

Graphic Design

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Eastern Connecticut State University
Department of Art & Art History | Digital Art & Design

Graphic Design II | ART 329-01 | Fall 2019 | T, R 12:30–3:15pm | FAIC 330
Soojin Kim | Office: FAIC 318 | Hours: M 10:30–11:30am, T 10am–12pm, R 10am–12pm

Course Description

This course is designed to introduce students to the key concepts and practices of contemporary graphic design. Students will continue the exploration of typography-based design begun in Graphic Design I, as they begin to focus on organizing two-dimensional space conceptually and effectively with color and imagery. Therefore this course will cover the topics of color theory as well as the fundamental theories of graphic design and how they are applied in the graphic design field. All the topics covered by this course will be taught through lectures, demonstrations, critiques, in-outside-class studio activities

Primary Software Used: **Adobe Photoshop, Illustrator**
Levels: Undergraduate

Objectives

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

- Gain an understanding of how to apply color theory and design principles to solve graphic design problems.
- Utilize color and space as key elements of the two-dimensional design.
- Develop the skills of creating effective compositions of text, visual and information.
- Examine the process of integrating content and meaning with visual form.
- Demonstrate skill with media and software utilizing skills as a result of experiencing various creative design projects.

Materials

-
- Blackboard access *
 - An external hard drive or flash drive (32GB or more)
 - Sketch paper pad (preferred with grid)
 - Drawing materials of your choice

Recommended Reading

Graphic Design: The New Basics, by Ellen Lupton & Jennifer Cole Phillips
Design Elements, Color Fundamentals: A Graphic Style Manual for Understanding How Color Affects Design, by Aaris Sherin
Making Breaking the Grid: A Graphic Design Layout Workshop, by Timothy Samara
The Elements of Typographic Style, by Robert Bringhurst
Design Magazines & Blogs

Revisions To Syllabus*

The information contained in this syllabus is subject to revision at the discretion of the instructor. Students will be notified of any changes that will be made.

Class Rules

No food or drink in the Computer Lab. No exceptions! Smart-phones: no cell calls and no ear buds during class. We need to communicate throughout each class. Do not use the Internet for anything other than class work during class time. Use break time instead.

Attendance Policy

You are required to attend each class in its entirety. More than 2 absences, 2 late arrivals or early departures will affect your grade negatively unless you have a doctor's note. Attendance will be taken at the beginning of each class. It is your responsibility to see me during class if you arrive after attendance is taken. Email me ahead of time if you cannot attend class, if you will be late for class, and if you need to leave early for class. This does not constitute an excused absence, it is a professional best practice.

Grading

Your grade is based on assignments (70%), in-class exercises, participation, presentations (20%), and attendance (10%). Scores for assignment will be distributed as follow

Assignment 1 - Color Wheel Infographics(10%)
Assignment 2 - Color Inspirations (10%)
Assignment 3 - Digital Imaging (10%)
Project 1 - Identity Suite (Logo, Letterhead, Envelope) (20%)
Project 2 - Visual Voice Poster(20%)
Project 3 - Magazine Cover(30%)

Important Requirements: Be prepared to participate in class. Readings are due before the beginning of class for the date assigned so that you are familiar with the topics and prepared for discussion. Assignments are due at the beginning of class unless otherwise notified by the instructor. Two-thirds of the work for this class is expected to be accomplished outside of class. Use the Webb 410 General Computer Lab and FAIC 330/327 Open Lab, 313 Digital Resource Room (available with instructor permission for classwork only), online help, and textbooks—including associated websites—as reference tools to complete work and to practice techniques.

A 100–95 90% | B 89 85 80% | C 79 75 70% | D 69 65 60% | F 59% or below (A grade of C, 75% is the minimum grade which counts toward your major.)

	EFFORT / PERSEVERANCE	CRAFTSMANSHIP / SKILL	PROJECT / TIME MANAGEMENT
A <input type="checkbox"/> Consistently demonstrates outstanding creativity and original work.	A <input type="checkbox"/> Demonstrates excellent understanding and application of key concepts and learning objectives. <input type="checkbox"/> Demonstrates extensive planning, preparation, and effort. <input type="checkbox"/> Demonstrates multiple alternative options to communicate desired concepts / ideas.	A <input type="checkbox"/> Demonstrates flawless accuracy and attention to detail. <input type="checkbox"/> Demonstrates excellent software skill and hand-drawing skill. <input type="checkbox"/> Meets or exceeds all of the formatting and submission requirements.	A <input type="checkbox"/> Demonstrates excellent work-flow and file management skills. <input type="checkbox"/> Meets or exceeds all of the required deadlines.
B <input type="checkbox"/> Demonstrates above-average creativity and original work.	B <input type="checkbox"/> Demonstrates good understanding and application of key concepts and learning objectives. <input type="checkbox"/> Demonstrates good planning, preparation, and effort.	B <input type="checkbox"/> Demonstrates good accuracy and attention to detail. <input type="checkbox"/> Demonstrates good software skill and hand-drawing skill. <input type="checkbox"/> Meets all of the formatting and submission requirements.	B <input type="checkbox"/> Demonstrates good work-flow and file management skills. <input type="checkbox"/> Meets or exceeds some of the required deadlines.
C <input type="checkbox"/> Demonstrates average creativity and original work.	C <input type="checkbox"/> Demonstrates average understanding and application of key concepts and learning objectives. <input type="checkbox"/> Demonstrates average planning, preparation, and effort.	C <input type="checkbox"/> Demonstrates average accuracy and attention to detail. <input type="checkbox"/> Demonstrates excellent software skill and hand-drawing skill. <input type="checkbox"/> Meets some of the formatting and submission requirements.	C <input type="checkbox"/> Demonstrates average work-flow and file management skills. <input type="checkbox"/> Meets some of the required deadlines.
D <input type="checkbox"/> Demonstrates below-average creativity and original work.	D <input type="checkbox"/> Demonstrates below-average understanding and application of key concepts and learning objectives. <input type="checkbox"/> Demonstrates minimal planning, preparation, and effort.	D <input type="checkbox"/> Demonstrates minimal accuracy and attention to detail. <input type="checkbox"/> Demonstrates minimal software skill and hand-drawing skill. <input type="checkbox"/> Meets some to few of the formatting and submission requirements.	D <input type="checkbox"/> Demonstrates below-average work-flow and file management skills. <input type="checkbox"/> Meets some to few of the required deadlines.

**Department of Art & Art
History Policy on
Returning Artwork and
Other Assignments**

Assignments will be returned during scheduled class time, instructor’s office hours, or by special arrangement with the instructor. The instructor will hold assignments for six weeks following the end of class. Assignments not picked up during this period will become the property of the university and may be discarded.

Assistance at the Writing Center

The Eastern Writing Center, located in the ASC and staffed by trained peer tutors, is available to help all students with their writing. The Writing Center supports the liberal-arts mission of Eastern by helping students with their writing from any class, at any stage, from brainstorming and drafting to revision to proofreading and editing. We help students do their own work and do it more comfortably and confidently. Any student can and should use the Writing Center. The process of talking with readers about writing and getting feedback on student writing is something all writers do and can benefit from. Students can either drop into the Center or make an appointment by going to the “Useful Links” column on the Current Students webpage and selecting

“GradesFirst” <http://www.easternct.edu/index/current-students/>.

Students are asked to bring copies of any assignment sheets to the Writing Center, so tutors know what is expected of the assignment.

Assistance with Academic Advising and Subject Tutoring at the Academic Service Center

Students are encouraged to use the support offered by the Academic Services Center (ASC) located on the ground floor of the Library. Advising Services and tutoring in math, writing, and other subjects, including supplementary instruction, are available. The ASC also offers Peer Academic Coaching (PAC) assistance with study techniques, time management, “Eastern in 4” planning and understanding learning styles. For further information about our services, please call 465-4625 or check the ASC

website at

<https://www.easternct.edu/academic-services/index.html>

Office of Access Ability Services (OAS)

Eastern Connecticut State University is committed to following the requirements of the Americans with Disabilities Act and Section 504 of the Rehabilitation Act. If you are a student with a disability (or think you may have a disability) and require adaptations or accommodations, or assistance evacuating a building in the case of an emergency, please contact the Office of AccessAbility Services (OAS) at 860-465-0189 to discuss your request further. Any student registered with the OAS should contact the instructor as soon as possible for assistance with classroom accommodations. Please note that accommodations are not retroactive, and must be communicated through a Letter of Accommodation which is drafted by the OAS. The link to the OAS website is:

<http://www1.easternct.edu/accessability/>

Cheating, Plagiarism, and Personal Misconduct

Students are responsible for familiarizing themselves with the University’s numerous policies and procedures contained in the University Catalog and Student Handbook. The Code of Conduct policies and the Policy on Academic Misconduct are of special significance, since cheating, plagiarism, and personal misconduct are strictly prohibited and carry severe penalties. Students should read and understand Eastern’s Academic Misconduct Policy, which can be found in the student handbook.

<https://www.easternct.edu/student-affairs/studenthandbook.html>

All violations will be handled under the procedures established in this policy.

Student Sexual Misconduct Policy

Title IX of the Education Amendment of 1972, as well as the Board of Regents Policy on Sexual Misconduct Reporting, Support Services, and Processes, prohibit acts of sexual misconduct – sexual harassment, sexual assault, sex-based discrimination, dating violence, domestic violence, stalking, and inappropriate relationships between employees and students. If you or someone you know has been or experiences harassment or assault, resources are available with the Sexual Assault & Interpersonal Violence Response Team (SAIV-RT). Alleged violations can be reported to the Title IX Coordinator in the Office of Equity and Diversity at 860-465-5791. Reports to law enforcement can be made to Eastern Connecticut State University Police Department at 860-465-5310. To receive support and advocacy, please contact the Coordinator of the Sexual Assault & Interpersonal Violence Response Team (SAIV-RT) at 860-465-4314. You may also visit the SAIV-RT website at

<https://www.easternct.edu/.../sexualassaultpolicyandprocedures.html> for more information including a list of confidential resources.

Student Crisis Statement

Any student who is facing challenges (i.e. mental health, securing food/housing) and believes this may affect their performance in the course is urged to contact the Dean of Students at 860-465-5244 for support. Students experiencing an immediate threat to their safety or wellbeing should contact 24-hour emergency services by dialing 911 or the Eastern's University Police Department: 860-465-5310.

Final Examination Statement

University policy states that "No examination shall be given during the final week of scheduled classes of a full semester course." Faculty must receive prior approval from the Vice-President of Academic Affairs in order to schedule an examination during the final week of classes. Faculty may, with approval from the Vice-President of Academic Affairs in consultation with the Academic Dean and Registrar, hold a single exam session for all sections of the same course. Students will be notified of the exam date, time, and place on the course syllabus.

Course Outline

Week 1 T		COURSE INTRODUCTION - SYLLABUS REVIEW
Week 1 R	Exercise	LECTURE - COLOR TERMINOLOGY IN GRAPHIC DESIGN EXERCISE - COLOR & HEX CODE
Week 2 T	Assignment 1	LECTURE - BRIEF HISTORY OF TYPOGRAPHY ASSIGNMENT 1 - COLOR INSPIRATIONS Upload 11X17 300 DPI PDF & original image of your painted color wheel(PDF or JPG) or as a single pdf Required Information in the infographics <ul style="list-style-type: none"> • Real-world color choice of your own primaries(name of color and or brand of paint) • RGB, CMYK, and WEB color code corresponds to the real color of your choice • A wheel (or wheels) in hue and more than one tint and one shade wheel
Week 2 R	Assignment 1	LECTURE - COLOR SYSTEMS
WEEK 3 T	Assignment 1 DUE Project 1	LECTURE - MEANING OF COLOR PROJECT 1 - IDENTITY SUITE Please submit two PDF files of <ul style="list-style-type: none"> • Concept board(Logo Design, Type Choice, Color Choice, & Related Images) 17 x 11 of your final design as a PDF file • Design mock-up as a PDF file (above 2000x2000)
WEEK 3 R	Project 1	LECTURE - IDENTITY DESIGN
WEEK 4 T	Assignment 2 Project 1	LECTURE - COLOR INSPIRATIONS ASSIGNMENT 2 - COLOR INSPIRATIONS Upload 11X17 3a00 DPI 4page single PDF Create a 6 Color Portrait in 4 different versions representing four seasons using the Image Trace tool in the Illustrator.
WEEK 4 R	Assignment 2 Project 1	STUDIO
Week 5 T	Assignment 2 DUE	MID CRIT ON PROJECT 1

	Project	1	
Week 5 R	Project	1	STUDIO
WEEK 6 T	Assignment 3 Project 1		LECTURE - DIGITAL IMAGING 1 ASSIGNMENT 3 - DIGITAL IMAGING Create 4 MOCK-UPS and submit as 1 or more pdf file(s). Two for a brand identity from Project 1 & Two for T-shirt Using portraits you created from Assignment 2. Use 4 different MOCK-UP files.
WEEK 6 R	Assignment 3 Project 1		STUDIO
WEEK 7 T	Assignment 3 Project 1,2		PROJECT 1 PRESENTATION PROJECT2 - VISUAL VOICE POSTER Create a 40 X 28 inch Poster with at least 24 words of Activism message(You can use a quote or your own writing). This would be the expressive typography-based design with an emphasis on color and submit it as a single PDF file.
week 7 R	Assignment 3 Project 2		LECTURE - EXPRESSIVE TYPOGRAPHY
Week 8 T	Assignment 3 Project 2		IDEA PRESENTATION ON PROJECT 2
Week 8 R	Assignment 3 Project 2		STUDIO
WEEK 9 T	Assignment 3 Project 2	DUE	LECTURE - DIGITAL IMAGING

WEEK 9 R	Project 2	MID CRIT ON PROJECT 2
WEEK 10 T	Project 2	LECTURE - CMYK AND DIGITAL PRINTING
WEEK 10 R	Project 2	STUDIO
WEEK 11 T	Project 2 DUE Project 2,3	PROJECT 3 - Magazine Cover 1. Choose two different existing magazines and create a cover for each of them. Required Information on your cover: <ul style="list-style-type: none"> • Name of Magazine • Images(s) that you have retrieved from the Internet or created by yourself. Please make sure you have permission to use photos if you are downloading from the web. • Date, issue number and price • There should be a headline relating to the cover picture plus five (CHEGG) other articles relating to inside stories. • Bar Code <p>*The cover of the magazine should include images and headlines relevant to the topic of the issue of your choice of magazine.</p> 2. Create a personal but professional portfolio document using Adobe InDesign or Illustrator and include the works created in this class. **Submit 2 pdf files of the magazine cover(printable as actual magazine size in 300 dpi) and 1 pdf file of a portfolio(Total 3 PDFs).
WEEK 11 R	Project 3	STUDIO
WEEK 12 T	Project 3	IDEA PRESENTATION ON PROJECT 3
WEEK 12 R	Project 3	STUDIO
WEEK 13 T	Project 3	STUDIO

WEEK 13	Project	MID CRIT ON PROJECT 3
R	3	

WEEK 14	Project	STUDIO
T	3	

WEEK 15	Project	STUDIO
T	3 DUE	

FINAL	Project	FINAL PRESENTATION
EXAM	3	
