

ART 329-01

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 2020 | T, R 12:30–3:15pm | FAIC 330
Soojin Kim | Office: FAIC 318 | Hours: M 1-4pm, T 9am-11pm, R 9am-10pm

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 Illustrator and Photoshop**
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) and/or cloud data account(Such as Google and One drive)
- Sketch paper pad and pencil
- Headset or earbud
- Watercolor, gouache, or acrylic paint(Three primary + black & white)

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 and projects (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.)

**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.


COVID 19 Statement


Maintaining a safe and healthy campus is only possible if every member of the campus community follows the rules. Therefore, Eastern is requiring that all students and faculty wear a face mask that fully covers the nose and mouth but should not have a valve or vent to expel respiration, whenever they are on campus. This includes whenever an individual is in a classroom or classroom building. Face shields can only be worn with an appropriate face mask. Students who refuse to wear a mask in class can be referred to the Office of Student Conduct. This protocol complies with the safety standards established by the CDC and the Connecticut Department of Public Health and is included in the Student Code of Conduct.


Course Outline

		COURSE INTRODUCTION - SYLLABUS REVIEW
WEEK 1 8/27, R		
	Exercise	LECTURE - COLOR TERMINOLOGY IN GRAPHIC DESIGN
WEEK 2 9/1, T	1 DUE	EXERCISE 1 - COLOR TRIANGLE We'll be creating a triangle of color dots using Adobe Illustrator. This triangle represents RGB color systems and color dots represent colors created by blending primary colors from each color system. Create a triangle and submit it as a pdf file.
		ASSIGNMENT 1 - COLOR WHEEL INFOGRAPHICS Step 1 Create a 6inch diameter color wheel on paper with water base paint and brush. Step 2 Create an infographic on color using a color wheel from Step 1 as a reference. You can add more information in addition to following required information. Required Information in the infographics <ul style="list-style-type: none">• A color choice of your own primaries(name of color and brand of paint)• RGB, CMYK, and HEX color code correspond to the primary colors.• A wheel (or wheels) in hue and more than one tint and one shade wheel Upload 12X18 300 DPI PDF & original image of your painted color wheel(PDF or JPG) *Materials for the next class <ul style="list-style-type: none">☐ Painted color wheel
	Assignment	STUDIO FOR ASSIGNMENT 1
WEEK 2 9/3, R	1	
	Exercise	LECTURE -COLOR SYSTEM AND INTERACTION
WEEK 3 9/8, T	2 DUE	EXERCISE 2 - SQUARE IN SQUARE Choose three colors for each square set. Based on the instructor's example, creach 10 square sets on a letter size paper.
	Assignment	PROJECT 1 - WWP IDENTITY SUITE In this project, we will design a complete Identity suit (Brand logo and stationary)for Willimantic Whitewater Partnership. PROJECT 1.1 - Design Brief Read carefully the WWP PPT then try to complete the design brief for this project. Prepare the questions before the online conference with WWP. Submit the incomplete design brief.

 WEEK 3 9/10, R	Exercise 3 DUE Assignment 2 Project 1.1 DUE	LECTURE - COLOR INSPIRATIONS VIDEO CONFERENCE - ZOOM WWP MEETING EXERCISE 3 - VECTOR PORTRAIT https://helpx.adobe.com/illustrator/how-to/minimum-vector-portrait.html?playlist=/services/playlist.helpx/products:SG_ILLLUSTRATOR_1_1/learn-path:key-techniques/playlist:topic/set-header:create-and-edit-content-you-draw/en_us.json&ref=helpx.adobe.com Submit the outcome pdf image. ASSIGNMENT 2 - COLOR INSPIRATIONS https://www.ratermanis.com/blog/2017/10/27/create-a-high-contrast-portrait Create a posterized Self-Portrait in 4 different versions representing four seasons using the Image Trace tool in the Illustrator. In each portrait, the number of colors should not exceed 6. Upload Letter size 300 DPI 4page single PDF.
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 WEEK 4 9/15, T	Assignment 2 Project 1.2	LECTURE - IDENTITY DESIGN PROJECT 1.2 - Design Brief Completion & Mood Board Based on an online meeting and introduction PPT completed a design brief for this project. After completing your design brief, perform a research for your design by creating a Mood Board. Submit a design brief and mood board in two different pdfs.
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 WEEK 4 9/17, R	Assignment 2 DUE Project 1.2 DUE	STUDIO FOR ASSIGNMENT 2 & PROJECT 1.2
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 WEEK 5 9/22, T	Project 1.3	Submit the outcome pdf image. PROJECT 1.3 - CONCEPT BOARD Finalize your logo concepts and complete two different 17 x 11 concept boards(Logo Design, Type Choice, Color Choice, & Related Images) Submit them as a PDF file.
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 WEEK 5 9/24, R	Project 1.3 DUE	STUDIO FOR PROJECT 1.3
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**WEEK 6**

9/29, T

Project
1.3, 1.4**CRIT ON PROJECT 1.3****PROJECT 1.4 - DESIGN COMPLETION**

Choose one final design concept and complete identity suit design(Logo, business card, letterhead, and envelope). Submit them as a PDF file.

**WEEK 6**

10/1, R

Project **STUDIO FOR PROJECT 1.4**1.4
DUE**WEEK 7**

10/6, T

Exercise **EXERCISE 4 - MAKE A PRINT MOCKUP**

4

DUE

<https://helpx.adobe.com/photoshop/how-to/make-print-mockup.html>

Assignment

3

ASSIGNMENT 3 - DIGITAL IMAGING

Project

1.5

Create a T-shirt mockup using a portrait you created in Assignment 2. Submit it as a 300dpi 11x17 PDF file.

PROJECT 1.5 - DESIGN MOCKUP & EASTERN PRESENTATION

Choose one final design and work on mockup. After completing mockup, download the eastern design template and complete your presentation. Submit them as two separate PDF files.

**WEEK 7**

10/8, R

Assignment **STUDIO FOR PROJECT 1.5**

3

DUE**WEEK 8**

10/13, T

Project **LECTURE - VISUAL VOICE: EXPRESSIVE TYPOGRAPHY & COLOR**

1.5

DUE

Project








2

PROJECT2 - VISUAL VOICE POSTER

This is the expressive typography-based design with an emphasis on color. Create a 40 X 28 inch Poster with at least 24 words of Activism message(You can use a quote or your own writing.).

PROJECT 2.1 - DESIGN CONCEPT








Research your subject and visual. Words can be your own statement, collective words, or quote. Create two concept boards with a mood board(More than three poster examples).

	Project 2.1 DUE	STUDIO FOR PROJECT PROJECT 2.1
WEEK 8 10/15, R		
	Project 2.2	PRESENTATION ON PROJECT PROJECT 2.1
WEEK 9 10/20, T		PROJECT 2.2 - DESIGN PROTOTYPE Choose one design concept and develop the design to the prototype.
	Project 2.2 DUE	STUDIO FOR PROJECT 2.2
WEEK 9 10/22, R		
	Project 2.3	CRIT ON PROJECT 1.5
WEEK 10 10/27, T		CRIT ON PROJECT 2.2
		PROJECT 2.3 - DESIGN COMPLETION Complete the design. The poster should be printable onto a 40X28 paper in 300dpi. Submit a PDF file.
	Project 2.3	STUDIO FOR PROJECT 2.3
WEEK 10 10/29, R		
	Project 2.3 DUE	STUDIO FOR PROJECT 2.3
WEEK 11 11/3, T		
	Project 3.1	PROJECT 3 - Magazine Cover
WEEK 11 11/5, R		Choose two different existing magazines and create a cover for each of them. The cover main image for one magazine is an illustration and the other one is a photo.
		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

*The cover of the magazine should include images and headlines relevant to the topic of the issue of your choice of magazine.

PROJECT 3.1 - DESIGN CONCEPT

Research magazines. Pick two magazines and create two concept boards with a mood board (More than three magazine cover examples) for each magazine. Keep in mind that each magazine issue or volume has a specific concept or highlight a specific story or article.

 WEEK 12 11/10, T	Project 3.1 DUE	STUDIO FOR PROJECT PROJECT 3.1
 WEEK 12 11/12, R	Project 3.2	PRESENTATION ON PROJECT PROJECT 3.1 PROJECT 3.2 - DESIGN PROTOTYPE Choose one design concept for each cover and develop the design to the prototype.
 WEEK 13 11/17, T	Project 3.2	STUDIO FOR PROJECT PROJECT 3.2
 WEEK 13 11/20, R	3.2 DUE	STUDIO FOR PROJECT PROJECT 3.2
 WEEK 14 11/24, T	Project 3.3	CRIT ON PROJECT 3.2 PROJECT 3.3 - DESIGN COMPLETION Complete the design. Create a mockup for each magazine as well. Mockup should be 300dpi letter size. Submit magazine cover and mockup for each magazine(4 files totla)
 WEEK 15 12/1, T	Project 3.3	STUDIO FOR PROJECT PROJECT 3.3
 WEEK 15 12/3, R	Project 3.3	STUDIO FOR PROJECT PROJECT 3.3
FINAL EXAM 12/8,T	Project 3.3 DUE	
