**STUDENT REQUIREMENTS**

**A. Attendance Policy:**
1. ONE class sessions may be missed without penalty. Five or more absences will result in failure.
2. TWO late arrivals or leaving early= One ABSENCE
3. Only an Withdrawal request processed by the Registrar can insure a “W” as a final grade.

**B. Coursework:**
Students are assigned a personal electronic DROPOBOXES for each GRD/ART course and instructor. All work must be submitted to the appropriate DROPBOX on the assigned due date/time-line to be eligible for full credit at the time of assessment. Once a file(s) has been sent to the DROPBOX it may not be removed. However, revised projects may be submitted with #2 added to the project’s file name for reconsideration. (limit 2)

**B1. Virtual Campus:**
This course has an online component at the My SCCC / D2L link. Check daily for course updates.

**C. Responsibilities:**
Students are personally responsible for their own learning success, lecture notation, project guidelines, file management & back-up. Absent students are not excused and must seek out the missed info from a classmate. ONLY a brief reiteration will be given by the instructor.

**D. Grades:**
Projects and assignments submitted to the DROPBOX are formally assessed at midterm & final term. Grades are averaged and weighed by the criteria established for each project. An “A” for a final grade will not be given if any class exercise, homework assignment, sketches, references, examinations, projects are missing from the DROPBOX, late submissions, attendance, lateness, early dismissal, or any other policy violations.

**E. Independent Component:**
Students are expected to invest personal time practicing, preparing, and researching in an effort to keep up with the pace of the class assignments. Students with a need for extra support must seek out FREE Tutoring at the Academic Skills Center.

**F. SCCC Conduct Policy:**
Familiarize yourself with the Student Code of Conduct policy listed in the Student Handbook. Any violation of the stated policy can result in a failing grade, removal from the class roster, and/or referral for further disciplinary action. **F1. Not Permitted** in this classroom: Any type of personal elect. devices (phone, PDA, IPod, Nintendo DS, etc.)

**F2. Course-relevant** computer usage permitted ONLY NO surfing, aim, email, games, music, shopping, assignments from other courses, etc.

**G. Department Record:**
A CDR of all projects and assignments is required on the last day of class in order to receive a final grade.

**H. Student Record:**
Keep ALL PROJECTS saved & protected for department portfolio reviews. Original copies should be maintained by the student for at least 2 years to be submitted for graduation assessment.

**MATERIALS NEEDED:**
- 2 -CDR/DVDR
- 1 -USB Flash key or equivalent
- 1 -Sketchbook (9x12 suitable for marker ink)
- Drawing implements: Pencil, Sharpener, Eraser, Ruler, Fine/Med tip Markers-Color,
- Petty Cash for future supplies as needed

**REQUIRED TEXTBOOK:**
- TITLE: Design Evolution
- AUTHOR: Samara / ISBN:9781592533879
- 1- current issue of a Graphic Design trade magazine such as: PRINT, HOW, EYE, Communication Arts, Graphis, etc.(no software/tech mags)

**INSTRUCTIONAL PROCEDURE:**
There will be weekly assigned readings along with required research and documentation. Lectures and classroom demonstrations will provide clear direction and facilitate learning. Critique and discussion of student work will enable review and clarification. Utilization of traditional and computer tools will be displayed.
GRADING CRITERIA*
10% - Homework Assignments, Reference/Research, Sketches, Exams, and Projects
80% - Final Project / Examination /Portfolio Review
Project grades are generally based on this criteria;
1-follows specifications, 2-presentation, 3-use of type & design principles, 4-creativity & concept

GRADE DESCRIPTIONS
A - Exceptional: objectives are fully demonstrated, impeccable attention to detail. Speed & proficiency
B - Above Average: thorough effort demonstrated, minor deficiencies in either attention to detail. Moderate speed & proficiency
C - Mediocre: minimum requirements fulfilled, deficiencies in both attention to detail. Minimal speed & proficiency
D - Poor: unfinished, several deficiencies in attention to detail. Slow performance
F - Unacceptable: missed deadline and/or sloppy, unfinished, no clear display of effort or skill.

*NOTE: Professor reserves the right to adjust these values at any time & will disclose such changes to all students/sections of this course in a given semester.

COURSE OBJECTIVES
This course will enhance students’ intellectual and creative development in the techniques and skills necessary for a graphic design career path. Through projects, exercises and critiques, students will fulfill the following objectives:

1. identify basic principles of design
2. execute all traditional steps in the design process
3. apply basic typographical knowledge & techniques
4. indicate a halftone on a comprehensive by hand rendering and imposition of the art
5. indicate display and text type on a comprehensive
6. prepare a design solution to a given problem that uses primarily abstract shapes
7. prepare and implement a grid system for a single, double, and multiple page layouts
8. demonstrate differences between trademarks, ligatures, symbols, lettermarks, logotypes, and combination marks for brand identity
9. identify the major approaches to trademark design (typographic, symbolic, combination)
10. demonstrate knowledge of media-specific design parameters and limitations for print design; ads, direct-mail, signage, publications, corporate id, electronic display; websites, banners, web icons & graphics, interactive, and other devices
11. implement concept development techniques
12. define graphic design, modes of specialization, types of projects, and industries that benefit.
13. explain the relationship between concept, copy, images, and target in advertising design
14. demonstrate use of presentation/mock-up tools
15. integrate creatively altered artwork and photos
16. identify basic categories and styles of typography
17. identify and implement print measuring system

TECHNICAL COMPETENCIES
a. Demonstrate effective use of the computer and extension devices, such as printers and flashdrives
b. Demonstrate the creative integration of text, images, and graphics through obtaining, developing, importing, and exporting elements of a design project using page layout software
c. Demonstrate organization, preparation, updating, and identification of electronic files
d. Illustrate the logical progression of generating layouts that incorporate design, word processing, image scanning, editing and final output.
e. Produce computer generated layouts that vary in size, orientation, function and design.
f. Furnish examples of work that include various typefaces, type sizes, type styles, use of kerning/tracking, leading, indents, tabs and alignments
g. Exhibit appropriate importing, editing and placement of imagery to be used “for position only” and/or for final art output
h. Yield a multiple page layout that incorporates text, scanned or imported images, lines and vector graphics, master page(s), style sheets, frames, columns, margins, numbered pages and tabs.
i. Execute particular procedures for printing from Adobe InDesign to several different printers
j. Illustrate various techniques for creating texture, shading, dimension, movement, and depth to solve concept-specific design problems
k. Develop a multi-page design using the grid system

SCHEDULE OF CLASSES
This is a tentative schedule - see professor for the most current schedule of activities

Week 1- Intro
Week 2- Process & Principles
Week 3- Principles & Type Primer
Week 4- Imagery & Graphics
Week 5- Design Projects
Week 6- Design Projects
Week 7- Midterm Production
Week 8- Midterm Presentation
Week 9- Design Projects
Week 10- Design Projects
Week 11- Design Projects
Week 12- Research & Concept Development
Week 13- Design & Production
Week 14- Production - Presentation
Week 15- Final Evaluation