2015

ARTS 142 Introduction to Graphic Design

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Graphic Design Basics 6th ed., Amy Arntson

COURSE DESCRIPTION
Graphic Design 142 is an introduction to Graphic Design. Students learn the basics of typography, page layout, and branding. Projects include: logo, type I & II, poster, and pattern. The basics of Adobe Illustrator and InDesign are also covered in this course. Students are introduced to the design process and become capable of generating quality research, sketches, rough drafts, and final deliverables. Students begin developing critical thinking skills in order to develop creative solutions to their projects.

COURSE OBJECTIVES
- Have an ability to solve graphic design problems in traditional and nontraditional ways.
- Have a proficiency in using Adobe Illustrator and Adobe InDesign.
- Have a proficiency and understanding of typography.
- Understand basic page layout.
- Articulate both verbally and with written assignments about aesthetics and content.

Assessment is based on the following objectives:

PROCESS
Commitment to each stage of the process
Evolution and development of idea

CREATIVITY
Diverse research, brainstorming, and approaches
Historical, social, and contextual awareness

FORMAL
Compositional structure & 2D understanding
Synthesis of subject matter and form

TECHNICAL
Presentation & craft
Development of project-specific technique

COMMUNICATION
Class Participation
Responsive, pro-active, and motivated

CLASS PROJECTS
1. Type A.
2. Logo
3. Type B.
4. Poster
5. Invitation and Pattern
COURSE MATERIALS
1. Sketchbook
2. Paper Folder for turning in Projects
3. Metal Ruler
4. White and Kneaded Erasers
5. Pencils, Pens, and Markers for rendering and sketches
6. Adhesive [Tape, Gluestick, Rubber Cement]
7. *Spray Adhesive (3M is best)
8. XACTO Knife #11 with #11 Blades
9. USB drive to store files.
10. Black Illustration Board 20”x30”
11. Tracing Paper (will need next class)

OPTIONAL:
- C-Thru Pica Ruler
- Triangle
- Marker Paper (Graphis is good)
- Bone Folder

Students will have access to: Printers (Color and B&W), Basic White Paper, Secured Computer Studio

If a student uses the computer studio, the student must agree to its proper use.

By signing the access card form on the first day of class, you agree to its policies.

SUPPLEMENTARY TEXTS AND RECOMMENDATIONS
- Become a member of AIGA. www.aiga.org
- Get a Student Subscription to CommArts, its $39 for a year subscription.
- www.commarts.com, www.aiga.org,
- Buy a Mac and Adobe Creative Suite 5

ATTENDANCE POLICY
Attendance will be taken daily. Arrive on time.
Students are allowed a maximum of 2 absences - NO EXCEPTIONS! *Every absence after this will result in a one letter grade deduction from the final grade.
2 tardies = 1 absence. If you are more than 5 minutes late, then you will be marked as tardy.
Do not miss critiques, project presentations, or scheduled appointments with the instructor, they will not be repeated. If you do miss, first contact another classmate for the information.
ANY missed critiques, final or intermediary will be a 10 pt. deduction from the project grade.

GRADING SCALE & POLICY
A = 90 - 100%
B = 80 - 89%
C = 70 - 79%
D = 60 - 69%
F = 59% and Below

1) PROJECTS: 75%. Each project is worth 100pts. See the attached “Project Evaluation Form”
2) QUIZZES = 25%. Quizzes are 10pts. each. There will be a quiz for each reading. If absent you may retake the quiz for half the points.

ADDITIONAL RULES AND POLICIES
If you do have to miss a class, find out from a classmate what we went over. Although most of the assignments will be online, check with a classmate - things can change.

Even if you are absent you are still responsible for turning in assignments on that day.

Review the University Plagiarism policy.
Late work is 10 pts. a day, not per class. Don’t expect any leniency with this.
No extensions and no Incompletes are possible.
Be self motivated, No passionless students, Take risks.
No complaining about long crits.
No whining about anything - could result in point deductions.
Email me other students if you have questions, then me.
If you are unclear about an assignment, then ask, don’t wait until the day of to tell me that you didn’t get it or didn’t have time to finish it.