

GRAPHIC DESIGN 1

www.hargrovecourses.com/graphicdesign1

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Graphic Design 1 will explore visual communication through the basic design elements and principles. Emphasis will be placed on the process of creative problem solving, research, idea generation, development and refinement of designs with the effective integration of image and message. Students will develop their technical skills in this primarily computer based process.

Course Description

The first part of the course will include tutorials in the Mac Operating System and the software packages Illustrator cs5 and Photoshop cs5. Once a proficient understanding is in hand the course will follow many exercises in class and out of class that will concentrate on the formal elements of graphic design such as composition, layout design and typography while furthering your knowledge of the 2 software packages we are using. The final focus of the class will be research concentrated where design briefs will be completed and problem solving and solution finding will unfold through process books and multiple drafts leading to the completed brief.

Topics of Investigation

Basic elements of design, composition, layout and typography

Drawing a Template

Using tools and layers to manipulate color and texture

Scanning images -the relationship of size and resolution

Importing and exporting images in appropriate file formats



Student work, Adobe Illustrator

■ Understanding raster-based and vector-based software distinctions

Manipulating and combining images

Choosing appropriate output options

Using computer technology to solve research problems within the realm of Graphic Design.

Teaching Methodology

This course is focused on experiential learning through different exercises and will be taught in the computer studio with formal and informal critique sessions. Demonstrations related to the software will be presented during studio sessions. We rely heavily on the class website for this course. Design Exercises from Textbook will be given throughout the semester, instruction sheets will be posted to class website: www.hargrovecourses.com/graphicdesign1

Course Work Requirements

Projects and Exercises are due on the assigned date. A project is due at the beginning of the class period on the date indicated. Late work will receive a 3-point grade reduction per calendar day late. Work more than 7 calendar days late will not be accepted. Disk failure and printing problems are not valid reasons for late work. Backup your work on the hard drive and zip. Plan to print at least 24 hours prior to the time the project is due to allow for printer problems. The student will complete a number of exercises that explore the ways in which computer technology allows for variation, and exploration of a particular visual idea. In the final portion of the class, students will use computer technology to solve different design briefs through research and multiple drafts. All work produced on this course may be documented and publicized on the Rollins website.

Class Critiques

All students are expected to attend and participate in class discussions and critiques. Here you will present your final assignments to the class and discuss and defend your design decisions. This will tend to take place at the end of an assignment, however, be ready to get involved in discussions at any point. Participation in critiques and discussions is mandatory and counts for 15% of your final grade. Please Note: I expect everyone

to participate in critiques with positive and helpful advice while being critical and respectful of everyone

Performance Requirements

The student will be engaged in completing many exercises to become familiar with both raster-based and vector-based software packages. These will take place both in and out of class time, expect to spend at least 5 hours a week on out of class exercises and research. This course is a progressive, cumulative type course in which understanding and achievement at any stage is dependent on the previous assignment. Therefore work is to be turned in on the assigned due date.

Grade Classifications

A- Excellent, superior work. Excels in all requirements of the course, shows keen insight, understanding and creative initiative in all work.
B- Above Average work, good initiative, accurate and competent. Meets all requirements of the course while showing originality and effort.
C- Average work, meets assignments but shows evidence of need for encouragement. Initiative and originality are apparent only at times.
D- Below Average work, not meeting all requirements of course, evidence of lack of effort and interest.

Grading

The final grade will be based on the average of the assignment points and project grades with some assignments weighted more heavily than others. The final grade will be calculated using the following percentages:

Successful completion of all Textbooks exercises and software tutorials
35%

Major assignments with process book

showing research (formally presented in appropriate output) **50%**

Participation in critiques and discussions
15%

Evaluation

The grade for each major assignment will be based on the following:

1. Process: Process of idea development, research, development of concept; mastery of software
2. Product: Understanding of the problem, originality, appropriateness of solution, demonstrated ability to manipulate the graphics software, ability to follow assignment sheet and instructions given in class.
3. Craftsmanship: Appropriate materials and techniques used, technical proficiency, neatness, precision, and final presentation quality*
4. Product Presentation: Poised articulation of the development process, purpose and rationale for the final product, and organization of the presentation.
5. Participation: Listening and contributing to the class discussions and critique sessions

*Quality of presentation

You must be responsible for the appropriate care and storage of all assigned work undertaken throughout the semester, as you will be required to formally present this work for final portfolio review in pristine condition. Quality of presentation will be considered an important part of your grade, as it is an indication of your professionalism.

Communication & timely problem solving

I will send you any class information via the website blog, so please subscribe to the RSS feed. You may contact me through

email or my work phone in order to schedule out of class meetings. Office hours are posted on page 1. Make sure you contact me in due time with any problem shooting. Last minute technical difficulties are not looked on sympathetically as time allowed for unforeseen difficulties should always be given in a graphic design realm; likewise real clients in the design industry would not tolerate this unprofessionalism.

Most Important Point

Have creative integrity. This comes in all forms and sizes, starting with the most serious - plagiarism will not be tolerated, in this case it would include file swapping and forgery. Another angle is - be true to yourself, this is a creative personal language where you have to find your own voice.

Attendance and Punctuality

As a studio class it is vital that you attend. Unexcused absences will warrant SIGNIFICANT ALTERATION TO YOUR GRADE one full letter after every 3 classes missed. Arriving more than 15 minutes late for class or leaving early without the instructors consent will constitute one half absences on your attendance sheet.

It is very important that you arrive on time since the first part of class is dedicated to discussing the project and necessary instructions. More than 6 absences from this class will warrant an automatic 'F' grade. When you do miss a class for any reason, it is completely your responsibility to find out what you missed from either me or your classmates and get all handouts you missed copied and read BEFORE your next class. All missing projects negatively affect the grading process.

Religious Holidays

If any scheduled course meeting conflicts with a mandated religious observance, the student must notify the instructor prior to the day of observance that the student will be absent from class. These observances

do not count as an absence as stated above.

Academic Honor Pledge and Reaffirmation

Membership in the student body of Rollins College carries with it an obligation, and requires a commitment, to act with honor in all things. The student commitment to uphold the values of honor - honesty, trust, respect, fairness, and responsibility - particularly manifests itself in two public aspects of student life. First, as part of the admission process to the College, students agree to commit themselves to the Honor Code. Then, as part of the matriculation process during Orientation, students sign a more detailed pledge to uphold the Honor Code and to conduct themselves honorably in all their activities, both academic and social, as a Rollins student. A student signature on the following pledge is a binding commitment by the student that lasts for his or her entire tenure at Rollins College:

The development of the virtues of Honor and Integrity are integral to a Rollins College education and to membership in the Rollins College community. Therefore, I, a student of Rollins College, pledge to show my commitment to these virtues by abstaining from any lying, cheating, or plagiarism in my academic endeavors and by behaving responsibly, respectfully and honorably in my social life and in my relationships with others.

This pledge is reinforced every time a student submits work for academic credit as his/her own. Students shall add to the paper, quiz, test, lab report, etc., the handwritten signed statement:

“On my honor, I have not given, nor received, nor witnessed any unauthorized assistance on this work.”

Material submitted electronically should contain the pledge; submission implies signing the pledge.

Americans with Disabilities Act

is committed to equal access and does not discriminate unlawfully against

persons with disabilities in its policies, procedures, programs or employment processes. The College recognizes its obligations under the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990 to provide an environment that does not discriminate against persons with disabilities.

If you are a person with a disability on this campus and anticipate needing any type of academic accommodations in order to participate in your classes, please make timely arrangements by disclosing this disability in writing to the Disability Services Office at (box 2613) - Thomas P. Johnson Student Resource Center, 1000 Holt Ave., Winter Park, FL, 32789. Appointments can be scheduled by calling 407-646-2354 or email: gridgateway@rollins.edu

Required Textbooks

Graphic Design Basics by Amy Arntson

Materials

Process book, most user friendly is a 3 ring binder with clear sleeves.

8 1/2 x 11 sketchbook with clean edge removable sheets.

Black markers thick and thin varieties.

X-acto knife with #11 blades or other heavy duty craft knife

NOTE: NO CUTTING OR MOUNTING TO BE DONE IN THE LAB!!!!

Small T-square or triangle

Gluestick

Metal ruler

Removable device, for example: USB

Portable Flash Drive, more memory the better.

Blank Cds for storage of past project

Color pencils, markers, gouache, or other illustration materials as needed

Illustration board, matte board, and cover sheets as needed for presentation

Design portfolio- this is optional but a good portfolio will be useful for excellent presentation of your Designs, will be needed in Graphic Design 2.