Students are encouraged to e-mail prior notification of absence, lateness or other issues that may affect performance.

BRING YOUR SUPPLIES & TEXTBOOK TO EVERY CLASS

Grading Criteria
A - Exceptional; objectives are fully demonstrated, impeccable attention to detail, neatness & presentation, highest level of design principles applied
B - Above Average; thorough effort demonstrated, minor deficiencies in either attention to detail, neatness presentation, display of design principles applied
C - Mediocre; minimum requirements fulfilled, deficiencies in both attention to detail, neatness presentation, display of design principles applied
D - Poor; unfinished, several deficiencies in attention to detail, neatness presentation, display of design principles applied
F - Unacceptable; missed deadline & or sloppy, unfinished, no clear display of effort or understanding of design principles

The lowest grade will be dropped if a student demonstrates continued consistent improved performance.

No extra credit is available to replace a poor grade.

Materials Needed:
- One 9 x 12” Sketchbook
- 11 x 14” Tracing Paper
- 1-2 wide nib Black marker
- Small/Med Post-it Notes
- 1-2 Light Grey Markers & Any Color
- Drawing Pencils, sharpener & eraser
- 1” Blue Masking Tape Artists/Painters low tack
- 1 Zip Cartridge 100 or 250 MB Mac Formatted
- 2 pkgs./11x14” White Poster-Glo Poster Board
- 1-2 range from .005-1 Fine line Pens
- Ruler-15” or 18” with inches &/or picas
- X-Acto Knife with refill blades
- 1-2 Permanent Glue Sticks

Required Textbook: Design Workshop by Robin Williams & John Tollett

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.

Student Requirements
A. To have a complete understanding of all Assignments, class attendance is required.

Attendance Policy: 1. The equivalent of one week (2 meetings) of classes missed will be tolerated without penalty. Absences that exceed 5 meetings (day) / 3 meetings (evening) will result in an automatic failure. 2. TWO late arrivals WILL equal ONE ABSENCE. 3. Withdrawal from the course must be in accordance with the school policy in order to receive a “W”.

Any unauthorized withdrawal from the course will result in an “F” on the student’s transcript.

B. All assigned projects must be completed and submitted into the on the designated due date. Mechanical projects must be labeled by students’ full name, project title, GR24 & meeting days (John Smith, Brochure, GR24 m/w). Electronic projects must be labeled by project#, students first name, last initial (2JohnS) and placed in the electronic DROPBOX on the designated due date. Any project that is not labeled correctly or submitted late will receive a 0 regardless of circumstance. DEADLINES ARE STRICTLY ENFORCED to establish industry-standard work habits

C. Students are responsible for gathering instructional information, procedure, course work and project guidelines on the assigned date. Project guidelines will be discussed by the professor on the assigned date only. Students who are absent are not excused from meeting project deadlines and are expected to communicate with the professor to arrange project submission or otherwise receive a “0”.

D. All grades are averaged and weighed by the grading criteria. An “A” for a final grade will not be given if a paper/project is missing from the grading criteria regardless of overall performance.

E. Students must spend additional time in the lab. In order to gain proficiency in the application.

F. Student Conduct Policy: The following behaviors are prohibited; no eating or drinking; no excessive or distracting conversation; no use of computer, mouse, keyboard, cell phone or other devises during lecture; unauthorized use of computer equipment, printers, etc. academic dishonesty; destruction, transfer or alteration of files. In accordance with the College policy, any student in violation of the above will receive a failing grade, dismissed from class, and/or be referred for further disciplinary proceedings.

G. Keep ALL PROJECTS saved & protected for a final portfolio review for the semester & GR36 PORTFOLIO ASSESSMENT

Grading Criteria
Students final grades will be based on the following grading criteria:
1. 25% - 14 Homework Assignments, Reference/Research, Sketches are worth up to 7pts. per week
2. 25% 7 Projects @ up to 15 pts. ea./ maximum total grade;105 Distribution of project points; 5-fulfills specs.
- size, medium, etc.), 5-presentation & neatness, 5-demonstration of design principles
3. 30% Final Exam/Project worth a total of 100 pts.

Course Objectives
Upon completion of this course students will;
1. identify basic principles of design (unity, contrast, proportion, etc.)
2. execute and identify the steps in the design process (research, sketching; prepare a series of differing thumbnail sketches, layouts; prepare complete roughs from thumbnail, comprehensives using pens, markers, computer, graphic arts materials, photocopies and tracings, etc.)
3. identify line art copy and continuous tone copy
4. indicate a half tone on a comprehensive by hand rendering 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 page layout and for multiple page layout
8. explain the difference between a trademark, ligature, symbol, lettermark and logotype
9. identify the major approaches to trademark design (typographic, symbolic, combination)
10. demonstrate understanding of the principles of print advertising design, such as design, concept and production
11. identify, explain and utilize steps in the psychological model of the creative process
12. define graphic design and explain the major segments of the industry
13. identify the major industries that utilize graphic design services
14. explain the relationship between copy and design in advertising design
15. demonstrate precise use of t-square and triangle
16. crop and scale artwork and photos
17. identify basic categories and styles of typography
18. identify and implement measuring system (picas and points)
**Technical Competencies**

- a. Demonstrate effective use of the computer and extension devices, such as printers and zip drives
- b. Demonstrate the integration of text and graphics through creating, importing, exporting elements of a project in page layout software
- c. Demonstrate organization and preparation of electronic files including opening, copying, saving, formatting & deleting.
- d. Illustrate the logical progression of generating layouts that incorporate graphic design, word processing, image scanning 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 use of the scanner for importing photographic to be used “for position only” in several layouts.
- h. Yield a multiple page layout that incorporates formatted 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 InDesign to several different printing devices.
- j. Illustrate various techniques for adding shades to solve design problems.
- k. Develop a design using the grid system.

### GR24 Projects & Assignments (tentative structure of the lectures and assignments to be introduced)

**Week 1:** Introduction & Course Objectives. Overview of the Graphic Design Industry explored  
*Homework:* Scan entire textbook. Focus reading on pgs. 234-273 List Issues w/ post-its to each page

| Week 2: Process & Principles. Quiz/Review Previous Readings | In-class reading p. 4-14, 276-277  
| Homework: Read pages 45-84 in textbook |
| Week 3: Quiz. Concept Development. Utilizing Text & Simple Graphics for High-contrast design | Homework: Read pages 6, 179-194, 276-277 in textbook. Bring 1-2 Samples from a Magazine or Book |

**PROJECT 1:** Contents Table

| Week 4: In-class reading p. 121-132. Text & Graphics Continued. | Bring 1-2 Samples from a Credit Card or Job Application, Catalog Order Form, Job Estimate, etc. |
| PROJECT 2: Forms & Invoices |

| Week 5: Logos & Stationery. | Homework: Read pages 87-120 in textbook. Bring 1-2 Samples of Business Cards |
| PROJECT 3 & 4; Logo, Business Card, Letterhead, Envelope |
| Week 6: Quiz. Designing with Images & Illustrations. | Homework: Read pages 15-44 in textbook. Bring 1-2 Samples of a Product or Service Advertisement from a National Publication or Newspaper |
| PROJECT 5; Product Advertisement |

| Week 7: Midterm Review & Examination; Process & Principles of Graphic Design |
| Week 8: Display Design; Billboards, Posters & Flyers. | Homework: Read pages 151-160, 219-232 in textbook. Bring 1-2 Samples of a Flyer, Poster or Bumper Sticker |
| PROJECT 6; Event Flyer |

| PROJECT 7; Brochure |

| Week 10: Basic Webpage/site Interface Design. | Homework: Read pages 161-178 in textbook. Bring 1-2 Samples of a webpage using a Screen Shot (Shift - Command - 3) & Print |
| PROJECT 8; Webpage Interface Mock-up |

| Week 11: Introduction to Final Exam/Project: Company/Product Collateral; (Logo, Business Card, Brochure, Ad, Web Interface Mock-Up) |
| Homework: Research, conceptual development & sketches |

| Week 12: Production & Initial Critique of Final Project |
| Week 13: Production & Critique of Final Project |
| Week 14: Final Project Due at the beginning of the week & Portfolio Evaluation-BRING IN ALL SEMESTER PROJECTS |