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| **Course Designator-AART200-7984-750** |
| **Graphic Design** |
| **Spring 2012** |
| 3 Credit Hours |
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| **Instructor Name:** Deane Nettles |
| **Office Location:** None |
| **Office Hours:** Before or after class on request |
| **Office Phone:** (703) 434-2550 |
| **Mailbox:** HVPA-200 |
| **E-Mail:** E-mail |
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| **Textbook Information:** |
| Required: |
| None |
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| Recommended: |
| Designing With Type 4th Edition by James CraigThinking with Type by Ellen LuptonType Rules by Ilene StrizverHistory of Graphic Design by Philip MeggsAll available at amazon.comCommunication Arts magazinewww.commarts.com |
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| **Course Description:** |
| Students will acquire practical introductory knowledge of commercial art and advertising design. They will be able to solve formal problems dealing with fundamental principles and will develop the basic skills necessary to work with specific types of media, especially computer-generated graphic design. The primary objective of this course is to teach students to prepare advertisements and commercial designs from concept to visual communication. Prerequisite: ARTT-148 or ARTT-158. (4 hours weekly) |
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| **Course Objectives:** |
| 1. Solve creative problems related to the design process. 2. Demonstrate in their work a knowledge of the elements and principles of design. 3. Verbalize how the principles of good design are reflected in nature. 4. Use the computer hardware and software as effective tools for problem solving, exploration, and the creation of a final graphic design product. 5. Define and use the specialized vocabulary of graphic design in general and computer design inparticular. 6. Verbalize the strengths and the weaknesses of the computer as a design tool as compared to more traditional tools. 7. Resolve specialized issues related to advertising design including: client needs visual communication of a specific idea, selection of format, layout illustrations, and the production of the completed work. 8. Develop solutions to design problems that go beyond the most obvious and superficial solutions. 9. Perceive and analyze the elements that make designs successful and unsuccessful.10. Present a portfolio of works demonstrating their mastery of the course objectives. |
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| **Course Requirements & Expectations:** |
| There will be in-class mini-projects, outside mini-projects, four main projects, plus critiques.You as students are required to:1. Be aware of graphic design all around you and its effect
2. Think of more than one idea for each project and work with those ideas in a sketchbook
3. Memorize and use the specialized vocabulary of graphic design
4. Use design and production strategies and rules to create effective, printable designs
5. Complete projects on time to the best of your ability
6. Actively participate in class
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| **Grading Information:** |
| Grade will consist of midterm test, 4 projects and a final portfolio review, so each project will be 15% of the final grade. Project grades are given based on 1) quality of ideas, and 2) craftsmanship of execution.In addition, there will be in-class projects and critiques. Completion of those projects is 10% of the final grade and participation in class and in the critiques counts for 15% of the final grade. |
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| **Attendance Policy:** |
| There will be a lot covered in each class, so it is recommended that classes not be missed. Missing more than two (2) classes will result in a one letter grade reduction. |
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| **Late Opening/Early Closing Policy:** |
| Classes affected by late starts or early closings will be held if there are more than 30 minutes of scheduled class time either after the late start or before the early closing. If there are 30 minutes or less of class time, the class is considered cancelled. |
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| **Statement on Academic Honesty:** |
| Academic Honesty means the use of one’s own thoughts and materials in the writing of papers, taking of tests, and other classroom related activities. Any student intentionally aiding another student in any infraction of the Academic Honesty Policy is considered equally guilty.Students are expected to give full credit for the borrowing of other’s words or ideas. Intentional or unintentional use of another’s words or ideas without acknowledging this use constitutes plagiarism.There are four common forms of plagiarism:• The duplication of an author’s words without quotation marks and accurate references or footnotes.• The duplication of author’s words or phrases with footnotes or accurate references, but without quotation marks.• The use of an author’s ideas in paraphrase without accurate references or footnotes.• Submitting a paper in which exact words are merely rearranged even though footnoted.Misrepresentation is the submission of materials for evaluation that are not the student’s own.Unauthorized use of notes or another individual’s materials, copying, using another individual’s materials, or unauthorized prior knowledge of the contents of tests, quizzes or other assessment instruments shall be considered a violation of the Academic Honesty Policy.For more information, see the HCC student handbook, available online at: http://www.howardcc.edu/students/student\_handbook/handbook.html |
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| **Additional Information:** |
| In terms of this class, the previous means that any use of copy or images that you have not wholely written yourself or created yourself MUST BE CREDITED, even if purchased. This is in keeping with standard practices in the graphic design industry.This course may be used as an Art elective in the Art transfer pattern, as a Fine Arts elective, a Humanities elective, or as an Arts and Sciences elective. |
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| **Course Schedule:** |
| Project 1— Typography hierarchy project, due Feb 13Project 2— Logo and letterhead package, due Mar 19Mid-term test, Mar 26Project 3— CD/Package design, due Apr 23Project 4— Poster design, due May 7Deadlines subject to change. |