

**EDMONDS COMMUNITY COLLEGE****COURSE SYLLABUS: Summer 2010****Course:** Art 225A - Graphic Design I**Instructor:** Kristi Gibbs**Item Number:** 0529**Office Hours:** By Appointment**Credits:** 5**Office Location:** MDL 234**Classroom:** MDL 210**Telephone:** 425 640-1314**Time:** 1- 4:10 PM M/W**Email:** kgibbs@edcc.edu**Final:** Aug 27<sup>th</sup> 3:30-5:30

**COURSE DESCRIPTION:** Graphic design, its history, imaging and the elements and principles of digital design in visual communication. An introduction to computer graphic design production tools and processes in visual illustration.

**PREREQUISITES:** None

**Text and Materials Required:**

**TEXT:** *Graphic Design Solutions, Robin Landa, ISBN: 0-495-57281-0*

**MATERIALS:** Please note along with textbook it is the students' responsibility to bring the following items to EVERY class:

- 1-USB thumb drive 2GB
- 9X12" sketchbook
- Pencil with eraser

*For the final you will need the following:*

- 8.5x11 Presentation Portfolio with plastic sleeves

**Art Department Outcomes:**

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

- Apply artistic layout and design principles
- Demonstrate technical ability in using Adobe InDesign
- Learn to apply color theory analyzing on screen color in comparison to print outs.
- Gain an artistic and photographic vocabulary when writing or talking about graphic design
- Learn how to give and receive constructive criticism of designs, projects, and portfolios
- Learn about current and past graphic designers and the genre of their work
- Gain knowledge of the commercial applications of graphic design

**College Wide Outcomes:**

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

**-write and speak clearly about graphic design using appropriate vocabulary and symbols**

**writing will include:** written critiques, research essays and reflections

**oral presentations will include:** in class critiques and/or class presentations

**-critically gather, analyze, synthesize and apply information related to basic artistic principles, ideas and themes relevant to the study of graphic design.**

**Critical thinking is demonstrated by:**

applying the reading, research, lectures, tools, theories and strategies presented in class to solve various graphic design problems

honest, critical self-evaluation of projects and assignments of ones own work as well as that of ones peers

**- work cooperatively in a small group to achieve a common project.**

Working on specific projects and critiques with respectful attention to the contributions of all participants.

## **WORK EXPECTATIONS**

- This course will require your attention for at least 10 hours each week, 6 hours in class and a minimum of 4 hours outside of the classroom.
- Expect to complete 3 design units, Each unit will including sketchbook/visual journal exercises, computer exercises, quizzes, out of class assignments, written and oral critiques and classroom participation.
- It is the students responsibility to keep a sketchbook/Visual Journal for this class (detailed description attached).Students are required to bring this journal to every class for notes, project ideation and use outside of class for project research and documentation. You will have regular assignments and due dates. The journal will be checked intermittently during the quarter to assess and score your participation and engagement in keeping this journal current. If students do not have it when requested they will loose points.
- Students are expected to have access to the InDesign software to use out of class. There are open studio days offered in MDL 210 for those that do not have other options. The expectation is that you will be doing computer work outside of class and it is your responsibility to make arrangements to access an available computer with the appropriate software.
- All classroom exercises journal entries and homework assignments must be completed and turned in on time for a final course grade. THE INSTRUCTOR DOES NOT ACCEPT LATE WORK. PLAN YOUR TIME ACCORDINGLY. DUE DATES WILL BE ANNOUNCED IN ADVANCE IN CLASS BY THE INSTRUCTOR AND POSTED ON THE BLACKBOARD.
- A final portfolio of your work and all sketchbook/Visual Journal documentation will be due at the beginning of the final class period. This will include re-edited classroom assignments as well as new original documents, and a final written analysis of your work for the quarter. You will be submitting both a hard copy portfolio and an electronic portfolio via the server.
- Attendance and participation at the final critique is required for a course grade.

**Final is Friday Aug 27th 3:30 -5:30**

- Successful communication in this class requires access to Blackboard via an Internet browser. For up to date information about class activities it is the student's responsibility to access the ART 225 Blackboard classroom on a weekly basis for announcements, handouts, instructions, written critiques, due dates, grades and updates about class.
- Instructions for the EdCC Blackboard are located at the following address:

[http://online.edcc.edu/study/Bb\\_login.html](http://online.edcc.edu/study/Bb_login.html)

Technical support is available at:

<http://www.edcc.edu/online/support>

If you require further assistance with Blackboard call: 1-866-886-4854 (24/7)

## **Recommendations for Success:**

- Keep an open mind about the material presented.
- Expect that you will have to spend several hours a week out of class working on assignments. You will not have time in class to complete all assignments, plan for this.
- Make use of the open lab times to complete your projects.
- Be an active participant in class discussions and critiques. Be prepared to discuss the material, concepts and media we explore.
- You will be expected to record a variety of solutions to each assignment in your journal to document your process. Use your visual journal to take notes during presentations, lectures, and demonstrations. This journal is a place to write critiques and impression of yours and others work. You will also use this as a place to collect ideas and images for inspiration about color, composition, typography, style and research. This is a reference and inspiration document

that will be assessed several times during the quarter and will be examined and graded for completeness and independent initiative as well as individual expression, use it as such.

- ASK questions, questions, questions...

## Classroom Participation Points:

*Disciplined lab classroom work is the core of being successful in this course. As college students this is your contract with, and notice from the instructor, regarding expected college level studio/classroom behavior. Expect to lose participation points if you do not acknowledge and/or respect the lab classroom's learning environment. For each class day's active participation, coming prepared for the day's lessons, and timely class attendance you earn an accumulated 5 points. Assessment in this area constitutes 20% of your final grade. (80 points out of 400)*

- **Timely attendance:**
  - An absence is an absence regardless of the reason. Understand that non-attendance is an absence regardless of the reason and you will lose the points for this day. It is your responsibility to contact the instructor as soon as possible if you are having difficulty attending so your options can be discussed. Each situation is different and will be dealt with on an individual basis. **Communication is the key to success in this class. If you know you'll miss class, please talk to me in class or via email.**
  - If you are late or leave early you will lose points.
  - **If you miss more than 3 class days the instructor reserves the right to fail you for non-attendance.**
- **Coming to class prepared:**
  - Come prepared to work in class. I am assessing you on your work during lab times as well as during lecture times. Make wise use of work times.
  - You will lose points if you come to class unprepared for whatever reason, this includes homework, pencils, pen drives, tools, Visual Journal/sketchbooks.
- **Distractions from classroom learning activities:** *Be respectful of the learning environment when in the Lab/ Classroom. Points can be deducted from the attendance/participation score each time the following guidelines of studio behaviors are not honored. Do not distract instruction or other students who are trying to work by:*
  - **Excessive talking in the classroom:** Discussion should be kept to a minimum and in low tones. Please keep your conversations to classroom topics. Be aware that talking can be distracting to others in the class respect others right to a quiet undistracted learning environment.
  - **Internet and/or computer engagement that is not related to the assignments during ANY class time,** including but not limited to: online gaming, social networking or any unrelated websites or doing homework during lecture time.
  - Related to the distractions above: **not being on task:** If assignments are complete practicing skills that are in direct relationship to ART 225 will be expected during classroom lab times. Work in your sketchbook, practice skills related to graphic design or ask the instructor if there is some other activity that is related to your current or future assignments that you can attend to. Sitting idly or catching up on your email is not considered good use of your class time.
  - **Electronic devices:** Cell phones, iPods, CD players SMS devices personal gaming devices or any other electronic communication or entertainment devices are to be turned off during class time. **THIS INCLUDES TEXT MESSAGING DURING CLASS.** If you have some sort of emergency you can discuss it with me BEFORE class. This classroom is a no cell phone zone and you will lose points for each interruption.
  - If someone is a constant distraction to the learning atmosphere of fellow students they will be asked to leave.

**Course Grade:** will be based upon the student's full completion of each unit, in and out of class participation, attendance, a portfolio of the quarter's work and a final critique for a total of 400 points:

*Assessment Criteria.* Grading is by a decimal scale and will be based on the average of the following activities:

-Classroom participation and attendance points: **80 points**

- 3 learning units, 80 points each: **240 points**

-Each unit will measure the following:

- \*Reading and research in assigned areas
- \*Preliminary sketchbook/visual journal entries
- \* Computer exercises
- \*Application of the unit information to the completed project
- \*Written/oral peer and self-critique

-The final portfolio will contain: **80 points**

- \*Final edits on the projects from units 1-3 based on peer and instructor critique feedback
- \*A final project demonstrating workflow, design elements, and mastery of the tools covering in the previous 3 units
- \*A final written assessment of the work you did over the quarter

### COURSE GRADE

A final decimal grade will be assigned using a scale similar to the one below:

98-100%	4.0		76-77%	2.3
96-98%	.3.9		75-76%	2.2
94-96%	3.8		74-75%	2.1
92-94%	3.7		73-74%	2.0
90-92%	3.6		72-73%	1.9
88-90%	3.5		71-72%	1.8
87-88%	3.4		70-71%	1.7
86-87%	3.3		69-70%	1.6
85-86%	3.2		68-69%	1.5
84-85%	3.1		67-68%	1.4
83-84%	3.0		66-67%	1.3
82-83%	2.9		65-66%	1.2
81-82%	2.8		64-65%	1.1
80-81%	2.7		63-64%	1.0
79-80%	2.6		62-63%	.9
78-79%	2.5		61-62%	.8
77-78%	2.4		60-61%	.7
		Below 60% is Non-Credit		

**Instructor Withdrawal (V), Incomplete (I), Satisfactory/Unsatisfactory (S/U) grading policies:** V grades and I grades are not generally given.

## COLLEGE POLICIES: BE AWARE OF THE FOLLOWING 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> or on the ART 225 blackboard site.

### **Early Alert:**

Throughout the quarter, instructors may notify Student Services about students who are not maintaining satisfactory academic progress or attending classes regularly. Resources and services may be provided to help these student successfully complete courses. If academic difficulties persist, students may be contacted more than once. For more information, call Kelly Ferguson at 425 640-1319

### **Resources:**

**Services for Students with Disabilities.** If you require an accommodation for a disability, please contact Services for Students with Disabilities in MLT 159, 425-640-1320, [ssdmail@edcc.edu](mailto:ssdmail@edcc.edu)

\*\*\*\* **Final Note:** Please consider this our course contract but also understand in an effort to respond to the needs of the class and our 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.