



# Graphic Design<sup>2</sup>

Spring 2015

Delaware County Community College

**ART231 Graphic Design II**

3 Credits/4 weekly lecture hrs

Prerequisite: ART 213 ART230

Fridays, 12:30PM – 4:30PM,

Room 3296

**PROF. ROBERT JONES**

Class Instructor

**Contact information:**

Office Ph: 610-359-5371

Office: 3282 • Hours posted

Dept. Ph: 610-359-5389

rjones@dccc.edu

rjones@mail.dccc.edu

www.designnote.org

**Office Hours:**

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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'm hopeful that this intermediate course in graphic design will be a challenging and rewarding experience for you. You should have already taken the prerequisite courses that allow you to work with type and images, manipulate digital assets and employ basic design principles, now you'll discover how to expand your concepts and present your ideas in a professional manner. 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 creation of multi-page layouts, package design, interactive web design and book making

We'll begin the semester with a class competition to design the poster for the college's spring theater production followed by a second competition to design the college's literary magazine, "PEGASUS". Here we'll apply concept ideation techniques which we explore in the first weeks of class. 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, digital tools 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 design and layout skills
- ⇒ Understanding the basic principles and elements of design
- ⇒ Craftsmanship

Together we'll explore:

- ⇒ Concept Ideation
- ⇒ Publication Design
- ⇒ Package Design
- ⇒ Interface Design
- ⇒ Book Design

**LEARNING OPPORTUNITIES:**

**Class dialogue**

Class discussion/participation will occupy some of our time in class as we attempt to become more familiar with terminology, concepts, technology needed to understand design. We *might* also use an online forum for discussion for those students who might not wish to contribute within the classroom environment.

I've discovered that we learn as much from each other as we 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.

### **Projects**

One result of the learning that will take place in this course will be the fulfillment of 4–5 projects, generally in the form of finished prints or presentations that demonstrate mastery of layout and design capabilities and presentation skills.

### **Reading and exercises**

No textbook is required for this course but there will be numerous handouts to read and exercises to complete.

## **COURSE DESCRIPTION:**

This course is a continuation of Graphic Design I. In this course, students refine skills and work habits related to the creative process for solving visual communication problems. Projects emphasize the development of design priorities and alternatives based on client need and production constraint.

## **LEARNING OUTCOMES/ COMPETENCIES:**

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

- ▶ Write and interpret the requirements of a design brief.
- ▶ Apply basic design principles to the organization and use of type, color and composition in a multi-page publication.
- ▶ Design and mock-up a basic package design.
- ▶ Solve a simple interface design problem.
- ▶ Present a design project to a client both verbally and visually.
- ▶ Solve assigned projects in 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.

## **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. You must read these carefully and thoroughly.

Most projects will require computer work outside the classroom using Open Lab hours in room 3296 in order to produce the finished product.

**TEXT:** NONE REQUIRED  
Recommended: **Design Basics Index** by Jim Krause  
HOW Design Books, 2004

**MATERIALS:** Drawing tools - Pencils & Sharpie markers/Sketching media  
Black presentation board to mount final projects  
Recommended printing papers: Epson Ultra Premium Presentation Paper MATTE  
Bookbinding materials as requested by instructor  
Book making papers: French Paper Company  
Portable hard drive

**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.

Four to five design projects, in-class assignments and participation will be the primary source of your grade and you will be expected to work outside of class on your projects. Projects will be considered in terms of design, execution, content, concept, typography, required elements, research, preliminary/process tasks and risk-taking.

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 functions with error. "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 & ReDos: 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 as resubmitted projects for grade improvement will require submission on the initial grade report. Teamwork projects, if applicable, might 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:	<b>Letter grade:</b>	<b>Number grade:</b>	
	A	100 - 90	Exemplary
	B	89 - 80	Very Good
	C	79 - 70	Average
	D	69 - 60	Below Average
	F	59 - 0	Failing

I tend to grade your work showing plus (+) or minus (-) grades. I believe it gives you a more accurate picture of success. Please note that the college does not use a +/- system for final grades.

**POLICIES & EXPECTATIONS:**

**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:** Projects and assignments will only be accepted for the full grade possible on the day they are due! Meeting deadlines is an important part of the graphic design field. All assignments are due at the start of class on their assigned due date unless otherwise instructed by professor. Late assignments can still be turned in for 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.

- Presentations: Presentations may be given by individual students and by student teams. These presentations will take the form of PowerPoint 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 email address through delaGate. YOUR NAME@mail.dccc.edu. I cannot send email to your personal account. HOWEVER... You can have your @mail.dccc.edu account forwarded to your main email 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 email 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](http://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 Labs: The use of the computer is required for this course. Students in this class may use the Mac Lab 3296 during Open and Tutorial Lab.
- 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 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 lower your grade.
- 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](http://www.designote.org).
2. Adhere to deadlines and timetables.
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 Powerpoint 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.

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 prepress 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.) Your instructor/lab assistant must sign-off that this proof is OK before printing in color. Your instructor might supply you with "Proof OK" forms. If additional tweaking of this assignment is required as indicated on the form then you will continue to print in b&w until instructor/lab assistant approval is received. Submit signed proofs with final project to receive credit.

**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 ART231 Graphic Design II folder.**

At the conclusion of each class assignment or lab, put your files in your Instructor's ART231 Graphic Design II 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:**

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, room 4277. Appointments are strongly recommended, but walk-ins are welcome. Call for an appointment at 610-359-5018

### **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!

### **ART STORE LIST:**

[http://www.designnote.org/resources.html#art\\_local](http://www.designnote.org/resources.html#art_local)

### **ACTIVITIES CALENDAR:**

[http://www.designnote.org/gdesign/gdesign\\_II.html](http://www.designnote.org/gdesign/gdesign_II.html)

**PROJECTS: Project #1 – Poster for Spring Theater Production**

Design the poster for the spring theater production, usually a musical. The winning design will be the featured poster to promote the show. The winning designer will also be responsible for the show's program.

**Objectives:**

- ⇒ Develop concepts appropriate to the project and execute a rough layout.
- ⇒ Capture the emotional response to the show and reflect that in your concept/design.
- ⇒ Design a poster that will attract attention from a distance.

- Poster: 17" x 22"
- Program: 8.5" x 11" folded to 8.5" x 5.5"

**Project #2 – Pegasus Literary Publication**

Design the front and back covers, flyleaves, endsheets, table of contents spread and 4 interior spreads for the publication.

Regardless of the publication's name and the strong visual implications, the client does not want to see any reference to a flying horse on the cover. The average age for your audience is 28 years old but the graphics should have strong visual appeal for an 18 + age group.

**Objectives:**

- ⇒ Develop concepts appropriate to the project and execute a rough layout.
- ⇒ Explore creative layout options looking for unique solutions.
- ⇒ Use imaging and illustration software to create cover artwork.
- ⇒ Design and coordinate interior pages using InDesign for a consistent, integrated design.

- Single page: 8.5" x 10" – Spread size: 17" x 10"

**Project #3 – User Interface Design**

You've been selected by an important client to design and present an interactive presentation or web site for their company. You need to create the prototype (layout and graphics) for either an interactive multimedia presentation or web site interface and present your work to their group to persuade them to hire you for the project!

**Objectives:**

- ⇒ Design consistent interface screens with appropriate navigation aids.
- ⇒ Create graphics that engage and attract an audience.
- ⇒ Create graphics that present the product or service effectively.
- ⇒ Plan a site design using a flow chart.
- ⇒ Design the prototype with interactivity in mind.
- ⇒ Give an oral presentation of your project.

**Project #4 – Package Design**

Design and create the three-dimensional mock-ups (maquette) and a digital mock-up for the following product categories.

**OPTIONS:**

Point-of-purchase display, Children's toy, Food product line, Previous Graphic Design I project OR Group decision in class

**Objectives:**

- ⇒ Understand the purpose and requirements of package design.
- ⇒ Design various components of a package while maintaining visual consistency.
- ⇒ Understand how the form and the function of the package correlate.
- ⇒ Invent a name, make appropriate color choices and work with various materials.