

ART2112 syllabus

Graphic DESIGN ONE

CYNTHIA HARRISON
307-268-2673
cynthiaharrison@caspercollege.edu

Office Hours:

M-TH 8:30 AM - 9:00 PM,
M-TH 12:00 PM - 12:30 PM
in Room VA 118

Course Objectives

Upon completion of this course,
students should be able to:

1. Solve creative problems related to the design process.
2. Demonstrate, in work created for class, knowledge of the elements and principles of design.
3. Use the computer hardware and software as effective tools for problem solving, exploration, and the creation of a final graphic design product.
4. Develop solutions to design problems that go beyond the most obvious.

Required Text

Graphic Design School:
The Principles and
Practice of Graphic
Design

Paperback: 208 pages
Publisher: Wiley; 5 edition
(August 26, 2013)
ISBN-10: 1118134419
ISBN-13: 978-1118134412

Course Description

Graphic Design is a communication of ideas using type and images. This course offers students a comprehensive introduction to the field of graphic design that stresses theory and creative development in discipline-specific information; hands-on practice and an understanding of time-honored principles. Although graphic styles and the tools of the graphic design field are constantly evolving, the fundamental structures and principles of good design remain constant.

Statement of Prerequisites

ART 1110, ART 2122

Goal

The primary goal of this course is to provide students with a strong foundational understanding of the field of graphic design. Upon successful completion of this course students will gain an understanding of the complex nature of the profession; the process of research, concept development, and presentation of comprehensives; how graphic design is interconnected to art, business, advertising and new media; the tools, skills and techniques necessary for success in the field today; and an understanding of key designers and their roles – from history to the present.

Outcomes

Upon successful completion of this course, you will be able to:

- Effectively combine conceptual and creative abilities in using imagery and type to communicate visually and verbally through the integration of form and meaning.
- Successfully execute a design research process of problem solving, brainstorming, and iterations, ending in a finished visual design.
- Demonstrate increased technical facility in using various hardware and software to design and produce graphic works, such as, Adobe Photoshop, Illustrator, and InDesign. (This also includes low tech and hand tools too.)
- Critically analyze visual media.
- Present your own work and critically analyze your work and the work of your peers.
- Solve problems using critical thinking and creativity
- Appreciate aesthetic and creative activities

Methodology:

Students will complete a series of assignments that build up to a final project that is the culmination of the skills learned during the course. Students will also practice critical thinking in the presentation of their own work, conducting self-critique, and critiquing the work of their peers.

The course is primarily studio and project based with additional reading and writing assignments. The hands-on focus of doing design will be supplemented with lectures/discussions, demonstrations, and critiques. At least once during the semester individual conferences will be held to discuss each student's progress.

Casper College may collect samples of student work demonstrating achievement of the above outcomes. Any personally identifying information will be removed from student work.

Warning – Workload

This course requires time outside of class time per week to complete assignments. A major component of the class is participation (attendance, discussion, readings, writings, and personal exploration).

ART2112 syllabus

Graphic DESIGN ONE

CYNTHIA HARRISON
307-268-2673
cynthiaharrison@caspercollege.edu

Evaluation Criteria

You will be expected to attend all classes and lectures, complete all assignments, and participate fully in classroom discussion. Each assignment will include a specific grading rubric. From an overall perspective assignments will be evaluated on concept, process, outcome, technique, and utilization of design principles. Graphic design 1 students will be evaluated on all criteria at an introductory level.

Casper College may collect samples of student work demonstrating achievement of the above outcomes. Any personally identifying information will be removed from student work.

Concept

Concept reflects the strengths and weaknesses of your ideas for each assignment. The qualities of your ideas are reflected in the visual statement of your ideas. The slickest visual design cannot replace the lack of strong concepts that drive your rationale for your use of type, image, line, color and form, etc. Your use of these design elements is measured against the stated aspirations of your concept and the appropriateness to the requirements of the assignment or design challenge.

Process

Concepts rarely arrive fully formed. Ideas require a research process of exploration and trial and error to develop into mature finished work. What range of idea development did you use in creating effective work? Did you take risks? Assessment of your process will be judged by the aggressiveness and depth spent in development through written statements, rough sketches, mock-ups or comps, and any other collateral materials.

Technique

The technique score reflects the craftsmanship, exactitude, and neatness with which the final product is executed. This includes the appropriate and skillful use of technical software to achieve the final product.

Design principles

Your adeptness at thoughtfully employing design principles and spatial relationships will also be assessed.

Outcome

The outcome score reflects assessment of the finished product, which is the sum of your entire process as applied to the particular assignment or design challenge.

Grading as follows

| Grade | Percentage | |
|-------|------------|---|
| A | 90 - 100 | Exceptional performance, effort and accomplishment beyond expectations. |
| B | 80 - 89 | Very good work, consistent effort and participation, full attendance. |
| C | 70 - 79 | Satisfactory work, average effort, good attendance. |
| D | 60 - 69 | Poor work, effort, or attendance. |
| F | 0 - 59 | Unacceptable work or excessive absence. |

Plus and minus additions to the letter grades will be used to further differentiate the above. Late assignments will lose one letter grade if something is not presented during class critique, and one additional letter grade for each class period late – that's TWO letter grades if turned in the following class after it is due. (Ouch!) Grades are not subject to negotiation. Art courses are rigorous academic courses and not an easy A.

Attendance

(Single most common cause of poor grade or failure of this class!!)

Attendance is very important and will reflect on your grade. You are allowed three (3) absences for any reason without penalty. On the fourth absence, you drop one letter grade for the course (ex. A to B). If you miss five, of any combination of lecture or lab (for any reason) you will fail (ex. A to F). This is a result of missing too large of a

portion of the course to make up. You can fail a class due to lack of attendance alone. Three late arrivals (15 mins or more) to class, count as an absence.

ART2112 **syllabus**

Graphic DESIGN ONE

CYNTHIA HARRISON
307-268-2673
cynthiaharrison@caspercollege.edu

Class Policies:

Last Date to Change to Audit Status or to Withdraw with a W Grade: (college deadline or yours, if different) (Your attendance policy, exam, homework, assignment make-up policy, anything particular to your class)

Student Rights and Responsibilities:

Please refer to the Casper College Student Conduct and Judicial Code for information concerning your rights and responsibilities as a Casper College Student.

Chain of Command:

If you have any problems with this class, you should first contact the instructor to attempt to solve the problem. If you are not satisfied with the solution offered by the instructor, you should then take the matter through the appropriate chain of command starting with the Department Head/Program Director, the Dean, and lastly the Vice President for Academic Affairs.

Academic Dishonesty:

(Cheating & Plagiarism) Casper College demands intellectual honesty. Proven plagiarism or any form of dishonesty associated with the academic process can result in the offender failing the course in which the offense was committed or expulsion from school. See the Casper College Student Code of Conduct for more information on this topic.

Official Means of Communication:

Casper College faculty and staff will employ the student's assigned Casper College email account as a primary method of communication. Students are responsible to check their account regularly. This is also, where you will find course evaluation links during course evaluation periods.

ADA Accommodations Policy:

If you need academic accommodations because of a disability, please inform me as soon as possible. See me privately after class, or during my office hours. To request academic accommodations, students must first consult with the college's Disability Services Counselor located in the Gateway Building, Room 344, (307) 268-2557, bheuer@caspercollege.edu. The Disability Services Counselor is responsible for reviewing documentation provided by students requesting accommodations, determining eligibility for accommodations, and helping students request and use appropriate accommodations.

Assignment Breakdown

Each Unit will consist of inclass projects, quizzes and take homework assignments.

| | |
|------------------------------------|----------|
| Research/Logo: | 100 pts |
| Classic Novel/Book Cover: | 100 pts |
| Jazz Night: | 200 pts |
| Public Service Poster/Food: | 100 pts |
| Magazine Redesign: | 200 pts |
| Quizzes/Misc. Exercises: | 150 pts |
| Attendance: | 150 pts |
| Attitude: | 100 pts |
| Total: | 1000 pts |

Schedule

All Assignments and Due dates are subject to change at the instructors discretion.

ART2112
schedule

**Graphic
DESIGN ONE**

CYNTHIA HARRISON
307-268-2673
cynthiaharrison@caspercollege.edu

Week 1 - Week 3

Research/Logo Creation
Chapter 1

Week 3 - Week 5

Classic Novel Book Cover
Chapter 2

Week 5 - Week 8

Jazz Night
Chapter 3

Week 9 - 12

Public Service/Food
Chapter 4

Week 12 - 16

Magazine Re-Design

Finals Week

Final Class Portfolio due (review portfolios with students as a group)