to be used in the student’s portfolio. This extra work becomes part of the student’s grade when added to the portfolio at the end of the semester. Although work done in other classes cannot be included in the final grade, it can be added to the portfolio.

Museum / Gallery Visit
Students are required to visit a museum or gallery relevant to class assignments. Additional information will be given in class.
SYLLABUS

Projects and covered chapters are subject to change based on the progress of the class. Students will be assigned additional research related to each topic.

**Week 1**  
Chapter 1  
Introduction to Photoshop

**Week 2**  
Chapter 2  
**Project 1: Photoshop color wheel and color project**

**Week 3**  
Chapter 3  
Typography: Letterform Shape, and Terminology  
Introduction to Adobe Illustrator  
**Project 2: Lettering with a broad pen**

**Week 4**  
Chapter 3  
**Project 3: Type Manipulation in black & white**

**Week 5**  
Chapter 4  
**Project 4: Digital Photograph Manipulation**  
Discussion of Milton Glaser exhibition

**Week 6**  
Chapter 5  
Introduction to Adobe Indesign  
**Project 5: Path Layout**

**Week 7**  
Chapter 5  
**Project 6: Grid Layout**

**Week 8**  
Chapter 6  
**Project 7: Personal Logo Designs**

**Week 9**  
Chapter 6  
**Project 8: Company Logo Designs**

**Week 10**  
Chapter 7  
**Project 9: CD Package Design**

**Week 11**  
Introduction to Adobe Dreamweaver  
**Project 10: Personal Web Page**

**Week 12**  
Portfolio Development  
**Final Project: Portfolio**

**Week 13**  
Portfolio Development  
**Final Project: Portfolio**

**Week 14**  
Group critique: Web page and final projects
Supplies

- HB, 2B, 4B drawing pencils
- Watercolor pencils, set of 12
- Small round watercolor brush (no. 4)
- Wire-bound sketch book (9”x12”)
- White plastic eraser (Mars/Staedtler or other brand)
- Kneaded eraser
- Small pencil sharpener and sandpaper pad
- Black permanent markers: fine / medium
- Black India ink (small bottle)
- Speedball penholder with C-2 nib
- 12- inch ruler
- USB “flash” drive to store computer projects
- Portfolio with acetate pages (suggested: Itoya, 11” x 14”)

Student learning objectives in the visual arts as they relate to basic graphic design

1. Creative problem solving and artistic investigation (Concept)
2. Application and mastery of elements and principles as related to basic graphic design (Formal Design)
3. Application and mastery of processes and media related to basic graphic design (Craft)
4. The art historical context as it pertains to basic graphic design (History)

Outcomes Assessment for each of the above with percentage of grade

a. Project grades and portfolio (60%)
b. Oral classroom critiques and self evaluation; knowledge and ability to discuss examples and compare diverse cultural contexts (10%)
c. In-class practica, textbook assignments and research (30%)

Assessment Rubric

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