PAIER COLLEGE OF ART
Fall Semester 2015
Graphic Design I  • course: GD240  • section: 01

INSTRUCTOR-CONTACT:
Tammy Vaz / email: vazclass@yahoo.com

COURSE DESCRIPTION:
A study of corporate-images support through graphic design. The development of a consistent visual format throughout the corporate material. Logos, ads, brochures, collateral materials, etc. will be explained and examined. Prerequisite: Foundation Year.

COURSE OBJECTIVE:
An introduction to Graphic Design that is intended to expose the student to the basic requirements of a graphic designer.

TEXTBOOK:
None required

COURSE MATERIALS:
(Prepare to work during each class session)
Apple Macintosh Laptop (with Adobe CS software)
Pantone Book (recommended)  Eraser (Staedtler Mars Plastic or Kneaded)
T-Square  See-thru Typespec scale (“E” scale)
Triangle  Spray Mount
Tracing paper (11” x 14” min.)  Xacto knife and small box of #11 blades
Layout paper (11” x 14” min.)  Pilot razor point pen / Markers
Graphics ruler-24” (metal showing inches as well as picas & points)
White Foam Core Board (as needed)
**Please wait to meet with me BEFORE purchasing materials.

EVALUATION AND GRADING CRITERIA:
Your final grade will be determined by a combination of projects, class attendance and participation.
200 points = Attendance/Participation
800 points = 3 Projects [Projects 1-2=250 pts. each / Project 3=300 pts.]

ATTENDANCE:
Class attendance is mandatory! Class absences without legitimate excuses (legitimate excuse = doctor’s note required) will affect your final grade.

Attendance is taken in all classes. Two unexcused absences are allowed in a two-semester-hour class, three in a three-semester-hour class, etc. Medical and all other absences must be documented or they will be treated as unexcused absences.

Students are required to appear promptly for their classes. Arrival of five minutes after starting time will result in being marked late. Students leaving class early will result in being marked tardy or absent by the instructor. Three accumulated latenesses per semester will count as one absence.

(For more information on attendance, consult the student handbook.)

CLASS PARTICIPATION:
Students are expected to participate in and actively contribute to all aspects of the course including class discussions, critiques, research, in-class assignments and projects.

semester hours: 2 credits
clock hours: 3
1 hour lecture / 2 hours studio
days: Tuesday
time: 12:00pm-2:50pm

Please ask if you have any questions or problems understanding the material. I will be happy to assist you.
ASSIGNMENTS:
Completion of all assignments is mandatory. Each final project is to include a print out and a PDF file of the final assignment. Projects will not be handed back, so make an additional copy for your portfolio if you wish. Projects are to be delivered on time.

MAKE-UP:
All projects are due on the day and time clearly stated on assignment sheets and participation in each assignment’s critique is mandatory. Any assignment not presented by its due date will be marked late and must be made up. Late make-up assignments will have 10 points taken off for each week late. No make-up assignments will be accepted after the 2nd week past the due date not including final assignment (final date is mandatory). Assignments that must be made-up because of medical or extra-ordinary circumstances will be taken into account if they are documented.

SCHEDULE

Week 1
Lecture: Introduction to course. Course materials will be reviewed.

Week 2
Lecture. Introduce Prj. #1-Logo Design; create comps for Prj. #1.
Homework: Complete comps for Prj. #1.

Week 3
Lecture. Critique Prj. #1 progress; create 3 design options for Prj. #1.
Homework: Complete 3 design options for Prj. #1.

Week 4
Lecture. Critique Prj. #1 progress; design final for Prj. #1.
Homework: Begin Prj. #1 final.

Week 5
Lecture. Critique Prj. #1 progress; cont. to design final for Prj. #1.
Homework: Create Prj. #1 final.

Week 6
Lecture. Critique Prj. #1; In-Class Exercise regarding grids.
Homework: Complete grid-to be used for Poster design (Prj. #2).
Select good & bad examples of color combinations used in advertisements—bring to class—Week 7.

Week 7
Students are required to bring in good & bad examples of color combinations.
Lecture. Critique Prj. #1; Introduce Prj. #2—Poster; create comps for Prj. #2.
Homework: Complete comps for Prj. #2.

Week 8
Lecture. Critique Prj. #2 progress; create 3 design options for Prj. #2.
Homework: Complete 3 design options for Prj. #2.

Week 9
Lecture. Critique Prj. #2 progress; design final for Prj. #2.
Homework: Begin Prj. #2 final.

Week 10
Lecture. Critique Prj. #2 progress; cont. to design final for Prj. #2.
Homework: Create Prj. #2 final.

Week 11
Lecture. Critique Prj. #2; Introduce Prj. #3—Brochure; create comps for Prj. #3.
Homework: Complete comps for Prj. #3.
Schedule (Cont.)

Week 12
Lecture. Critique Prj. #3 progress; create 3 design options for Prj. #3.
Homework: Complete 3 design options for Prj. #3.

Week 13
Lecture. Critique Prj. #3 progress; design final for Prj. #3.
Homework: Begin Prj. #3 final.

Week 14
Lecture. Critique Prj. #3 progress; cont. to design final for Prj. #3.
Homework: Create Prj. #3 final.

Week 15

Week 16
TBD-FINAL TBD.

Bibliography

Adobe Creative Team: Classroom in a Book, Adobe Illustrator CS6, 2012
Adobe Creative Team: Classroom in a Book, Adobe InDesign CS6, 2012
Adobe Creative Team: Classroom in a Book, Adobe Photoshop CS6, 2012
Bann, David: The All New Print Production
Biggs, John R: Basic Typography
Brighhurst, Robert: The Elements of Typographic Style
Cardamone, Tom: How to Buy & Spec Type
Carter, Rob, Day, Ben & Meggs, Philip: Typographic Design: Form and Communication
Craig, James: Designing with Type
Bahner, David, Stewart, Sandra & Zempol, Eric: Graphic Design School: The Principles and Practice of Graphic Design
Davit, Carl: Design with Type
Faiola, Anthony: Typography Primer
Felton, George: Advertising Concept and Copy
Bates, David: Type
Hailey, Allan: Photo Typography
International Paper Company: Pocket Pal
King, Jean Calin & Esposito, Tony: The Designer’s Guide to Text Type
Koenig, Becky: Color Workbook
Lane, Ron, King, Karen & Reichert, Tom: Kleppner’s Adv. Procedure, 18th Ed.
Lewis, John: Typography—Design & Practice
Macario, Joyce Welsh: Graphic Design Essentials: Skills, Software, and Creative Solutions
Ogg, Oscar: A History of the Alphabet—The 26 Letters
Pipes, Alan: Productions for Graphic Designers, Fifth Edition
Rousseau, David Harland & Phillips, Benjamin Reid: Storyboarding Essentials
Smith, Keith A.: Structure of the Visual Book
Wheeler, Susan G. & Wheeler, Gary S.: The Visual Design Primer
Annuals: Annual of Advertising, The Art Directors Club Annual, HOW International Design Annual