

Graphic Design 2 □ Course Syllabus Spring 2006

Art 2130 (3 credits)
MW 9:30-12:05
Fagerberg Macintosh Lab 44

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Office hours: Monday and Wednesday 1:00–2:00

Graphic Design 2 is a continuation of Graphic Design 1. This course addresses advanced problems in editorial and promotional graphics using a combination of type, image, and color. The course is conducted in a lecture / laboratory format utilizing the Macintosh computer labs, which allows the student to practice the techniques of creating functional graphic design. Emphasis will be on developing concepts and preparing professional comprehensive layouts. The class will include field trips to regional advertising agencies, design studios, and offset printers.

Prerequisite: Art 2120 (Graphic Design 1)

It is highly recommended that the student complete at least one of the following courses before taking Graphic Design 2 as all of our work will be computer-generated using one or more of these software programs: GRAR 1810 (PageMaker), GRAR 1820 (QuarkXPress), GRAR 1850 (InDesign), ART 2100 (Adobe Illustrator), PHTO 2650 (Adobe Photoshop).

Course Objectives

- Increase awareness of trends in contemporary graphic design and the influence of historical styles and techniques.
- Develop conceptual framework to guide design decisions and practices.
- Expand skills in developing ideas, mastering software, creating professional comps.
- Develop the ability to evaluate, defend, describe, and present one's work.

In addition to course objectives, the following are Graphics Program goals:

Student Learning Outcomes for AA with emphasis in Graphic Design

- Understanding and applying media, techniques, and processes
- Using knowledge of structures and functions
- Choosing and evaluating a range of subject matter, symbols, and ideas
- Reflecting upon and assessing the characteristics and merits of their work and the work of others
- Making connections between visual arts and other disciplines

Student Learning Outcomes for AAS in Graphic Design

- Prepare students for entry-level positions in the graphics industry.
- Demonstrate the ability to plan, communicate, design and build efficient documents/files in software applications geared for the graphics discipline.
- Develop student portfolios for entry into the workplace or transfer to private art and design institutions where portfolio review is required.
- Utilize proper terminology, techniques and procedures common to the graphics industry.
- Demonstrate commitment to maintaining a strong work ethic.
- Choose and evaluate a range of subject matter, symbols, and ideas

Text And Materials

Exploring the Elements of Design by Evans and Thomas

three-ring binder notebook
USB storage device (Zip disk or Flash drive)
graphic arts ruler
marker layout pad or blank sketch book
Felt tip pens
exacto knife and #11 blades
plastic triangle: 30°/60° or 45°/90°
white artists tape
proportional scale or pocket calculator
spray mount or rubber cement

Attendance:

This class is based on a format of lecture, discussion, hands-on exercises, demonstrations, critique, and lab time. Attendance is required for the entire scheduled class period.

Attendance will be taken promptly at the beginning of each class. You are considered absent if you are not here when attendance is taken.

Your semester grade will drop by one letter grade for every four classes missed. "Excused" absences will only be discussed under extraneous circumstances and only if you have missed more than four classes. It is your responsibility to make up any work missed during absences.

Grading:

Assignments:

1. Source Files and Sketch Books due at midterm and at final review
2. Project: logo design
3. Project: theater poster
4. Project: print advertising campaign
5. Project: brochure
6. Final Project: graphic design history paper with editorial layout

Evaluation Guidelines:

In this class, your grade will be based on attendance, class participation, software proficiency and the quality of the work you do. Your final semester grade will be determined as follows:

- * A = 100-91 (exceptional work beyond the class requirements)
- * B = 90-81 (excellent technical and creative abilities exhibited)
- * C = 80-71 (all work accomplished on time and minimum goals achieved)
- * D = 70-61 (minimum goals not achieved, late presentations)
- * F = 60 or less (failure to finish assignments or doing "D" work late)

Earning Points

Points can be earned in each of the following categories:

- * Projects 50%
- * Finished exercises 20%
- * Sketchbook 10%
- * Source files 10%
- * Historical Research paper 10%

Exercises will be graded based on accuracy and craftsmanship. Exercises will be graded pass/fail.

Projects will be assigned numerical grades based on the student's performance of Course Objectives and Student Learning Outcomes (see page 1).

At the end of the semester, all the points earned for the exercises and projects will be averaged and weighted to determine your final grade.

No credit will be given for work not completed by the assigned due date. It is the student's responsibility to know the deadlines for each assignment.

Students have the option of continuing to work on and improve each assignment after the due date and class critique for (possibly) a better grade. Grades for re-worked assignments will be no more than one full letter grade higher than the original grade at the assigned due date (re-worked project grades will never drop in grade). All re-worked assignments are due at the end of the semester.

We will review your midterm and final grade during the individual reviews twice a semester. During the individual review, you must bring all the work you have completed up to that time (including all source files, sketchbook, reference materials, all presentation materials, digital files, etc.). Do not throw away any material from this class. Your grade will depend on it. At any time during the semester, you may request individual reviews to check your progress.

Sensitive Material:

Due to open access to the Internet in the computer labs, the student may encounter images of nudity and/or violence, but such images are not part of this course curriculum.

Students with Special Needs:

Students who qualify for specific accommodations under the Americans with Disabilities Act should inform the instructor within the first week of class to ensure that their needs are met in a timely manner. It is the student's responsibility to inform the instructor of her/his needs and to provide the necessary documentation to the Student Success Center before any classroom accommodation can be made. To contact the Director of the Student Success Center, call 754-6204 or stop by the Center located in the basement of Colter Hall.