

GRAPHIC DESIGN 125

KAPIOLANI COMMUNITY COLLEGE, UH

AILED GARCIA, INSTRUCTOR

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Office Hours: Lama 119

MW 10:30–10:45am & 1:15–2:30pm

SYLLABUS

Fall 2011, CRN 31445

MW: 10:45AM–1:15PM, LAMA 118

www2.hawaii.edu/~ailed/125

All assignments due as specified on assignment sheet by date/time listed on schedule.

COURSE DESCRIPTION

ART 125 Introduction to Graphic Design (3) 6 hours lecture/lab per week.

Prerequisite(s): ART 112 with a grade of "C" or higher; ART 115 with a grade of "C" or higher; satisfactory completion of the Introduction to Graphic Design entrance portfolio review or acceptance into a New Media Arts A.S. specialization. Art 125 may not be audited.

ART 125 introduces various ways of organizing visual element in page design and examines the conceptual meaning of the text and image in combination. Structural systems such as grids; modules; and the design principles of emphasis, balance, rhythm, scale and unity are used to organize visual information. Photographs, illustrations and text are integrated using page layout software.

COURSE OBJECTIVES & COMPETENCIES

Upon successful completion of Art 125, the student should be able to:

Examine the process of integrating content and meaning with visual form.

Think conceptually about the meaning of text and image in combination.

Use structural systems such as grids and modules to organize visual information.

Design page layout using photographs, illustrations and text.

Examine basic typographic characteristics and the use of typography in graphic design.

Analyze and apply the visual elements of line, shape, value, color, texture, time space, motion and the design principles of balance, rhythm, emphasis, contrast, variation, repetition, and unity to graphic design assignments.

Examine and create graphic design assignments based on need and purpose.

Analyze the scope of graphic design in the contemporary world.

Complete the creative problem-solving process from the preliminary planning stage and exploration through revisions to the final product.

Experiment by taking risks through the process of exploration during the creative problem solving process.

Demonstrate skill with media and application as a result of experiencing various techniques.

Work effectively as a team member to achieve creative decisions.

Demonstrate strong group communication skills and the ability to speak clearly during critiques.

Write about and defend the conceptual merits of work produced for the course.

COURSE PROJECTS

Project 1: Client Posters (worth 25pts)

Project 2: Book Jacket and Spreads (worth 25pts)

A written Assignment Sheet with the instructions, limitations and specifications for the projects will be posted online on the *Art 125: Course Website*. Further clarification on assignments will be given in class, as necessary.

INSTRUCTOR'S EXPECTATIONS

The method of instruction will include traditional classroom and online lectures, readings, studio demonstrations, project development, individual instruction, group discussions, and critiques. Examples are presented when important to describe course content. Class projects and procedures are the focus of many course discussions. You will find that most of the class time is spent helping you individually and helping you make further progress on your specific project, therefore, coming to class prepared and showing your progress each day is of utmost importance. I will be recording your progress and class participation each day, so you are expected to come to class prepared, be attentive during lectures and demonstrations by taking notes and contributing when necessary. Lectures and related information will be given once, and only posted online (if available). If you feel you don't understand something during class please ask me or come and see me during my office hours to get the additional help you need. During critiques, all students are required to participate as both presenters and active critics.

Since this is a college course, time outside of class will need to be consistently spent on projects to meet the requirements of the class. Please try to engage in this course and the assignments, it will make your experience more enjoyable and your work stronger.

There will be no email, web surfing, myspace, facebook, chat during class time. Web research may be conducted if it relates to the assignment at hand for this course. Please refrain from working on other course projects in my classroom.

Turn your cell phone to vibrate or silent and do not answer your phone during class. If you are expecting an important call please walk out quietly and answer once you have exited the classroom. Try to return to the classroom quietly and promptly.

You are expected to be considerate and respectful at all times. Disruptive or argumentative behavior will not be tolerated.

ATTENDANCE AND MISSING ASSIGNMENTS POLICY

All assignments due as specified on assignment sheet by date/time listed on schedule.

Unexcused Absences, Tardiness and Leaving Class Early will be noted and reflected on the grade sheet for your project. For unexcused absences, students need to make arrangements with other class members regarding missed information or search the site for available content.

Students should strive to meet all course requirements unless excused by the instructor with prior notice-- Please know that Work is technically not considered a justifiable reason for missing assignments or class as they are both equal obligations, and should be seen as such.

Valid reasons are considered on a case-by-case basis, but may include sudden serious injury, illness, legalities involving that of the courts (court date / jury duty), or death of close family member or relative, in all cases it is the responsibility of the student to provide documentation in order to be excused and not docked.

Even if an absence is determined to be excused, all missing assignments and information must be made up. Extensions to deadlines based on an EXCUSED condition or circumstance, is set at the instructors' discretion. The instructor will try to be fair and set a date that considers the nature of the circumstance and requirements of the course.

Students should be aware that when they register for the course they are committing to its schedule and its requirements. Pre-existing conditions or circumstances (even if noted above and documented) are not excused if they existed prior to the start of the semester. If you know that your condition or circumstance will impede your full participation and meeting the course requirements, you should not take this course unless you are prepared to be evaluated accordingly.

AS PER UHM's Statement on Student Responsibilities:

In instructional activities, students are responsible for meeting all of the instructor's attendance and assignment requirements. Failure to do so may affect their final grade. In all college-related activities, including instruction, they must abide by the college's codes and regulations, refraining from behavior that interferes with the rights and safety of others in the learning environment. Finally, if they decide to file a grievance, they are fully responsible for providing proof that they have been wronged.

(Syllabus Continued)

METHOD OF EVALUATION

PROJECT EVALUATION

Please see Evaluation *Grade Sheet*.

GRADING SYSTEM

A = 90-100 %

B = 80-89.9 %

C 70-79.9 %

D 60-69.9 %

F 0-59.9 %

Whatever method of evaluation is used, it is understood that the instructor reserves the right to make necessary and reasonable adjustments to the evaluation policies outlined.

SUPPLIES AND MATERIALS

Required Supplies

- A section of a three-ring notebook reserved for this course for the storage of notes, handouts, sketches, ideas and your writings
- 1 Sketch Book or 20 sheets of plain Laser Paper for sketches and rough draft printing.
- If not printing at a service bureau, 5-10 sheets of 12"x18 Inkjet photo paper (11"x17" is also ok), hold off on this until later in the semester, we may be able to arrange for paper sales via NMA.
- Portable Storage Device such as min capacity of 1 GB USB Flash Drive. Since you are now in the major, I actually recommend an external hard drive 80GB and above. Western Digital Passports are recommended (check Costco or Best Buy).and above storage capacity.
- 1 Fine Point Black Sharpie
- 2 Black Matt Board approximately 15"x20"
- 1 Spray mount (Non textured, un webbed)

- 2 Manila Clasp Envelope, approx 9"x12" for submitting projects and supporting docs
- Approximately 5 CDs or DVDs for burning final project documentation.

Recommended Supplies/Equipment

- Digital Camera (Highly recommended) but available for checkout.
- Wacom Tablet and Pen (Highly recommended) but available for checkout.
- Computer and Printer (available for use in NMA labs).
- The primary software used in this class is Adobe Illustrator, Photoshop and InDesign which is installed on all computers in class and in the NMA labs. If you are considering purchasing software for the course, please contact the UHM Bookstore as they offer great student discounts for educational purposes.

REQUIRED AND REFERENCE TEXTS

No text is required for this course. Readings will be supplied by the instructor on a week to week basis, in either paper handout form or online.

However, I do recommend looking at design journal, books and magazines (such as Print, Communication Arts, How) to inform your design and get your creative juices flowing! Visit your local Borders or Barnes and Noble, you can look before you buy.

DISABILITY SUPORT SERVICES (SSSO)

If you have a documented disability and have not voluntarily disclosed the nature of your disability and the support you need, you are invited to contact the Disability Support Services Office (DSSO), 734-9552 (V/TTY), Ilima 103, for assistance.