GRAPHIC DESIGN ART 160

SPRING 2013   Instructor: Bernardo <mark>Olmedo</mark>
(760) 234-3515
Mondays & Wednesdays 10:15-12:45 PM   **(regular)**
ofbernart@yahoo.com   3 units   Room 2724
(projects only) projectbox@yahoo.com

GENERAL OBJECTIVE: The student will learn to solve visual problems by creating effective graphic design projects that will communicate specific messages.

SPECIFIC OBJECTIVES: The student will develop a work methodology, visual investigations, and an intellectual capacity to discuss projects during critiques.

REQUIREMENTS: The student should have drawing knowledge and the capacity to digest given information in order to create a project.

COURSE STUDENT LEARNING OUTCOMES: At the conclusion of the course the student will be able to demonstrate an understanding of graphic design, visual communication skills, intellectual and computer software abilities to solve graphic communication problems. Also the student will have attractive art work that could be added to a portfolio. (rubric)

INSTITUTIONAL STUDENT LEARNING OUTCOMES: Students who complete a degree or certificate at IVC will demonstrate competency in these five areas: communication skills, critical thinking skills, personal responsibility, information literacy, and global awareness.

CLASS PROCEDURE:
- The teacher will give lectures and demos.
- The teacher will present to the class a project written description.
- The student will develop visual investigations and he or she will present a minimum of 6 sketches containing the conceptual idea of the project.
- The student will show and discuss the sketches with the teacher, and then he or she will pick a final idea to develop. The teacher should always know what the final idea will be.
- The student will work on the projects during class.
- The projects should be completed and presented <u>punctually to the class on the specified date</u>, All sketches and references should be given to the teacher. All sketches and references count for the grade.
- Each project will be presented on class and will be discussed by the author, the class and teacher.
- Presentation counts as part of the grade. The author should talk about his/her solutions, ideas, creation process, experiences etc.
- Grades will be given by the teacher on each project.

(During lab time the student is allowed to listen music **only** if he is using headphones No student will play music during lectures, demos, or presentations)

EVALUATION CRITERIA: The following aspects will be taken in consideration for the <u>final grade.</u>
1.   **Class work, homework and participation**   All students should bring their materials to class in order to work on projects. Participation in class and during critiques will count as well as the good or bad behavior of the student. Respect is a must between all class members.
     Class participation, class work , homework and critique participation counts **30%** of the final grade.
2.   **Exam** Towards the end of the session, an exam will be given.
     The exam value is **20%** of the final grade.
3.   **Projects** Three main aspects will be taken in consideration in order to grade projects; **concept,**
     design, and **craft.**   Projects count **50%** of the final grade. (if projects are not sent as jpeg format the student will lose a point)

                                                                                    Class

participation= 30 pts

Exam=   20 pts +
     6 projects of 6 points each=36 pts + 1 final project of 14 points= <u>**50 pts**</u>

100 pts

<u>Attendance</u> This is a class where students learn by lectures, demos but also by doing class work.
<u>**Attendance at every class is very important**</u>. Being absent **4 class sessions** without reasonable excuses of absence will automatically cause **dropping of the course or an F grade if applicable.** Reaching the amount of **4 TARDIES** will substract **5 points** out of the final grade. Leaving early is not allowed, unless it is discussed with the instructor previously. Also leaving early count as one tardie.

<u>**COMPUTER EQUIPMENT**</u> All students will use the computers only for class purposes, No student is allowed to play, download, erase, add, connect or modify the computer or the programs. Any misuse of the equipment will affect grades or class status. Students may or will have to share computers with other class members. During lab time the student is allowed to listen music **only** if he is using headphones No student will play music during lectures, demos, or presentations.

<u>**PLAGIARISM:**</u> Any case of plagiarism will be judged according to IVC rules.

<u>**PROJECTS:**</u> Six projects of 6 points will be given during the semester. The value of the final project is 14 points (7 projects total). Logos, a poster and animated gifs are some of the projects that will be created in class. **Late projects will automatically lose 1 point.**
In order to prevent misunderstandings it is important that the student keeps all of his or her projects together <u>clean and ready</u> to be revised just if the case is needed.

<u>**MATERIALS:**</u>
- **Sketchbook**
- **USB jump drive 256 MB (saving files in classroom computers is not safe)**
Other materials may be needed. The teacher will inform ahead of time about what materials would be needed for each class or project.

<u>**REQUIRED TEXT:**</u>   <u>Graphic Design Solutions</u>, Robin Landa
<u>**RECOMMENDED BOOKS:**</u> <u>Designing with Type</u>, James Craig
<u>Notes on Graphic and Visual Communication</u>, Gregg Berryman
<u>Illustrator 10 for Windows & Macintosh,</u>   Elaine Weinmann and Peter Lourekas
<u>Photoshop CS for Windows & Macintosh,</u> Elaine Weinmann and Peter Lourekas

CLASS OUTLINE
<u>**THEORY**</u>
I DEFINING GRAPHIC DESIGN AND THE DESIGN PROCEDURE
II FORMAL ELEMENTS
III PRINCIPLES OF DESIGN
IV DESIGNING WITH TYPE
V MANIPULATION OF GRAPHIC SPACE

<u>**ADOBE ILLUSTRATOR AND PHOTOSHOP SOFTWARE**</u>
I TOOL BOXES AND COLOR PALETTE
II ANCHOR POINTS
III LAYERS, SCANNING AND IMPORTING IMAGES AND APPLYING FILTERS
IV DESIGNING WITH TEXT
V ANIMATING GIFS

<u>**DISABLED STUDENTS:**</u> Any student with a documented disability who may need educational accommodations should notify the instructor or the Disabled Student Programs and Services (DSP & S) office as soon as is possible.
DSP&S, Rm. 217, Health Sciences Bldg. (760) 355-6312

IMPORTANT INFORMATION The instructor is NOT responsible for dropping students. If a student needs to drop the course he or she should do it. If the case is applicable failing to drop will result an "F" grade.