SYLLABUS

Art 225 – Graphic Design I

COURSE INFORMATION

- Fall, 2018
- 5 Credits
- Time, Class Days or Course Mode:
  - M, W 2:50 p.m. – 5:40 p.m.
  - Section B
- 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: NA

INSTRUCTOR INFORMATION

- Lillyan Hendershot
- Office Hours: NA
- Office Location: NA
- Phone: NA
- Email: lillyan.hendershot@email.edcc.edu
- Best Way to Contact You: Canvas, please allow 24 hours for a response.

COURSE MATERIALS

- Course reading materials: Advertising By Design 2nd Edition, By Landa
- Edmonds CC Bookstore (Links to an external site.)Links to an external site.: (full URL: http://ww.edcc.edu/bookstore (Links to an external site.)Links to an external site.).
- Required Materials: 9 x 12 Sketchbook & Flash Drive or External Hard drive
- Optional Materials: Computer with Adobe CC 2018
- Computer Resources (Links to an external site.)Links to an external site.: Computers are available in a wide variety of locations across campus. The campus also has a wireless network available for students. See computer facilities (full URL: http://students.edcc.edu/acs/facilities.html (Links to an external site.)Links to an external site.) for a complete list of locations and resources, and see START at www.edcc.edu/online/start for student technical assistance.

LEARNING OBJECTIVES

Course-level Learning Objectives (CLOs). Course-level Learning Objectives (CLOs) for all courses are in the [course descriptions (Links to an external site.)Links to an external site.](#) in the online academic catalog: (full URL: [http://catalog.edcc.edu (Links to an external site.)Links to an external site.](#)).

1. Effectively apply techniques and skills of good craftsmanship to completed graphic design projects and course assignments.
2. Effectively generate, consider, and evaluate problems in graphic design.
3. Produce quality work through the application of a variety of graphic design techniques and media.
4. Demonstrate knowledge of basic compositional guidelines for graphic design and apply them effectively to completed course projects and assignments.
5. Give and receive constructive critiques of graphic design projects using language appropriate to the domain and course themes.
6. Demonstrate research skills in the history of design for presentation and using proper documentation of research.

- **Certificate and Degree (Program-level) Learning Outcomes (PLOs)**. This course is part of a certificate or a degree, and assesses student achievement of these specific outcomes: Develop and apply multi-disciplinary methods in order to communicate visually through print and digital medias for diverse audiences and purposes

Outcomes for Edmonds CC degrees and certificates can be found in the **[online college catalog (Links to an external site.)Links to an external site.](#)** (full URL:**[http://catalog.edcc.edu (Links to an external site.)Links to an external site.](#)**) embedded within each degree or certificate. To find specific outcomes, click on the Degrees and Certificates link and select a program from the list.

COURSE MODE

- **eLearning Enhanced Course Description**: This class is supplemented with an eLearning class website. Those resources include the following...
  - Students can access those resources on Canvas. For more information about eLearning classes, visit [eLearning at (Links to an external site.)Links to an external site.Edmond CC (Links to an external site.)Links to an external site.](#) (full URL: [http://www.edcc.edu/elearning (Links to an external site.)Links to an external site.](#)).
  - **Student Technical Support**: Contact [START (Links to an external site.)Links to an external site.](#) (full URL: [https://sites.google.com/a/edmail.edcc.edu/start-edcc/ (Links to an external site.)Links to an external site.](#)) 425.640.1101.

ASSIGNMENTS AND GRADING

- **Assessment Criteria and Grading Policies.** Grading for each assignment will be weighted in 4 key areas: Technical Skill 30%, Creativity 30%, Ability to Follow Directions 30%, Participation in Class Discussion 10%.

- **Attendance Policy** If you miss more than 3 classes then your final grade will drop by 5% unless absences are due to adverse circumstances such as health (with a doctor's note) and/or family crisis. Please email me on Canvas if such circumstances occur.
- **Make-up or Late Work** Late work will be accepted at the rate of a 5% grade reduction for each class day that it is late.
- **Policy on V and I Grades** (if applicable). These can be found in the online college catalog (Links to an external site.)Links to an external site. (full URL: http://catalog.edcc.edu (Links to an external site.)Links to an external site.) on the Academic Requirements page, under Student Grades.
- **Policy on S, U, and N Grades** (if applicable). These can be found in the online college catalog (Links to an external site.)Links to an external site. (full URL: http://catalog.edcc.edu (Links to an external site.)Links to an external site.) on the Academic Requirements page, under Student Grades.
- **Plagiarism Reference** (if applicable) Reference Information (Links to an external site.)Links to an external site. (full URL: /syllabus/plagiarism-overview.html (Links to an external site.)Links to an external site.).
- **Institutional Withdrawal Policy**.
- Please see the **Student Rights, Freedoms and Responsibilities** in the Edmonds CC online academic catalog: Edmonds Community College Policies (Links to an external site.)Links to an external site. (full URL: http://catalog.edcc.edu/content.php?catoid=23&navoid=6810 (Links to an external site.)Links to an external site.). This document includes Guidelines for Student Conduct and information on disciplinary procedures.

STATEMENT ON ACADEMIC INTEGRITY

Edmonds CC students shall demonstrate Academic Integrity. I am expected to report all violations of Academic Integrity (cheating and plagiarism) to the College. The College's database of such incidents will be monitored by the Office of the Vice President for Student Services. Data will be maintained for three years. Evidence of repeat incidents will result in additional action by the Office of the Vice President for Student Services as governed by the Student Code of Conduct. In this class, cheating and plagiarism will result in an assignment penalty ranging from 10% to 100% grade reduction depending on severity and circumstances. A second incident in this class will result in a grade penalty ranging from 10% to 30% reduction depending on severity.

FINAL EXAM AND LAST MEETING OF CLASS

- Wednesday, December 5th 1:30 - 3:20p.m.

SERVICES FOR STUDENTS WITH DISABILITIES

If you require an accommodation for a disability, please contact Services for Students with Disabilities at MLT 159, 425.640.1320 or **ssdmail@edcc.edu**.

COURSE EXPECTATIONS

- It is my expectation that students show up to class on time. Repeat lateness may count as an absence and possibly a grade reduction if continued. In short, treat this class as a job: be courteous to each other, act as a team and help each other to succeed. As your instructor, I will listen to your feedback and take into account individual circumstances and needs. My vision for students in this class is that you will leave with necessary skills in graphic design to assist you in your future careers, whether that may be in the field of visual communications or as a business owner branding your new business venture.
- Successful completion of student responsibilities in this class requires online access to Canvas. You are expected to log in to your online classroom at least one time per week. Instructions for access to Canvas and student technical support (Links to an external site.)Links to an external site. (full URL: http://www.edcc.edu/elearning (Links to an external site.)Links to an external site.).

STUDENT RESOURCES

Useful Student Resources (Links to an external site.)Links to an external site. (full URL: **http://www.edcc.edu/students** (Links to an external site.)Links to an external site.)
Academic Calendar (Links to an external site.)Links to an external site. (full URL: **http://www.edcc.edu/calendar/academic.html** (Links to an external site.)Links to an external site.)
Advising (Links to an external site.)Links to an external site. (full URL: **http://www.edcc.edu/advising** (Links to an external site.)Links to an external site.)
Center for Student Engagement and Leadership (Links to an external site.)Links to an external site. (full URL: **http://www.edcc.edu/csel** (Links to an external site.)Links to an external site.)
College Policies and Procedures (Links to an external site.)Links to an external site. (full URL: **http://catalog.edcc.edu/content.php?catoid=23&navoid=6810** (Links to an external site.)Links to an external site.)
Counseling and Resource Center (Links to an external site.)Links to an external site. (full URL: **http://www.edcc.edu/counseling** (Links to an external site.)Links to an external site.)
Diversity Student Center (Links to an external site.)Links to an external site. (full URL: **http://www.edcc.edu/dsc** (Links to an external site.)Links to an external site.)
eLearning Information (Links to an external site.)Links to an external site. (full URL: **http://www.edcc.edu/elearning** (Links to an external site.)Links to an external site.)
Enrollment Services (Links to an external site.)Links to an external site. (full URL: **http://www.edcc.edu/es** (Links to an external site.)Links to an external site.)
Library, including online resources (Links to an external site.)Links to an external site. (full URL: **http://www.edcc.edu/library** (Links to an external site.)Links to an external site.)

Services for Students with Disabilities (Links to an external site.)Links to an external site. (full URL: **http://www.edcc.edu/ssd** (Links to an external site.)Links to an external site.)

Student Printing Information (Links to an external site.)Links to an external site. (full URL: **http://students.edcc.edu/acs/printing** (Links to an external site.)Links to an external site.)

Student Support Resources (Links to an external site.)Links to an external site. (full URL: **http://www.edcc.edu/support** (Links to an external site.)Links to an external site.)

TRIO (Links to an external site.)Links to an external site. (full URL: **http://www.edcc.edu/trio** (Links to an external site.)Links to an external site.)

Title IX and Gender Discrimination **http://www.edcc.edu/titleix/what-is-titleix/definitions/gender-discrimination.html** (Links to an external site.)Links to an external site.)

Emergency Preparedness

The **Triton Alert System** (Links to an external site.)Links to an external site. (full URL: **http://www.edcc.edu/alert/triton** (Links to an external site.)Links to an external site.) will be used to send notifications regarding campus closures, emergency situations, or evacuation orders in the event of an emergency or inclement weather. Edmonds CC students and employees are automatically enrolled to receive Triton Alerts through their college email addresses. Sign up to receive text and voice messages on your mobile or home phones and/or additional email notifications to personal email addresses.

In the event of inclement weather or a similar event, please check Canvas for updates.

Important Dates

Last day to withdraw: November 6th

Final exam day: Wednesday, December 5th 1:30 - 3:20p.m.

Registration openings for Winter Quarter: November 8th

See the full Edmonds CC Academic Calendar: **http://www.edcc.edu/calendar/academic.html** (Links to an external site.)Links to an external site..

Course Calendar

Sept 17 - Welcome, Syllabus, Lecture: What is Graphic Design & History of Design

Sept 19 - Video: Margo Chase, Assign Groups, Assignment: Company Creative Brief & Company Statements, Establishing Brand Voice & Personality

Sept 24 - Lecture: Formal Elements of Design, Assignment: Part 1 - Visual Designs, Reading 1

Sept 26- Lecture: Principles of Design & Color Theory, Assignment: Part 2 - Visual Designs

Oct 1 - Lecture: Logo Design, Assignment: Logo Design - Research & Sketches, Reading 2

Oct 3 - Lecture: Intro to InDesign Part 1, Assignment: Logo Design

Oct 8 - Lecture: Intro to InDesign Part 2, Assignment: Logo Design

Oct 10 - Group Critique Logo, Finalize Logos and Select Business Logo

Oct 15 - Turn in Sketchbooks, Lecture: Typography, Assignment: Business Card Research & Sketches, Reading 3

Oct 17 - Lecture: InDesign Business Card Layout, Assignment: Business Card

Oct 22 - Assignment: Business Card

Oct 24 - Group Critique Business Card, Finalize Business Card Edits, Quiz 1

Oct 29 - Turn in Sketchbooks, Lecture: Copywriting/Voice, Assignment: Poster Copywriting, Research and Sketches

Oct 31 - Assignment: Poster

Nov 5 - Assignment: Poster

Nov 7 - Group Critique Poster, Finalize Poster Edits, Reading

Nov 12 - Turn in Sketchbooks, Lecture & Assignment: Form Design

Nov 14 - Assignment: Form Design

Nov 19 - Turn in Form, Lecture: Magazine Layout Part 1, Assignment: Final Magazine

Nov 26 - Lecture: Magazine Layout Part 2, Assignment: Final Magazine

Nov 28 - Assignment: Final Magazine, Quiz 2

Dec 5 - Final Magazine Critique