Art 329-01 Graphic Design II — Syllabus

Eastern Connecticut State University
Shafer Hall Davis Lab,
Tuesday & Thursday

Spring 2010
Room 201
4:00 pm–6:45 pm

Professor Rebecca Moran
Office hours by appointment
Email moranr@easternct.edu

Introduction

This course is designed to build on concepts, techniques and software skills introduced in Graphic Design I. Developing the ability to create visual solutions will include the integration of images to layer meaning. Ideation and creative use of typography to solve design problems will be emphasized along with the correct use of imaging and layout programs. Understanding the role of a designer and the creative process targeted to clients specific criteria will also be examined.

Course Objectives

Understand the role of a Graphic Designer in historic context

Learn to use informed typography by exploring the complex relationship between type and image.

Understand and implement the professional design process.

Solve formal design problems and create unique design solutions building a collect of projects for a professional design portfolio.

Required Text and Materials

Type and Image by Philip B. Meggs

ITOYA presentation book (portfolio). 8.5"x 11"

4-5 CD's, flashdrive or some type of storage media

Sketchbook can be any size

Recommended Text and Art Materials

The Design Collection Revealed: Adobe CS4

Indesign, Photoshop and Illustrator

Some type of storage media

Sketchbook, can be any size

Markers/layout paper, tracing paper 8"x 10"

Prismacolor or Sharpie fine markers in black

Plaka white and black casein paints, brushes

HB Pencils (mechanical pencils work well)

Eraser, exacto knife/blades, mat board

30" metal tee- square

30-60-90 triangle

AcucuSpec II Type gauge

18" metal ruler

Drafting tape

Attendance

Attendance to all class meetings is required. Lectures, tutorials, discussions and critiques will occur regularly. Your full participation and attendance is valued and required.

A sign-in sheet will be available. It is each students responsibility to locate it and sign in. Two excused absences are allowed during this semester. All excused absences must be accompanied by written documentation. Unexcused absences will lower your grade by one-half grade increments. If you miss more than four classes total, you will not pass this class. No exceptions.

Students are responsible for all missed class and homework assignments *before* the next class. Make-up work must be submitted on your return to class after being absent or it will be marked as a missed project. There will be something new taught every class, attendance is directly related to participation. If there is a problem attending class, please let me know in advance if possible.

Studio Projects

The timely completion of graphic design projects is critical. Class critiques are held when each project is due. You will hand in hard copies of the completed project including your notes and project outline or brief in the ITOYA presentation book.

Collaboration, personal expression and content development is required along with the learning of the software tools and techniques. Be prepared to put time in outside of class, in order to learn the software, to achieve your vision. It is your responsibility as graphic design professional to know how to use your tools and materials.

In addition to any final art work, all projects may include a short paragraph or written description of the work done to show the progression of your growth. Projects may be submitted in both hard copy and electronic format according to the assignment. Label your work and your presentation book with your name, course title.

How to Get an "A" in this Class

Show up, do the work, on time and participate. The evaluation of your work is based on how you solve design problems. Projects are evaluated on how you create the design solutions as *related to the assignment*. Creativity and craftsmanship are very important and affect the outcome of the finished project. You are responsible for understanding the projects, assignments and class exercises. Pleases ask questions if you are unsure. A student evaluation form will be provided for feedback on each project.

Basic workstation maintenance of the computer and peripheral devices is considered part of your grade. Work at the same computer during each class. Keep assignments and projects organized in a folder in Student Work. Back up your work on CD's or other storage media. Do NOT store files on the desktop, they may be removed.

Upon completion projects will be evaluated using the University grade scale of (A-F). Mid term and final grades will be an average of the grades on all completed projects, taking into account any other factors such as absences, late work, etc. Your final grade is based on the submission of your portfolio including the projects completed throughout the semester. A final project may also include a class presentation and paper. Grades are weighted so that final projects will count more than beginning projects.

Evaluation of Projects

Execution with Software and Craftsmanship. 25%
Creative and original problem solving. 25%
Research paper and class presentation. 25%
Participation. 15% Due dates. 10%

Due Dates

All work is expected to be completed by the due dates given. All work is due at the beginning of the class period unless otherwise specified, If there is a problem in meeting a deadline, please consult me in advance.

Printing can be problematic; do not wait until the last minute to print out your projects. Print out a hard copy of final work. Use the black and white laser printer for proofing. The color printer is available for final color prints only.

Type must be an identifiable typeface except for text appearing as handwriting (any exceptions must be cleared by the instructor in advance). No fonts may be loaded on to the MAC's, please use fonts that are provided.

Additional Recommended Reading

The Non-Designer's Design Book by Robin Williams

The Non-Designer's Type Book by Robin Williams

Stop Stealing Sheep by Erik Spiekermann & E.M. Ginger

The Elements of Typographic Style by Robert Bringhurst

Thinking with Type by Ellen Lupton

Magazines

Print Magazine, How Magazine, Communication Arts Magazine, Graphis, ID Magazine, Émigré.

Students with Disabilities

If you are a student with a disability and believe you will need accommodations for this class, it is your responsibility to contact the Office of AccessAbility Services at 456- 5573. To avoid any delay in the receipt of accommodations, you should contact the Office of AccessAbility Services as soon as possible. Please note that I cannot provide accommodations based upon disability until I have received an accommodation letter from the Office of AccessAbility Services. Your cooperation is appreciated.

Sample projects and software

(Subject to change based on the needs of the class)

1. Design your name and print spine for ITOYA presentation book (Illustrator)

2. Self-Portrait Movie: sequencing images (IPhoto, Photoshop and Quicktime)

3. Schedule Design: one page information design, Typography (InDesign)

4. Brochure: integrating type and image (CS4 Suite)

5. Font Booklet: multiple pages (CS4 Suite)

6. Newsletters: workflow and typographic rules (CS4 Suite)

7. Re-design: an existing print Ad (CS4 Suite)

8. Design Genre Poster: using large format (Illustrator)

9. Research Paper and Final Class Presentation: Suggested topics may include: History of Graphic Design, Famous Graphic Designers, Styles of Graphic Design, Digital and Traditional Workflow.
(MS Powerpoint)