

## GRA 140 Syllabus Desktop Publishing/Introduction to Graphic Design

Three Rivers Community College Fall 2009  
Tues. and Thurs. 9:30 am–10:45 am  
Mac Lab Room 218

This is an introductory course for beginning designers. We will be using the Adobe CS3 software consisting of Photoshop, Illustrator and InDesign to produce printed publications. This is a studio art course where you may be asked to work without the use of a computer for some projects in learning to apply Graphic Design principles. When learning to use the software programs, it is your responsibility to practice outside of the classroom in order to become comfortable with the software. Your full participation and attendance is valued and required.

There is NO food or drink allowed in this lab. Breaks will be given regularly. Please turn off all cell phones or pagers, do not use them during class time in the lab. Please do not socialize (including instant messaging) during class time, come to class prepared and on time. 20 minutes late to class or leaving 20 minutes early will be marked as an absence unless excused by the instructor. Please approach this class with the attitude of a professional designer working in a design studio.

### Introduction

This course will introduce you to the basic techniques and practices of Graphic Design. The focus is on typography, understanding methods of type layout, type as image and visual communication. Also covered will be what the role of the graphic designer is in the commercial art world in the organization of words and images with specific criteria in producing a product or service for clients.

Opportunities that exist in graphic are in corporate identity, environmental graphic design, and editorial design, and illustration, exhibit design, packaging design, electronic imaging, print design, multi media design, web page design, type design, film title design and corporate communications. This course can serve as a springboard to more specialized areas of graphic design to include web design, multi-media design and electronic imaging.

### Objectives

1. To establish an understanding of the role type in graphic design
2. To become familiar with the different design genres
3. To learn what constitutes informed typography
4. To explore formal design choices and creative design solutions
5. To create work that could be used for a design portfolio

### Required Text

"*The Non-Designer's Design Book*" Third Edition by Robin Williams

### Materials

4-5 CD-R compact disks  
USB drive or external drive

Adjunct Professor Rebecca Moran Brine  
Office hours, as needed  
Email: rebeccamoran@att.net  
Web site: www.springhillstudio.com

Notebook/Sketchbook  
Black ITOYA presentation book 8.5"x 11"  
Foamcore or matboard for mounting finished work.

### Optional Materials:

Markers/layout paper, tracing paper 8"x 10"  
Prismacolor or Pantone markers in black fine, medium and broad nibs  
HB Pencils (mechanical pencils work well)  
Eraser, Exacto knife/blades  
30" metal Tee-Square  
30-60-90 triangle  
AcucuSpec II  
18" metal ruler  
Drafting tape

### Projects

Emphasis of this course is on completion of projects, class exercises and student participation, discussions and demonstrations.

We will hold a class critique when projects are due. The process of solving a design problem is just as important as the solution. Hand in notes and the project assignment in your ITOYA presentation book.

Collaboration, personal expression and content development will be required along with the learning of the software tools and techniques.

In addition to final artwork, all projects must include a short written description of the work done, showing all phases of the process.

Projects are submitted in both hard copy and electronic format accordingly. Label all work with your name, date, project, title and course number. Notes may include research, sketches, idea notes, rough sketches, and final work. A description of the project should answer questions like; What you did to create the project, software used and steps taken? Where you got your research sources and information attained? How did you explore and develop the concept? How the solution solves the problem?

Printing can be difficult when everyone waits until the last minute to print out their projects. Do not wait until the last minute to print out projects that are due.

### Evaluation and Grading

Projects will be evaluated on how you solved the design problem as related to the assignment. Creativity and craftsmanship (use of tools), are important as they affect the outcome of the finished work. You are responsible for understanding the projects, assignments and class exercises, please ask questions if you don't understand. A student evaluation form will be provided for each student when handing back projects.

When handing in a project, ask yourself...

Does the work meet the criteria of the project as assigned?

Is the project well-crafted and well presented?

Is the work original? Did you learn how to use the software and/or tools?

Did you follow through on the class exercises? Did you show the process or how you did your work?

Each project upon completion will be evaluated using the University grade scale of (A-F). Grades are weighted so that final projects count more than beginning projects.

Projects, Assignments 30%

Sketchbook, Class exercises 30%

Class presentation and written paper 30%

Participation, Attendance 10%

### Due Dates

All work is expected to be completed by the due dates given. Unless otherwise specified, plan on the work being due at the beginning of the class period. If you have a problem meeting a deadline, please consult me in advance.

### Project Rules

Type must be an identifiable typeface (not made up or created by the student); except for text appearing as handwriting (any exceptions must be cleared by the instructor in advance). No fonts may be loaded on to the MAC's, please use the fonts provided.

Take notes and apply the lecture material to the assignments during lab time. Notes and exercises will not be formally graded, but will be checked and do apply to the projects given. Students found surfing the web or checking e-mail during class time will be asked to leave the class and marked as absent.

Basic workstation maintenance (computer and peripheral devices) is considered as part of your grade. Please try to work at the same computer during each class. Keep assignments and projects well organized in a folder in Student Work. Back up your work on CD's or external drives. Do NOT keep files on the computer desktop, they may be removed.

### Class Participation

Emphasis of this course is both on completion of projects and class participation. Students will be expected to participate in all class activities. Lectures, tutorials, discussions and critiques will occur regularly. A grade will be given for class participation and involvement.

### Attendance

Attendance to all class meetings is required. A sign-in sheet will be available. It is each student's responsibility to locate it and sign in. After two unexcused absences, each will lower your grade by one-half grade point. No exception. Students are responsible for all missed assignments *outside* of class. Makeup work must be submitted by the first class after the absence or it is considered a missed project. If there is a problem in attending a class, please notified me in advance.

### Student Work

Artwork and/or other assignments turned in for grading will be returned during scheduled class time, instructor's office hours, or by special arrangement with the instructor. The instructor will hold assignments for no more than one full semester following the end of class. Assignments not picked up during this time period will become the property of Three Rivers Community College and may be discarded.

### Students with Disabilities

If you are a student with a disability and believe you will need accommodations for this class, it is your responsibility to contact the Disability Counseling Services at 383-5240. To avoid any delay in the receipt of accommodations, you should contact the Disability Counseling Services as soon as possible. Please note that I cannot provide accommodations based upon disability until I have received an accommodation letter from the Disability Counseling Services. Your cooperation is appreciated.

Outline of Tentative Projects are subject to change based on the needs of the class.

1. Typographic business card, letterhead, envelope
2. Word Interpretations: describing an object
3. Type as Image: communicate a specific message
4. Typographic Poem: using type expressively
5. Logo Design: understanding signs
6. Postcards: designing in an art style
7. Magazine Article: create a double page spread
8. Re-Design: existing Ad
9. Poster: use of large format printing
10. Research paper on history of or famous designer