NAME:

EDMONDS COMMUNITY COLLEGE

COURSE DETAILS
Course Name: ART 225 - Graphic Design I
Number: 1096
Credit: 5 Hours
Location: MDL 210
Time: TTh 12:30 PM to 3:20 PM
Prerequisites: None

INSTRUCTOR DETAILS
Name: Minh Carrico
Telephone: 425-640-1390

Email: minh.carrico@email.edcc.edu **NOTE: enter your class name and time in subject line**
Office: MDL 230
Hours: M 8:00am – 10:00am
           M 3:20pm – 4:00pm
           W 8:00am – 9:30am

COURSE DESCRIPTION
Graphic design, its history, imaging and the elements and principles of design in visual communication. An introduction to graphic production tools and processes in graphic presentations. The graphic computer as a visualizing tool in graphic design.

In this lecture/lab course, Modernism design theory and techniques will be explained through lectures, in class assignments and out of class projects. You will demonstrate the principal and elements of Modern aesthetics though the use of sketches and Adobe InDesign on an Apple computer platform. Critical thought processes will be demonstrated through presentations and portfolio reviews.

NOTE: This class my view and talk about graphic design and/or photographic works related to adult content for example; sexuality, language and so forth.

REQUIRED MATERIALS
1. Exploring the Elements of Design
    a. Evans/Thomas
    b. ISBN: 978-1-111-64548-9
2. 1-USB flash drive (4 GB minimum)
3. Pen and Pencil
4. 9 x 12 Sketch book
5. Color printing and binding services by either FedEx Office, Office Depot, UPS Store, or other stores that offer full service copies.
6. Self-Addressed Stamped Envelope (SASE), large enough to hold the final portfolio booklet with approximately $2.00 of postage.

College-Wide Abilities (CWAs)

Edmonds Community College emphasizes the following core college-wide abilities to provide a consistent educational focus that encourages students and members of the college community to develop knowledge, habits and skills for lifelong learning.

1. **Communication and interact respectfully about graphic design using appropriate vocabulary and symbols.**
   a. Writing will include: written critiques and reflections
   b. Oral presentations will occur in class critiques

2. **Reason clearly using varied analytic and creative approaches related to basic principles, ideas and themes relevant to the study of graphic design.**
   a. Generating multiple ideas for a solution
   b. Gathering of information and research

3. **Explore critically and creatively.**
   a. Synthesis of ideas and information in the projects generated toward a final solution
   b. Utilizing past information and research in response to assignments

4. **Act responsibly both individually and collaboratively, within changing environments.**
   a. Working on specific projects and critiques with respectful attention to the contributions of all participants

Students, who earn any of our two-year degrees or shorter-term certificates, have many opportunities across the curriculum to develop and apply college-wide abilities in preparation for their roles in an increasingly diverse, information-driven society.

Humanities Outcomes

1. Introduce analyzing and critically evaluating major ideas, concepts, or trends in the Humanities.

2. Introduce demonstrating knowledge of cultural practices, intellectual trends, or aesthetic productions of their own culture and other cultures.

3. Introduce critically and imaginatively applying insights from Humanities studies to social, cultural, professional, or political contexts.

4. Introduce developing and communicating their own intellectual, expressive, or aesthetic processes and finished work.

VISUAL ARTS OUTCOMES
Upon successful completion of this 5-credit course, the student will be able to:

1. Effectively apply and discuss specific elements and principles of design
    to completed course projects and assignments.

    a. Patterns, Grids, Balance, Scale, Proportions, Rhythm, Emphasis

    b. Hue, Tint, Tone, Shade, Monochromatic, Analogous, Complimentary, Split
        Complimentary, Triad, RGB, CYMK,

    c. Line, Shape, Texture, Value

2. Effective apply techniques and skills of good craftsmanship to completed projects and
    course assignments.

    a. Typography, Lead, Kerning, Tracking, Fonts, Font Family, Type anatomy

3. Effectively generate, consider and evaluate problems in design.

    a. Spatial reasoning, Contrast, Visual Balance, Flow

4. Produce quality work through the application of a variety of design techniques and media.

    a. Adobe InDesign CS6.0 and the following tools, direct selection, indirect selection,
        pen, pencil, type, shape in addition to the appropriate panels and control functions,
        Apple iMac computers, exporting to PDF, black and white printer along with color
        printing.

5. Demonstrate knowledge of basic compositional guidelines and apply them effectively to
    completed course projects and assignments

    a. Patterns, Grids, Balance, Scale, Proportions, Rhythm, Emphasis

6. Give and receive constructive critiques of design projects created by you and colleagues
    using language appropriate to the domain and course themes.

    a. Evaluation, Analysis, Exploration, Form, Subject, Content, Objective Criticism,
        Subjective Criticism, Descriptive Criticism, Cause and Effect Criticism, Compare
        and Contrast Criticism, Gestalt, Rorschach

7. Demonstrate research skills in a specific medium or period for presentation and proper
    documentation of research.

    a. Research may be accomplished in one or more of the following ways: Writing
        critiques and assignments.

    b. Presentation may be accomplished in one or more of the following ways: Oral and
        visual presentations to the class.

    c. Proper documentation will be: Portfolio and writing in MLA guidelines.

CLASS Working Arrangements

Engagement in this course will include:

1. All handouts will be delivered electronically.

2. All assignments must be submitted on time. **LATE work will not be accepted**.

3. All digital files must be submitted a server access via a campus computer. **NO email submissions.**

4. This class is supplemented with Canvas. The syllabus, announcements, links to class resources, tests, and other information will be available on the Canvas class site. For more information about Canvas, see the Distance Learning Office website at **www.edcc.edu/online**

5. As a courtesy to both the instructor and other students **Cell phones, iPods, CD players, laptop computers, SMS devices, personal gaming consoles, playing online gaming, viewing online videos not related to class, other forms of electronic communication, and entertainment devices are to be turned off while class is in session.** There are no exceptions to this rule.

College Work Arrangements

1. College classes are larger and longer and do not meet every day.

2. College tests are less frequent than in high school.

3. College professors often test students on material not specifically covered in class.

4. College students are expected to do more writing in college than in high school.

5. College professors frequently request homework to be completed but do not always counts it in the final course grade.

6. College classes is LESS "textbook focused."

7. College classes focus on applying concepts and recognizing themes rather than on simply acquiring facts.

8. College students have a much greater quantity of work, both in-class and out-of-class assignments.

9. There are likely to be students in your classes who are very different from you in relation to age and cultural background.

COURSE GRADE

There are 100.0 accumulative total points possible for this course and are comprised of the following:

1	Visual Journal	x 20.0 points	= 20.0
3	Assignments	x 8.0 points per assignment	= 24.0
3	Writings	x 4.0 points per writing	= 12.0
1	Quiz	x 2.0 points	= 2.0
3	Tests	x 4.0 points per test	= 12.0
1	Final Portfolio	x 30.0 points	= 30.0

Accumulated Total Points   **= 100.0**

The total accumulated points earned at the end of this course are converted to a 4.0 decimal grade. Divide the total accumulated points by 25 to determine the decimal grade. The chart below shows the conversion between the total accumulated points, a decimal grade, and a letter grade.

Accumulated Total Points	Decimal	Letter
100. - 86.3	4.0 - 3.5	A
86.2 - 62.3	3.4 - 2.5	B
61.2 - 36.3	2.4 - 1.5	C
36.2 – 23.75	1.4 - 1.0	D
23.74 - 0.0	0.0	F

GRADING PENALTIES

1. **Absences:** After three absences, the instructor has the right to drop and/or fail you from the class.

2. **Arriving to class late:** 0.5 point will be deducted from your participation grade.

3. **Leaving class early:** 0.5 point will be deducted from your participation grade.

4. **Technology usage:** 1.0 point will be deducted from your participation grade for using cell phones, iPods, CD players, laptop computers, SMS devices, personal gaming consoles, playing online gaming, viewing online videos not related to class, other forms of electronic communication, and entertainment devices.

5. **Late work is NOT accepted in this class:** Only under extenuating circumstances will late work be accepted due to medical and/or legal matters. A letter from your Doctor or lawyer must be presented.

6. **V and I grades are not given**

GRADING RUBRIC

Example: This is an assignment that is worth 8 points total

PRINCIPLE

1. Create a minimum of **40 digital sketches** in either **De Stijl and/or Swiss Style** design style in **black and white** that demonstrates the following principles:

    Hierarchy

    Negative space

2. **Black and white** ONLY, no color.

3. Choose **three versions** and place the pages at the end of the document for your presentation.

TECHNICAL

4. Name your InDesign document on your USB drive as follows:

    ART 226B_A1_LastName.FirstInitial.indd

5. Export a PDF version of your chosen 3 designs using all printers' mark including bleeds:

    ART 226B_A1_LastName.FirstInitial.pdf

6. Using your PDF, print an 8.5 h x 11 w black and white output of each of the 3 chosen letterheads.

7. Turn in your print outs, InDesign and PDF documents on the server folder:

    VISCO > ART 226B > Assignment 1

CRITIQUE & PRESENTATION

In preparation for your class presentation and critique, consider the following:

11. Be able to explain how you represented some of your 5 words?

12. Which graphic design style did you choose and why?

13. What are the reasons for your color chooses?

14. Be able to express what other principles that you used besides those required?

Example: This is the grading rubric for the assignment that is worth 8 points total.

Outcome Category	Vaguely 25%	Adequately 50%	Clearly 75%	Distinctly 100%	Points earned
Demonstrate an understanding of the creative process by using the elements and **principles.** This is worth 50% of the total 8 points.	1.00	2.00	3.00	4.00	3.00
Demonstrate creative activity in a specific discipline by engaging in the **technical** process. This is worth 25% of the total 8 points.	0.50	1.00	1.50	2.00	1.50
Demonstrate the ability to **critique** & **presentation** of the creative process. This is worth 25% of the total 8 points.	0.50	1.00	1.50	2.00	1.00
TOTAL SCORE					**5.50** out of 8.0

RECOMMENDATIONS FOR SUCCESS

1. Take notes on the assigned material.
2. Make the library an important place in your life. Learn to use its resources effectively.
3. Plan to spend at least one hour of homework time for every hour of class time. Use this time to work on your project, make sketches for projects, transcribe and review your lecture notes and read relevant art texts.
4. If something is confusing you ask questions of me in class or via e-mail.
5. Be an active participant in class discussions and critiques. Be prepared to discuss the material, concepts and media we explore.

COLLEGE POLICIES:

SAFE ZONE:
EdCC does have a policy on discrimination and harassment. Discrimination, harassment, and abusive conduct that threaten or endanger the physical or psychological health, safety, or welfare of an individual or a group of individuals on the basis of sexual orientation, race, ethnicity, age, gender, sex, religion, nationality, or disability will not be tolerated. This class will operate as a "safe zone" which means everyone in the class is treated respectfully and should anyone feel they are not treated fairly and with respect they should immediately let me know.

ACADEMIC INTEGRITY:
Academic honesty is essential to learning in college. Cheating and plagiarism are serious violations of EdCC Student Rights and Responsibilities Code, and will result in college disciplinary action such as formal reprimand, probation, suspension, or dismissal. If you represent the work or ideas of another as your own, zero credit may be given for that assignment. A second violation may result in a failing grade for the course. Whenever you turn in any assignment in this course, the understanding is that what you are turning in is your own original work, except to the extent that you explicitly credit others for their contributions. (For example if you are quoting a source or copying a piece of art for your reflection you will need to cite the source.) Reference for proper citation can be found at:

http://www.edcc.edu/library/guides/default.htm

COLLEGE CLOSURE INFORMATION:
You can sign up to receive email or text notifications of college closures or delayed openings due to weather or other emergencies at http://www.schoolreport.org/. You can also call the college's switchboard at 425.640.1459. This class will only be cancelled due to whether conditions if the whole school closes.

STUDENT RESOURCES:

Accommodations/Resources Services for Students with Disabilities

If you require an accommodation or resources for a hidden or visible disability, or have questions about a perceived or diagnosed disability and its impact on learning, please contact Services for Students with Disabilities in Mountlake Terrace Hall, Room 159 (425.640.1320 or ssdmail@edcc.edu).

Counseling & Resource Center

Early upbringing and trauma certainly impact student development and there may be issues to explore in counseling or therapy. Our campus offers free and confidential counseling services. If students wish for personal or career counseling they are encouraged to schedule a counseling appointment with a professional counselor. You may make appointments through the Counseling and Resource Center in Mountlake Terrace Hall, Room 145 (425-640-1358).

Student Success Strategies

There are many campus resources to assist you with your success as a student. Resources include the Library, TRiO Student Support Services, Career Action Center, Learning Support Center, Counseling and Resource Center, and campus computer labs. Please ask us if you have a question about, or need a referral to, any of our campus services.

Additional Campus Resources

- Academic Calendar: http://calendar.edcc.edu/_academic.php
- Advising: www.edcc.edu/advising
- College Policies and Procedures: http://catalog.edcc.edu
- Counseling and Resource Center: www.edcc.edu/counseling
- Distance Learning Office: www.edcc.edu/online
- Diversity Student Center: www.edcc.edu/dsc
- Learning Support Center: www.edcc.edu/lsc/Tutoring_Center.php
- Library, including online resources: www.edcc.edu/library
- Center for Student Leadership and Engagement: http://www.edcc.edu/csel/
- Student Technology Advice & Resource Team (START): start edcc
- Student Handbook: http://www.edcc.edu/stulife/handbook/
- Student Printing Guidelines: www.edcc.edu/acs/Printing
- Student Services: www.edcc.edu/students

**** Final Note: Please consider this document our contract for this course. Understand in an effort to respond to the needs of the class and the best use of time, I may need to make some minor changes to this syllabus. The entire class will be involved in this discussion should changes be necessary.