

ARTS 3360

Graphic Design I

Fall 2009
Professor:
Amanda Garcia
office : ca 208
amanda.dieter@tamucc.edu

Office Hours:

Tuesday & Thursday
12:30 to 3:30 pm
CA 208

Friday by appointment

COURSE DESCRIPTION

This course introduces fundamental graphic communication techniques and theory. These techniques are further examined within a historical and practical context. Software is also introduced in this course. This studio course explores hand skills by using tools and techniques to produce professional presentations as well as the correct procedures for presenting designs to a client.

LEARNING OUTCOMES

- To understand the basic design principles of graphic communication
 - To explore the history of graphic design and communication
 - To understand the rules and uses of typography
 - To learn the necessary industry software
 - To learn appropriate mounting and presentation techniques
-

REQUIRED TEXTS

How to Think Like a Great Graphic Designer
by Debbie Millman

Graphic Design, The New Basics
Ellen Lupton

Meggs' History of Graphic Design
by Philip B. Meggs

REFERENCE TEXTS

Pantone Guide to Communicating with Color
by Leatrice Eisemann

Adobe Illustrator Classroom in a Book
Adobe Photoshop Classroom in a Book

REQUIRED MATERIALS

Portable media: Jump drive/ USB drive. At least 1 GB

Small sketch book, about 5" x 7" in size

*Supplies may be purchased at Hobby Lobby, JoAnn's

*Printing may be done at Kinko's, Campus Copies, Office Depot

GRADING OPPORTUNITIES

100–90 A, 89–80 B, 79–70 C, 69–60 D, below F

You will have many small weekly projects that will total 60 points of your final grade. You will have two exams that total 30 points of your final grade. Lastly, your research project will total 10 points of your final grade.

ARTS 3360

Graphic Design I

ASSIGNMENTS

There will be up to 12 weekly assignments. These assignments will be based on readings and lessons from your required text books. It is very important to purchase these books and have them with you in class at all times.

RESEARCH PROJECT

There will be one research project. You will research a decade in graphic design history, present this in a power point format to the class noting the historical time line, contributing artists/designers, typography movements, etc. (see project sheet for more details)

CLASSROOM POLICIES

LATE WORK

This class will be run as a professional practice agency. Deadlines must be met in the industry or else you lose the job. In the classroom, no late work is accepted. If you are unable to make the final critique of a project, please make arrangements with me to turn in & present to the class on an earlier date.

PLAGIARISM

Plagiarism of imagery, copy (text) or layout of any kind will result in a grade of zero and you will be reported to the University for academic review.

class participation

You are required to bring in good/bad design every second class of the week. This will count toward your participation grade. You are also encouraged to participate in group critiques. Remember, all criticism is not bad. We are here to help you become a better communicator—please do not take any criticism personally. Also, you will be working in various small groups according to each project. This will count toward the final grade of your projects.

ATTENDANCE

Class begins promptly at the scheduled time. If you walk in late, please remind me to count you present. If you know you need to miss a class, please let me know as soon as possible. More than 3 absences (so absence #4) will drop your grade one letter.

STUDIO WORK TIME

We share CCH 231 with a number of other classes. This studio is scheduled in the room for 6 hours per week. You are required to stay in class until the end of each class to work on your projects. There is very little outside of class time opportunities to work in CCH 231. Therefore, you must make the most of your time in the studio. CA 201 is also available with 5 computers.

CELL PHONES

You MUST TURN OFF your cell phones when entering the classroom. Never answer your cell phone in class. You are only allowed to use cell phones outside of the classroom during break times. Please do not text message in class or put your phone on vibrate.

EMAIL ADDRESSES

You must now use the University assigned email address. If you have not activated this email, please see the help desk to do so immediately.

***Notice to Students with Disabilities:** Texas A&M University-Corpus Christi complies with the Americans with Disabilities Act in making reasonable accommodations for qualified students with disabilities. If you suspect that you may have a disability (physical impairment, learning disability, psychiatric disability, etc.), please contact the Services for Students with Disabilities Office, located in Driftwood 101, at 825-5816. If you need disability accommodations in this class, please see me as soon as possible.

ADVISING

The college of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. The Academic Advisor will set up a degree plan, which must be signed by the student, a faculty mentor, and the department chair. The College's Academic Advising Center is located in Driftwood 203E, and can be reached at 825-3466.

GRADE APPEAL PROCESS

As stated in University Rule 13.02.99.C2, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Rule 13.02.99.C2, Student Grade Appeals, and University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade appeal process, students may contact the Office of Student Affairs.

class schedule :: this schedule is tentative and may change at any time at my discretion

Week One

Introduction, Syllabus, Course Overview.

- Lecture :: What is graphic design?
 - Lecture :: Historical Time Line, part one (*Refer to Meggs*)
 - In-class assignment (1)
 - Reading Assignment: How to Think... Read interviews 1, 2, 3 (first three designers)
 - Reflection questions to answer for each designer due next class:
 1. What is this designers main design aesthetic?
 2. Do you agree or disagree with this designer's philosophy on graphic design?
 3. What did you find most interesting about this interview?
-

Week Two

- Lecture :: CRAP, Contrast, Repetition, Alignment and Proximity
 - Lecture :: Historical Time Line, part two (*Refer to Meggs*)
 - Begin learning Adobe Illustrator
 - In Class assignment on Illustrator
 - Begin defining terms, turn in set one next class
 - Reading Assignment: How to Think... Read interviews 4, 5
 - Reflection questions to answer for each designer due next class:
 1. What is this designers main design aesthetic?
 2. Do you agree or disagree with this designer's philosophy on graphic design?
 3. What did you find most interesting about this interview?
-

Week Three

- Lecture :: Historical Time Line, part three (*Refer to Meggs*)
 - Lecture :: Color
 - Lecture :: Rules of Type, part one
 - Discuss project one :: Communicating through abstraction
 - Begin project one, sketching various layouts
 - Define set two terms, turn in next class
 - Reading Assignment: How to Think... Read interviews 6, 7
 - Reflection questions to answer for each designer due next class:
 1. What is this designers main design aesthetic?
 2. Do you agree or disagree with this designer's philosophy on graphic design?
 3. What did you find most interesting about this interview?
-

Week Four

- Lecture :: Historical Time Line, part four (*Refer to Meggs*)
- Lecture :: Rules of Type, part two
- Continue to work on project one. Begin cutting and pasting squares down.
- Once hand done portion of project one is complete, move in Adobe Illustrator for part two
- Lecture :: Adobe Illustrator, continued
- Define set three terms, turn in next class
- Reading Assignment: How to Think... Read interviews 8, 9
- Reflection questions to answer for each designer due next class:
 1. What is this designers main design aesthetic?
 2. Do you agree or disagree with this designer's philosophy on graphic design?
 3. What did you find most interesting about this interview?

ARTS

3360

Graphic Design I

Week Five

- Lecture :: Historical Time Line, part five (*Refer to Meggs*)
- Complete project one. Print out in class. Present to class.
- Student presentations begin on historical decades
- Bring in good/bad show-and-tell piece :: Direct mail postcards
- Define set four terms, turn in next class
- Reading Assignment: How to Think... Read interviews 10, 11
- Reflection questions to answer for each designer due next class:
 1. What is this designers main design aesthetic?
 2. Do you agree or disagree with this designer's philosophy on graphic design?
 3. What did you find most interesting about this interview

Week Six

- Lecture :: Adobe InDesign
- In Class assignment in InDesign
- Discussion of project two :: Historical post cards (*Refer to Meggs*)
- Small group assignments
- Lecture :: Defining a Target Audience
- Complete TA worksheet for project two
- Lecture :: Photo editing in Photoshop
- Studio work time in class for project two
- Bring in good/bad show-and-tell piece :: Flyers (one good, one bad)
- Student presentations continue on designers/turn in research papers as you present
- Define set five terms, turn in next class
- Reading Assignment: How to Think... Read interviews 12, 13
- Reflection questions to answer for each designer due next class:
 1. What is this designers main design aesthetic?
 2. Do you agree or disagree with this designer's philosophy on graphic design?
 3. What did you find most interesting about this interview

Week Seven

- Lecture :: InDesign continued
- Lecture :: Outdoor Media Practices
- In Class critiques of postcard progress
- Black and white print outs of progress
- Continue working on project two
- Lecture :: Mounting
- Review for quiz one
- Bring in good/bad show-and-tell piece :: Billboard design (print out one of each)
- Student presentations continue on designers/turn in research papers as you present
- Reading Assignment: How to Think... Read interviews 14, 15
- Reflection questions to answer for each designer due next class:
 1. What is this designers main design aesthetic?
 2. Do you agree or disagree with this designer's philosophy on graphic design?
 3. What did you find most interesting about this interview

ARTS

3360

Graphic Design I

Week Eight

- Exam One this week
 - Lecture :: Presentation techniques
 - Lecture :: Wed Design & Interactive Design practices
 - Work in class to finish project two
 - Work in small groups for critique of project two
 - Print out project two
 - Practice good cutting/mounting techniques
 - Bring in good/bad show-and-tell piece :: T-shirts (one only, good or bad)
 - Student presentations continue on designers/turn in research papers as you present
 - Reading Assignment: How to Think... Read interviews 16, 17
 - Reflection questions to answer for each designer due next class:
 1. What is this designers main design aesthetic?
 2. Do you agree or disagree with this designer's philosophy on graphic design?
 3. What did you find most interesting about this interview
-

Week Nine

- Discuss project three :: Type Rule Hand Book
 - Define TA for project three
 - Choose type face for project three
 - Lecture :: Binding techniques
 - Lecture :: Presentation Techniques, continued
 - Lecture :: Publication Design Practices
 - Begin work in InDesign for project three
 - Bring in good/bad show-and-tell piece :: Magazine layout (one of each)
 - Define set six terms, turn in next class
 - Reading Assignment: How to Think... Read interviews 18, 19, 20
 - Reflection questions to answer for each designer due next class:
 1. What is this designers main design aesthetic?
 2. Do you agree or disagree with this designer's philosophy on graphic design?
 3. What did you find most interesting about this interview
-

Week Ten

- Continue work on project three
 - Small group critique of project three progress
 - Lecture :: Book Jacket Design
 - Printer field trip :: turn in field trip forms
 - Define seven terms, turn in next class
-

Week Eleven

- Continue work on final project
- In Class critique of progress
- Studio work time all this week
- Lecture :: Environmental Design Practices
- Define set eight terms, turn in next class

ARTS

3360

Graphic Design I

Week Twelve

- Continue work on final project three
 - Continue to work in class in InDesign
 - Small group critique
 - Lecture :: Paper Selection
 - Define set nine terms, turn in next class
-

Week Thirteen

- Project three should be 90% complete by the end of this week
 - Final In Class critique
 - Make final tweaks to project
 - Make color print outs in class
 - Bind outside of class
 - Quiz two review
-

Week Fourteen

- Exam two this week
- Final presentation of project three