INTRODUCTION TO GRAPHIC DESIGN  ART 2400 SEC 003, FALL 2015

Tuesday, Thursday 9:00-11:45 PM Room FAV 213D
Instructor: Mike Daines
Email: mike.daines@usu.edu (inquiries EXCLUDING online critique)
Office hrs: Tues 4:15-5:00, Thurs 4:15-5:00, FAV 134 (Main Art Office)
Course Prerequisites: ART 1020 or ART 1110 (Drawing 1), ART 1120 or ART 1150 (2D Design), ART 1130 or ART 1160 (3D Design)

COURSE DETAILS

DESCRIPTION
This course offers fundamental skills relevant to the discipline of graphic design. Through studio projects, students learn the vocabulary of visual communication design and become familiar with graphic design digital and analog production processes.

OUTCOMES
Students who successfully complete this course will possess a stronger understanding of the field of Graphic Design including the problem solving process. Students will also obtain a foundational understanding of design software including Adobe Illustrator, Photoshop and InDesign.

OBJECTIVES (how to evaluate this course)
- Developing skills, competencies, and points of view needed by design professionals.
- Learning to analyze and critically evaluate ideas, arguments and points of view.
- Developing creative capacities for design.

GRADING POLICY

A 94-100  A- 90-93  B+ 87-89  B  83-86  B- 80-82  C+ 77-79  C  73-76  C- 70-72  D+ 67-69  D  63-66  D- 60-62  F 0-59

PREPARATION 30%
Preparation points are based on being in class each week having completed the specific assigned task from the week prior. You will not receive a preparation point if your work is not part of that classroom critique. There are 15 preparation points. One point available for each (non-lab) day of class.

PROJECTS 60%
The grading of projects is based on a combination of form, concept, presentation quality and evidence of a positive feedback loop. Projects are due at the beginning of class on final critique days. Late projects will be docked 1 full letter grade per day. Projects that are turned in on time may be re-worked for a higher grade. Exceptions will only be made based on extenuating circumstances (illness, injury, etc.)

PARTICIPATION 10%
Participation points are based on an ACTIVE involvement in class discussions, most specifically being a pro-active contributor in the critique of others work and having a positive attitude.

PROJECT OUTLINE

<table>
<thead>
<tr>
<th>Date</th>
<th>Project Description</th>
<th>Points</th>
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<tbody>
<tr>
<td>(9/1-9/8)</td>
<td>Design Analysis Essay</td>
<td>25 pts</td>
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<tr>
<td>(9/9-9/29)</td>
<td>Pictograms</td>
<td>100 pts</td>
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<td>(9/29-10/20)</td>
<td>Book Cover</td>
<td>100 pts</td>
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<td>(10/20-11/10)</td>
<td>Editorial Layout</td>
<td>100 pts</td>
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<td>(11/13)</td>
<td>BFA REVIEW</td>
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<td>(11/10-12/8)</td>
<td>Poster</td>
<td>100 pts</td>
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<td>(12/8)</td>
<td>Thanksgiving break</td>
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<td>BFA REVIEW</td>
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<td>Final critique</td>
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* Bracketed dates reflect INTRODUCTION DATE and PROJECT DUE DATE. Project sheets will be provided in class (and posted on Canvas) with in-depth project outlines, details & due dates when project is formally presented in class.
REQUIRED MATERIALS

USB or other storage device, sketchpad, Textbook: Graphic Design Solutions, 5th Edition, Landa

LAB FEE

$50.00 – lab software/hardware, misc. supplies, upgrades etc.

RESOURCES


LEGAL STATEMENTS

PLAGIARISM

Plagiarism includes knowingly “representing, by paraphrase or direct quotation, the published or unpublished work of another person as one’s own in any academic exercise or activity without full and clear acknowledgment. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials” (Code of Policies and Procedures for Students, Article V, Section 3A.1). The penalties for plagiarism are severe. They include “#1) warning or reprimand and #2) grade adjustment” (see: Article VI, Section 1A): Other penalties may also be imposed at the Dean’s discretion. These include probation, suspension, expulsion, withholding of transcripts, denial or revocation of degrees, referral to psychological counseling, and other appropriate disciplinary actions.

AMERICANS WITH DISABILITIES & NON-DISCRIMINATION

The Americans with Disabilities act states: “Reasonable accommodation will be provided for all persons with disabilities in order to ensure equal participation within the program.” If a student has a disability that will likely require some accommodation by the instructor, the student must contact the instructor and document the disability through the Disability Resource Center (797-2444), preferably during the first week of the course. Any request for special consideration relating to attendance, pedagogy, taking of examinations, etc., must be discussed with and approved by the instructor. In cooperation with the Disability Resource Center, course materials can be provided in alternative format, large print, audio, diskette, or Braille.

INCLUSION

No student is permitted to create a threatening, intimidating, or harassing environment in this course. Classroom civility is a part of the Student Code, and infractions will be pursued through the Student Conduct Coordinator. This course will be conducted in a safe and tolerant environment, and any person who detracts from that environment will be instructed to leave without the ability to make up coursework.