



Graphic Design¹

Delaware County Community College
ART 230 Graphic Design I
3 Credits/4 weekly lecture hrs
Prerequisite: ART 123, ART 208, ART 211
Co-requisite: ART 213
Fridays, Sec.#2: 8AM – 12PM
Sec.#1: 12:30PM – 4:30PM,
Room 3296

FALL 2015

Professor Robert Jones
Class Instructor

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Office Hours: <http://www.designnote.org/contact.html>

Naturally you can stop by my office anytime to see if I'm in and I will do my best to accommodate you. Please refer to my class schedule, posted outside my office to see when I'm not in class.

WELCOME:

I am delighted that you have chosen to be in my Graphic Design I class and I'm hopeful that this introductory course in graphic design will be a challenging and rewarding experience for you. You've already taken the prerequisite courses that allow you to work with type and images, now you'll discover how to arrange these elements like a professional. As a designer, most of your career will be spent working with type and images, either in print design or interactive design or both. This course will give you the tools and knowledge to be successful in your second semester design courses and as a working designer.

We'll begin the semester with several very basic exercises and projects and build on the complexity of projects as the term progresses. We'll start off with symbol/logo design and build on those skills to craft a brand identity package for either an existing or non-existing company. To get off to a good start we'll explore what it is that you think is important to learn in this course by assessing your prior knowledge of design basics and what you hope to learn by the end of the term.

Prior knowledge:

- ⇒ A strong working knowledge of Adobe Illustrator, Photoshop and InDesign
- ⇒ Basic drawing skills to work out rough ideas and layouts
- ⇒ Understanding the basic principles and elements of design
- ⇒ Keyboarding skills, file management skills

Together we'll explore:

- ⇒ The basic principles and elements of design
- ⇒ Why it's important to be very selective with the type and image combinations to convey the intended message
- ⇒ Working with limited, two-color restrictions and other limitations
- ⇒ Developing concepts that best communicate the intended message.

LEARNING OPPORTUNITIES:

Class dialogue

Class discussion will occupy some of our time in class as we attempt to become more familiar with terminology and concepts needed to understand the use of the Elements and Principals of Design in your design work. We might also use an online forum for discussion for those students who might not wish to contribute within the classroom environment.

You've, no doubt, discovered that you learn as much from each other as you do from listening to one individual. Class participation includes both the putting forth of your own ideas and questions and listening attentively to each other. A person who seldom speaks but listens intently and takes notes is participating as fully as one who speaks frequently and thoughtfully.

Each class member is expected to contribute to the dialogue/discussion.

You may participate by:

1. Asking a question
2. Responding to a question asked by the moderator, faculty, guest presenter, or other class member
3. Making a comment or observation

I will do my best to take note of those students who contribute to class and you will receive a grade for your participation.

Class critique

Your work in this class will be critiqued all throughout the design process, from thumbnail sketches to final printouts. This may well be the most enriching learning experience in your design and art courses and your contributions to the dialogue are expected.

In-class exercises

Hopefully the majority of the rich learning experiences will be through the application of hands-on exercises. Sharing your critical thinking processes with your classmates and enabling each other to grow through the collaborative learning process should be a rewarding experience.

Lecture/Presentations

The acquisition of factual knowledge will be required of you through the reading of articles and web sites. While there is no textbook required for this course you should be reading up on the elements and principles of design, Gestalt theory, design process and idea creation. Of course we will go over much of this content in class.

Projects

Another result of the learning that will take place in this course will be the fulfillment of several (4) finished projects that will explore the use of design elements in a variety of ways from graphic translation to logo design to posters. See page 9.

COURSE DESCRIPTION:

This is an intermediate level course for graphic design majors. Through a series of projects students learn to employ basic design concepts in solving different types of visual communications problems.

LEARNING OUTCOMES/ COMPETENCIES:

Upon successful completion of this course, the student should be able to:

- ▶ Combine type and image in a layout to communicate an idea or message.
- ▶ Interpret and represent an idea by means of a mark or symbol.
- ▶ Interpret advertising copy and incorporate it in a design.
- ▶ Demonstrate visual gestalt principles in solving a design problem.
- ▶ Use traditional graphic design tools and techniques to develop a design concept from sketch to tight comprehensive layout.
- ▶ Evaluate visual solutions to design problems verbally and in writing.
- ▶ Solve projects in a unique and creative manner.
- ▶ Produce content as an effective form of visual communication.
- ▶ Communicate issues of critical thinking skills via the creation of artworks and participation in the formal critique process.

- LEARNING GOALS:**
- ▶ That you understand and apply the fundamentals of the design process, thumbnail creation, refinement, rough layout, refinement and comprehensive design steps.
 - ▶ That you learn the process of simplification and stylization through drawing, tracing and refinement.
 - ▶ That you learn and focus on the basic elements and principles of design and Gestalt Theory.
 - ▶ That you learn to think and act creatively to achieve design solutions that you can take ownership of, involves risk-taking and builds your visual vocabulary.
 - ▶ That you begin to realize that good/great design work is a process and is not achievable the night before or even in an hour or two. It's hard work!
 - ▶ That you learn to contribute to an active learning environment to produce a rich learning experience for the sake of learning and not for points or grades.

METHODS: This course will imitate the form of a typical graphic design job situation. Students will design a series of projects from concept through completion. Critiques and class discussions will follow. Lectures and studio demonstrations will be given as they pertain to specific projects. A handout will be given for each project outlining deadlines, materials, parameters, readings, examples, and suggestions and a rubric so you'll understand what is required of you to achieve your best. Most projects will require computer work outside the classroom using Open Lab hours in room 3296 in order to produce the finished product.

TEXT: Recommended: **Design Basics Index** by Jim Krause, HOW Design Books, 2004

MATERIALS: Sketching media - Pencils & Sharpie markers
 Note taking materials
 Black presentation board to mount final projects
 Digital media to save project files
 Recommended printing papers: Epson Ultra Premium Presentation Paper MATTE

GRADING: Your grade is based on a number of factors that include project execution and improvement, class participation, attendance, attitude and effort. Excellence in all of these areas is required to earn an "A" in this course.

Projects make up the bulk of your grade but a lot emphasis is also placed on preliminary research and the design process. You will be expected to work outside of class on these assignments. Projects will be considered in terms of execution, content, composition, inventiveness, risk-taking, process and creativity.

Criteria: **A projects** will have consistent excellence in all criteria and will reflect the students understanding of concepts, expected learning outcomes, course content, is presented with professionalism and takes leadership role in group work. "A" work is of a level and quality that significantly exceeds the expectations for the student's current level of study. An "A" typically does more than required!

B projects are above average, show evidence of growth, are effective in their content, well composed and presented in a professional manner. "B" level work is acceptable and appropriate to the student's current level of study.

C projects are satisfactorily completed and may lack individual visual interest, lack of content or lacks evidence of growth.

D projects are insufficient and/or show inadequate technical execution and reflect a lack of participation, weak presentation and little or no meaningful content.

F projects are unsatisfactory, incomplete and/or reflects student's unwillingness to work.

Rubrics & Evaluation: To monitor their success in this course, students will be given an evaluation report or rubric for each project. I plan to make these available as the assignment is given. This evaluation report/ rubric will match the assignment grading criteria that will accompany each project. Please hold onto these evaluation reports/rubrics to the conclusion of the semester.

Teamwork projects will involve filling out self, peer and group evaluation papers.

Progress Reports: To monitor their success in this course, students will be given progress reports that summarize the quality of the work they are doing in the class.

Percentages:	Projects	50%
	Preliminary Studies & Research	25%
	Homework/Class work	15%
	Professionalism & Participation	10%

Grading Scale:	Letter grade:	Number grade:	
	A	100 - 90	Exemplary
	B	89 - 80	Very Good
	C	79 - 70	Average
	D	69 - 60	Below Average
	F	59 - 0	Failing

POLICIES & EXPECTATIONS: While most of these are not negotiable, some might be. Let's take a closer look.

Attendance: Students are expected to attend all class sessions for courses in which they are enrolled. Please refer to the new withdrawal guidelines.


Being here contributes to your success! Attendance will be taken at the beginning of each class session. You are allowed 2 absences without penalty. Three or more absences will result in a lower grade for the semester.

Preparation: Students who are unprepared for class (bring all of your materials!) will be marked late. Students who leave early without reason or notice to instructor will be marked late. Accumulation of four late marks will be equal to an absence.

Missed class: Missing a class is your responsibility. If you miss a class, you will still be held responsible for concepts studied and assignments given in the classes you miss. Exchange phone numbers and e-mail addresses with your classmates so that you can get all assignments and notes. I will not respond to student e-mail or voice mail requests for class information if I was not contacted regarding your absence in advance of the class session.

Students who decide to withdraw from the course should do so officially and inform the instructor. Check the student handbook for more information on withdrawals.

Withdrawal initiated by the college: Please be aware of recent changes to the College Attendance & Withdrawal Policy. Attendance is expected at all class meetings. Students who do not attend and/or log in to class during the first three weeks of class or who only attend the first day of class and/or log in once WILL BE ASSIGNED THE REGISTRATION CODE OF 'NS' (NO SHOW) as of the 4th week of classes. Instructors will NOT withdraw students for non-attendance. Students will be responsible for withdrawing themselves from their courses and may do so until the semester Student Withdrawal date (see your student handbook for information). Students who wish to be withdrawn from a class after the Student Withdrawal date will need to meet with the appropriate administrator. Please refer to the Student Handbook for more details on this policy.

- Deadlines:** Meeting deadlines is an important part of the graphic design field. Projects and assignments will only be accepted for the full grade possible on the day they are due! All assignments are due for critique at the start of class on their assigned due date unless otherwise instructed by professor. Only projects that make it to the display wall for critique may be resubmitted for a grade improvement. Late assignments can still be turned in but will suffer a significant grade reduction.
- Critiques:** Final project critiques are an important aspect of the learning process. The majority of feedback on the quality of your work and suggestions for improvement will occur via class feedback, instructor evaluations and/or peer and group evaluations.
- Failure to appear at the final critique/exam (end of semester) will result in a grade of F for this course. NO EXCEPTIONS.
- Project submission:** Please don't miss these important points concerning project submission:
1. Preliminary critiques will be held the week prior to the final critique. These will be used to make corrections to your projects. Failure to have a printed B&W or color proof to hang on the wall will result in a lower grade for that project.
 2. All aspects of a project, thumbnails, sketches, roughs and digital files will be monitored for grading. You will also be graded on the quality and quantity of thumbnails and roughs.
- PDF files required:** 3. All final projects must be submitted as mounted prints and PDF digital files unless instructed otherwise. Failure to do this will also result in a lower grade for that project. Projects must be printed and mounted for the final critique prior to the starting time of the critique. Submit your digital projects in PDF format and place them on the server.
- Re-Dos:** As long as your work is on the wall for the Final Critique, you will have the opportunity to resubmit your work for grade improvement. The new grade will be the difference between the first grade received and the grade for the resubmitted work.
- Presentations:** Presentations may be given by individual students and by student teams. These presentations will take the form of Power Point presentations, blogs or other student directed methodologies. Student teams might also develop Team Micro-Teaching Presentations.
- Email account:** Communication between you and your instructor will occur using your school e-mail address through delGate. YOUR NAME@mail.dccc.edu. I cannot send e-mail to your personal account. HOWEVER... You can have your @mail.dccc.edu account forwarded to your main e-mail address.
1. In your @mail.dccc.edu account, click on the Settings Icon .
 2. Click on "Forwarding and POP/IMAP" tab.
 3. Click on "Add a forwarding address".
 4. Add a forwarding address.
 5. Select the Radio Button next to "Forward a copy of incoming mail to" and select your forwarding e-mail address from the drop down menu.
 6. Click on "Save Changes" at the bottom. That should do it!
- I'll do my best to respond within 24 hours.
- Art Show Labels:** You will find partially completed Art Show Labels on my web site www.designote.org. Download the PDF file for this class and complete your personal information on one label. As you hit the "TAB" key to move to the next field to fill in, the previous information will populate all four labels on the page. You can print out two or more pages of these labels leaving the specific project info blank so you can fill it in by hand for the specific project you're turning in. Remember that each individual piece of a multi-part project will require a label. Art work without show labels will not be presented for inclusion in the show.
- Pre-requisites:** It is expected that students have met the prerequisite for this course and have a basic understanding of using art materials. Use of a computer and postscript printer are essential for this course.

Outside activities: Since classroom time is limited, students will be spending several hours between classes reading, looking at examples, doing research, procuring supplies and executing the work. This cannot be accomplished the evening prior to class. Students should try to pace their activities over the course of the week.

Computer Studios: The use of the computer is required for this course. Students in this class may use the Mac Computer Studio, Room 3296, during Open and Tutorial Studio time.

E-mail & other devices: There will be no e-mail activity when in class. If I hear excessive keyboard activity at an inappropriate time during class, I will assume you are attempting to send e-mail or other social media and I will mark you absent for that class. I refuse to put up with this behavior any longer and I will be all too happy to withdraw you after two warnings. All portable telecommunication devices must be turned off during class. If you need special consideration, just ask! Cell phones must be tuned off while in the classroom. Answering cell phones in the classroom will require you be marked absent. Exceptions to this policy must be requested of the instructor at the start of a class.

Professional Behavior:

1. Prepare thoroughly for each class session in accordance with the course calendar found on www.designote.org.
2. Adhere to deadlines and timetables, also found on www.designote.org.
3. Participate fully and actively in all classroom discussions and activities.
4. Display appropriate courtesy to all involved in classroom sessions.
5. It is inappropriate and unacceptable to study for other classes or to work on assignments for other courses during this class.
6. It is inappropriate to leave class in the middle of a lecture/presentation.
7. All work must be your own. When the work of others is used, it must be appropriately cited using MLA format. Cheating and plagiarism will not be tolerated. The penalty is an "F" in the course and a hearing before the Provost.
8. An "F" will be assigned in cases where the same assignment is submitted to fulfill the requirements of different professors teaching different courses.
9. When your instructor is presenting a formal lecture or presentation, no keyboard sounds should be heard.
10. Final critiques are your final exam. Failure to appear at a final critique or final exam will result in a grade of "F" for this course. There are no exceptions to this college policy.
11. Other inappropriate behaviors include; sleeping or daydreaming in class, eating or drinking in class, chronic tardiness, chatting with classmates during a lecture or presentation, playing in Facebook, Twitter or any other social media.
12. Ask for clarification when you don't understand a point someone has made by raising your hand.

ARTWORK RETENTION:

Your instructor retains the right to withhold the return of art work for submission to the annual student exhibitions. Your work may also be used on the instructors web site and to photograph the work for purposes of marketing the program.

SPECIAL EVENTS REQUIREMENT:

All students earning the A.F.A. Degree in either - Graphic Design, Studio Art or Photography are required to attend 4 "special events" including gallery lectures, artist visits, museum visits, art material seminars and other specified enrichment programs that are planned in conjunction with program objectives. Advisors will keep track of attendance records. Information regarding event offerings on campus for each semester will be posted on the gallery web-site and on signs posted throughout the Art Department. It is highly advisable that students begin to fulfill these

program requirements early on and continue each semester in a time worthy fashion.

PHOTO DOCUMENTATION REQUIREMENT:

All students earning the A.F.A. Degree in either-Graphic Design, Studio Art or Photography are required to attend, within their first year of declaring the major, a Photography workshop in order to become certified in digital documentation.

PROOFING:

“Proofing” is a digital pre-press term for presenting your file for inspection. Upon approval of sketches, your “rough” drafts will generally be proofs. Follow these procedures for class and lab assignments:

Soft proof: Carefully inspect your file on-screen for any errors.

1st proof: Black and white laser print (even if the project is in color.)

Subsequent proofs: Your first color proof needs to be OK'd by your instructor/lab assistant before additional tweaking and printed.

Final proof: Once you've received all necessary approvals in writing (Proof OK), you may proceed to final prints.

SAVING ASSIGNMENTS:

Save every project you work on:

1. In your folder on the server.

Place your file in a folder with the course name on the folder. Use this procedure throughout the work session on a particular assignment. When you have completed the assignment, place a copy on your portable media.

2. Instructor's ART 230 Graphic Design I folder.

At the conclusion of each class assignment or lab, put your files in your Instructor's ART 230 Graphic Design I folder "Students place your files here!" located on the server. Title your folder in this manner: **"Your Last Name, First Name_ Project Name"**, in my case: **"Jones, Robert_Project 1"** would be the proper labeling.

STUDENTS WITH DISABILITIES:

In accordance with Section 504 of the U.S. Rehabilitation Act of 1973 and the Americans with Disabilities Act, the College ensures equal access to educational opportunities for students with disabilities.

Students with learning, physical or psychological disabilities who require accommodations for this course must contact Ann Binder, Director of Special Needs Services, in room 1320 in the Career and Counseling Center or call 610-325-2748. Please meet with me to discuss your accommodation letter.

WRITING CENTER:

Students who need help planning, editing or documenting written assignments can schedule a tutoring session in the Writing Center. Appointments are strongly recommended, but walk-ins are welcome. Call for an appointment at 610-359-5018

ART STORE LIST:

http://www.designote.org/links_new.html

ACTIVITIES CALENDAR:

http://www.designote.org/gdesign/gdesign_l.html

DIGITAL CAMERA:

The Graphic Design Department acquired its own digital cameras for use in the program. Students that would like to photograph set-ups in the studio may request the use of this camera with instructor supervision. Under NO circumstances is this camera to leave the building. Sorry!

BEING SUCCESSFUL:

You are the owner of your education!

Understanding and applying design and typography in a deliberate and sensitive manner is the primary responsibility of the graphic designer. To do this well you must:

- ▶ **Put time/effort** into the sketching/thinking stages of a project. Design is a process that is worked out and made successful at these early stages. I will not accept poorly done sketches nor will I accept verbal descriptions of project concepts.

- ▶ **LOOK, LOOK, LOOK...** Looking at examples of great design and typography in Communication Arts, Print, How, Graphis and other graphic design magazines can be a great source of inspiration. These resources can be found in the DCCC Library.
- ▶ **READ.** Not only your textbook, but other books/magazines devoted to this discipline. The successful student will develop a habit of reading about the career path they intend to follow. Reading is an often neglected discipline today, but the "A" level student will make it a habit to accelerate them beyond their peers.
- ▶ **Take notes.** Only the "A" students seem to do this!
- ▶ **Be inspired** by type and design you see in trade magazines, television commercials and high-quality brochures, not necessarily the direct-mail garage that slides through your mail slot.
- ▶ **Hand in all** your work, roughs, sketches, proofs, final projects and homework... on time!
- ▶ **Don't be afraid** to take creative risks, But be ready to justify them! Don't always do what you think is expected.
- ▶ **The computer is** only a tool and not the only tool of the designer/artist.
- ▶ **Put time/effort** into your thinking, sketching and your final projects. Making good art/design is not accomplished an hour before class.
- ▶ **Share ideas** with your classmates and other instructors. Don't be afraid to get critical feedback. Ask individuals not directly involved with the project for their thoughts as well.
- ▶ **Think** with your pencil or marker first! Then go to the computer.
- ▶ **Develop an attitude** that group work can be fun and stimulating. It reflects working in the real world!
- ▶ **Be concerned** about your grades all throughout the semester. Don't wait to the last week to inquire how you're doing.
- ▶ **Try having FUN** with your projects!

**HOW TO BECOME A
SELF-DIRECTED LEARNER:**

- ▶ Read additional books on the subject.
- ▶ Remain current by reviewing work in contemporary graphic design magazines; How, Communication Arts, Print, CMYK, Graphis, etc.
- ▶ Remain current by reviewing work on design and typography web sites. Try a few of the sites posted on my links page; http://www.designote.org/links_new.html
- ▶ Become a member of local design clubs such as AIGA and get involved with their events.

PROJECTS: PROJECT 1:

1.1 GRAPHIC TRANSLATION:

graphic:

1. giving a clear and effective picture; vivid: a graphic account of an earthquake.
2. pertaining to the use of diagrams, graphs, mathematical curves, or the like; diagrammatic.
3. of, relating to, or expressed by writing: graphic symbols.
4. written, inscribed, or drawn.

icon: a visual representation (of an object or scene or person or abstraction) produced on a surface

Less is more

Suggesting an image is often more visually intriguing than fully depicting it. Reduction is a powerful technique employed by the designer to attract the viewer by requiring them to mentally complete the image.

1.2 GRAPHIC TRANSLATION PLUS:

Present your graphic icon with a single or multiple letter forms, with text, with image and with symbol.

**PROJECT 2:
BRAND IDENTITY**

2.1 SYMBOL DESIGN:

Create a symbol that supports the identity of your selected company. A symbol is a mark without type used to identify a corporation, agency or institution. Lettermarks use letters to form an acronym in type and logos are the company name in words with distinctive typographic features unique for that company. We're focusing on symbols only.

2.2 COMBINATION MARK:

A combination mark is a combination of a symbol with type(typically a logo). You'll use the symbol you created in Part 1 and convert it into a combination mark.

**PROJECT 3:
STATIONARY SUITE:**

suite: a number of things forming a series or set.

Apply your symbol design to a stationary system; letterhead, business letter, envelope and business card, folder and other collateral objects. Choose a typeface that complements your symbol design and use up to two colors for your design.

**PROJECT 4:
EVENT PACKAGE:**

Create two posters, one type dominant, one image dominant, an invitation with a reply card, tickets, a bus transit ad and a T-shirt design or bag design for a museum event or exhibition from the list of options below.

More info to come.