

ART 181 & 182 Graphic Design, Spring 2005

Prerequisite: Passing grade in ART 112 (2-D Design)

Thursday evening 6 pm - 10 pm

Michael Minkus, Instructor

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Objectives

The Goal of this course is to explore visual communications and the language of design through conceptual problem solving. An overview of the profession of Graphic Design and an introduction to basic traditional design tools, materials, and skills will be developed. Issues of visual literacy, ideation, and composition will also be explored.

- Begin to develop typography skills through learning the history, vocabulary and usage of type
- Understand the creation and terminology of logos, marks, signatures etc.
- To gain familiarity with the "research process" using the library and internet as resources.
- Awareness of the environment of Visual Communication
- Familiarity with the literature of design
- Understanding and development of layout structures; thumbnails, roughs, comps
- Presentation skills and preparation

Requirements

All assigned projects including specified numbers of small sketches and preliminary roughs must be completed to receive a passing grade for this course. All deadlines must be met without exception. Work may not be accepted beyond a deadline. Work may be re-submitted for a higher grade provided the original deadline was met. Only grades of C- or lower qualify for re-submission, and re-submitted projects must be turned in no later than 1 week prior to the end of the semester and does not guarantee a higher score.

Outline

Instruction will be given concerning traditional and contemporary skills and techniques involving visual ideas from design principles through ideation to marker roughs. Class study and assignments will be derived from the following outline:

1. Introduction and design profession overview
2. Basic exercises / dot, line, texture
3. Compositional considerations
4. Conceptual assignments

Attendance and Grading Scale

Each student is expected to participate in the educational experience through an exchange of ideas with the instructor and peers. Therefore, students are expected to work productively in class for all scheduled studio time. Leaving early without an excuse may be recorded as an absence. More than 2 unexcused absences will result in a lower grade. More than 3 unexcused absences will result in a withdrawal during the semester. Students are also expected to be in class on time, bringing appropriate materials and tools, no later than 15 minutes from the start of class. Late, unprepared arrivals to class may be counted as absences. Attendance at critiques is mandatory. Grades are awarded on a point system, with projects receiving one or more grades according to the scale as follows:

12	points=	A+	(Superior, Professional Quality)
11-10	points=	A	range (Excellent, Original Work)
9 - 7	points=	B	range (Good, Above Average)
6 - 4	points=	C	range (Average, Competent)
3 - 2	points=	D	range (Below Average)
1 - 0	points=		(Fail)

Finished Projects will be evaluated in the following areas;

- Following directions (staying within the limitations of the project)
- Accuracy (meeting the objectives of the project)
- Design quality (creative concept, originality, aesthetics)
- Presentation (neat and clean work presented appropriately)

Ethics

At PCC, Graphic Design is a pre-professional program which endorses the highest standards of professional conduct and ethics in all participants. Many of these standards are established by the AIGA, NASAD, and GAG all widely recognized national and governmental professional design and educational organizations. Therefore, dishonesty, cheating, deception, or plagiarism, (using or claiming the ideas of another as one's own) are not acceptable. Failing grades or expulsion from the program will be the result of such behaviors.

Quizzes

2 announced and 2 unannounced. 3 points each. Equals one project.

Examinations

There may be a final examination, and other "written opportunities" may be announced and given during the semester. Exam points or grades will be factored into the final course grade and count the same as a project.

Field Trips

Field trips to professionally related businesses, meetings or exhibits may be scheduled as the opportunity arises. The instructor is not responsible for arranging transportation for students or for their safety on field trips.

Safety

Information concerning hazardous materials and equipment will be provided during the semester. Safe working procedures in class are required.

Required Textbook (no exceptions)

Graphic Design Basics - Amy E. Arnston (fourth edition)

Notes on Graphic Design and Visual Communication - Gregg Berryman

Recommended Textbook

Basic Typography A Design Manual - James Craig

Recommended Supplementary Materials

CA Magazine (see instructor)

Print (see instructor)

Step by Step Graphics Magazine

How Magazine

Required Supplies

Please see attached list. Arizona Art Supply / 602-264-9514 offer students with an ID, 10% off. All supplies will not be needed immediately. The materials and tools needed for each project will be discussed when it is assigned. Note Unless otherwise stated, all illustration board will be #201 hot press Crescent or Letramax board(or like). Use the lightest weight available. All cover sheets for presentation board will be Canson Gray or black. Other cover sheets may be tracing paper. All backing sheets for marker roughs will be Canson or good quality charcoal paper in black, gray or dark brown. **Remember that presentation affects your grade on each project.**

Required Basics

By 1/27/04

T-Square, 24" minimum

45% Triangle, 12 inch on 90 degree sides is a minimum (with a beveled edge)

24" steel ruler with cork backing (for measuring and cutting illustration board)

1 Roll of 1 inch white and black artists tape

1 Roll of 1/2" or 3/4" Drafting tape

White Staedtler plastic eraser or Magic Rub white eraser and 1 pencil Magic Rub eraser

11" by 17" pad of layout bond (20lb Strathmore)

11" by 14" pad of smooth white Bristol board

11" by 17" pad of tracing paper

X-Acto knife with #11 blades only (for trimming illustration board)

Box of Ultra Fine Point Sharpies (replacements as necessary)

Markers: black with fine, medium and wide tips

Drawing Pencils: 6H, 4H, HB

Colored pencils

1 Can of 3M spray mount or like mounting sheets if available.

Scissors (Fiskars brand recommended)

Proportional Wheel (6" diameter min.)

A box to carry tools and materials, such as an Art Bin or tackle box

Recommended

Small drafting table for in home use.

Optional

Compass set with ruling pen and beam attachment

Various sizes, circle and ellipse templates

Prismacolor colored pencils (set of 24 or more)

Assorted design markers as needed

Pica ruler or Schaedler Rule

#1 watercolor brush (synthetic is fine)

11 x 17 cutting mat

Other special supplies may be announced

Computer Information

If you are considering the purchase of your own computer, we recommend an Apple. If you buy a computer at the through Apple or a Apple supplier you can get a education discount.

Graphic Design Software:

QuarkXPress or Adobe In Design (V2+) for page layout, Adobe Illustrator (V10+) for drawing and illustration, Adobe Photoshop (V7+) for photographic and image editing, Adobe PostScript type fonts for typography.

Expectations

With a reasonable amount of talent and some periods of hard work, you may be expected to learn some things from among the following:

- Evaluating and interpreting visual qualities and relationships.
- Issues of visual composition
- Techniques of self-discipline, craftsmanship, and attention to detail
- Professionalism and work ethics
- Development of creative thinking skills

Creative visual problem solving within the Graphic Design profession requires a working knowledge of both traditional skills along with the computer as a tool of design. Students are strongly encouraged to learn how to use a Apple Computer and some basic software programs as a supplement to their education at PCC. See instructor for recommendations.

Learning Center Opportunities:

Location: Learning Center Building

Phone: 285-7477 V/TDD

Disability Support Services office coordinates services which will ensure students with disabilities equal access to college programs. Services include tutors, interpreters for the deaf/hearing impaired. Notetakers, readers, testing accommodations, elevator keys, and adaptive equipment.

This syllabus is subject to change at the discretion of the instructor to accommodate instructional flow and/or student needs. It is the responsibility of the student to keep abreast of such changes.

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Michael Minkus, Instructor

I acknowledge that I have received and read the course syllabus fully. I understand the academic and attendance requirements/policies. I am familiar with the Maricopa Community College student requirements. If any of the required deadlines required are a hardship, financially or in any other way, it's my responsibility to notify the instructor of what needs I have ahead of time or at the time the project is assigned.

Student Name: _____

Student Signature: _____

Email Address: _____

Home Number: _____

Alternate Number: _____

Date: _____

ART 181 Graphic Design I & 2 Questionnaire

Name: _____ Age: _____ *(promise not to disclose)*

1) Are you currently working in the graphic design/advertising industry?

1a) If yes, Where, What is your role? How many years?

2) Are you a full-time student?

3) Why are you taking Art 181 or 182?

4) Do you plan to transfer to a university with your PCC credits to get a BFA

4a) If no, What are your expectations after you earn your Associates Degree?

5) What are your expectations of this class?

5a) How do you expect to do this?

6) How hard are you willing to work to achieve your goals/dreams?