Course Syllabus

SYLLABUS

Art 226 – Graphic Design II

COURSE INFORMATION

- Spring, 2019
- 5 Credits
- Time, Class Days or Course Mode:
  - M, W 2:30 p.m. – 5:20 p.m.
  - Section A
- Course Description: Advance graphic design that incorporates the production process for the research and development of an individual project.
- Prerequisites: ART 225 or instructor permission.

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: Article handouts from professor
- [Edmonds CC Bookstore (Links to an external site.)Links to an external site.](http://ww.edcc.edu/bookstore): (full URL: [http://ww.edcc.edu/bookstore (Links to an external site.)Links to an external site.](http://ww.edcc.edu/bookstore)).
- 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.](http://students.edcc.edu/acs/facilities.html): 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.](http://students.edcc.edu/acs/facilities.html)) 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. Reinforce 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. Reinforce production of quality work through the application of a variety of graphic design techniques and media.
4. Reinforce knowledge of basic compositional guidelines for graphic design and apply them effectively to completed course projects and assignments.
5. Reinforce constructive critiques of graphic design projects using language appropriate to the domain and course themes.
6. Reinforce research skills in the history of graphic 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% (Do you know how to use the program and tools?), Creativity 30% (Is it aesthetically pleasing, does it have wow factor?),

Ability to Follow Directions 30% (Make sure you read and understand all directions for the assignment), Participation 10% (Class critiques/discussion, daily attendance and if the assignment is turned in on time).

- **Attendance Policy** If you miss more than 3 classes or consistently leave early/arrive late (by 20 minutes or more), 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

- Last Day of Class: Monday, June 10th 2:30 - 5:20 p.m.
- Final Critique: Wednesday, June 12th 1:30 - 3:20 p.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](http://www.edcc.edu/es) (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: May 17th

Final exam day: Wednesday, June 12th 1:30 - 3:20 p.m.

Registration openings for Summer Quarter: May 21st

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

April 1 - Welcome, Syllabus, Lecture: What is Graphic Design & History of Design,   Video: Typography: The Overlooked Art

April 3 - Lecture: Formal Elements of Design, In Class Assignment: Design Boot Camp - Visual Designs, Homework: Reading 1

April 8 - In Class Assignment: Design Boot Camp -Visual Designs, Homework: Finish Visual Designs

April 10 - Turn In: Visual Design, Lecture: Building a Brand, In Class Assignment: Creative Brief, SWOT Analysis, Homework: Establishing Voice & Personality Essay

April 15 - Turn in Creative Brief, Lecture: Creative Process & Logo Design, In Class Assignment: Moodboard, Homework: Personas

April 17 - Lecture: InDesign Logo Design, In Class Assignment: Pattern, Homework: Essay

April 22 - Turn in Establishing Voice & Personality Essay, Lecture: Logo Design, In Class Assignment: Pattern, Homework: Finish Pattern & Moodboard

April 24 - In Class: Group Critique Moodboard & Pattern, Finalize Moodboard & Pattern, Homework: Quiz 1

April 29 - Turn in Sketchbooks (Moodboard, Pattern, Personas), Lecture: Typography, In Class Assignment: Website Research & Sketches, Homework: Reading 2

May 1 - Lecture & In Class Assignment: Website Layout

May 6 - Lecture & In Class Assignment: Website Layout, Homework: Finish Website Layouts

May 8 - In Class: Group Critique Website, Finalize Website, Homework: Reading 3

May 13 - Turn in Sketchbooks (Research, Sketches & Final 3 Website Layouts) Lecture: Posters & Advertisements, In Class Assignment: Ad Research and Sketches

May 15 - Lecture & In Class Assignment: In Design Ads

May 20 - Lecture & In Class Assignment: In Design Ads, Homework: Finish Ads

May 22 - In Class: Group Critique Ads, Finalize Ads, Homework: Quiz 2

May 27 - Memorial Day, No Class.

May 29 - Turn in Sketchbooks (Research, Sketches, 9 Final Ads), Lecture & Assignment: Storyboard

June 3 - Turn in Storyboard, Lecture & In Class Assignment: Magazine Layout

June 10 - Turn in Storyboard, Lecture & In Class Assignment: Magazine Layout

Mar 12 - **Final Critique: Thursday, 1:30 - 3:20 p.m.**

Course Summary:

Date	Details	
Wed Apr 10, 2019	[Creative Assignment 1: Designs](#)	due