

# ART 2313 Design Communication I

## CSAT 2316 Computer Layout Design

9.30am-12.15pm, Tuesday and Thursday | January 19 – May 16, 2016 | Room FAB 207, SRSU

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Office Hours: TBA, and by appointment

### Course Introduction

This class will teach you the basics of graphic design through a series of lectures, projects, and readings.

### Learning Objectives

In this course, you will:

- Be introduced to the basics of graphic design, exploring topics such as shape, texture, color, balance, scale, typography, movement, pattern, and so on.
- Gain an understanding of how to design effectively using all the elements on the page to successfully convey the message you are trying to tell.
- Understand how to work with a client, to create graphics relevant to their organization's needs (logo, business card, and poster)
- Learn how to use Adobe Illustrator, and other related software.

### Grading and Evaluation

You will be graded on exercises, attendance and participation in discussions and critiques, homework projects, and a final project. Details on how a project is graded are included in each project description. No extra-credit projects will be offered, so it is in your interest to submit work by the deadline.

Work submitted **no later** than the beginning of class, the day of the deadline, will be graded. **Any work submitted *one minute* past the beginning of class will be awarded a zero. There are no exceptions to this rule.**

Your final class grade will consist of:

- Projects : 60%
- Client needs in a Word document : 5%
- Attendance, participation, and in-class exercises : 15%
- Final Client Project : 15%
- Book quiz : 5%

### Materials and Text

- *Picture This: How Pictures Work* by Molly Bang
- An online account to back up your work – e.g. Google Docs, Dropbox, etc.
- 4GB (at least) jump/flash drive
- Notebook and pen
- Access to a digital camera
- Elmer's Glue
- Scissors
- Colored construction paper
- One sheet of poster board

The following textbook is required for this course, and must be purchased by the date listed in the syllabus:

A jump-drive is also required for saving your work. You are expected to back up your projects to another location, such as at a free service like [www.dropbox.com](http://www.dropbox.com) or [www.google.com/drive](http://www.google.com/drive). Not submitting a project because you lost your jump-drive or some other technical difficulty will not be accepted as an excuse and will earn you a zero for that project.

### **Tobacco Products**

Tobacco products of any kind and e-cigarettes are not permitted in the classroom.

### **Software Availability**

Besides access to the software in FAB 207, you can find Photoshop and Illustrator in BAB 302-303, and the computer lab in the ACR building. The second floor of the SRSU library has copies of Photoshop and Illustrator too.

Provided you have your own computer, a fully-working 30-day trial version of Photoshop and Illustrator can be downloaded from Adobe. Files created on the Mac version of Photoshop will work on a PC.

### **Rules and expectations**

Attendance is **compulsory**. If you must miss a class for a school-related activity, the absence must be discussed (and arrangements made regarding coursework) **prior to the absence**. If you must miss a class for an emergency or illness, please contact me **by email or phone as soon as possible**. Six (6) absences result in you being dropped from the course with a grade of “F” as per Sul Ross State University policy. Five (5) unexcused absences will result in a zero for your attendance and participation grade. Arriving to class **on time** is also essential – **arriving late more than two times will be counted as one absence. Lateness is defined as 10-minutes after the start of class. Leaving before class ends will result in you being marked absent for that day.**

Below is a guide to how much each absence impacts your attendance and participation grade.

- |                                 |      |                                |        |
|---------------------------------|------|--------------------------------|--------|
| • One (1) unexcused absence:    | -20% | • Four (4) unexcused absences: | -80%   |
| • Two (2) unexcused absences:   | -40% | • Five (5) unexcused absences: | - 100% |
| • Three (3) unexcused absences: | -60% | • Six (6) unexcused absences:  | FAIL   |

No cell phone usage. No social-networking websites. No instant-messaging. No checking personal emails. Headphones and earbuds are allowable **ONLY** when you are working, but not when the professor or a fellow student is speaking. **Doing any of these, or anything I consider disruptive to the class, will drastically drop your attendance and participation grade. You may be also asked to leave the class and will be marked absent for that day.**

**Late work** will not be accepted.

**Plagiarizing, cheating, or any other dishonest behavior in the classroom will not be tolerated.** Rules and regulations regarding plagiarism, dishonesty, and other issues concerning classroom participation can be found in University Rules and Regulations and Student Handbook. This course will abide by these established policies. A student found to be engaging in these activities will be penalized to the full extent of Sul Ross State University policy.

### **ADA Needs**

It is Sul Ross State University policy to provide reasonable accommodations to students with disabilities. If a student would like to request such accommodations because of a physical, mental, or learning disability,

please contact the ADA Coordinator in the Ferguson Hall, room 112 or call (432) 837-8691. Please relate all requests for special accommodations to the instructor by the third class period.

## **COURSE SCHEDULE**

*Please note that this syllabus is subject to change.*

### WEEK ONE

- Jan 19 (T): Class introduction and syllabus overview.  
Begin considering a client you can create an identity package for.
- Jan 21 (R): **Presentation 00** – *History of Graphic Design*  
**Exercise** - Graphic Design presentation

### WEEK TWO

- Jan 26 (T): REMINDER: Begin considering a client you can create an identity package for.  
**Student presentations due today, no later than start of class.**  
**Student-led presentations.**  
Consider materials for Project #01 (next class).
- Jan 28 (R): **Presentation** – *Point, line, and shape*  
**Project #01** – Point and line  
**NOTE** – please come to class next week with photos for Project #02 – Form (shape)

### WEEK THREE

- Feb 2 (T): **Presentation** – *Form (shape)*  
**DUE TODAY** – Point and Line  
**Project #02** – Form (shape)
- Feb 4 (R): BOOK QUIZ – Bring your textbook to class today. You are expected to read this book by the time we return from Spring Break.  
**DUE TODAY** – Client selection. You must submit a short Word document that explains what the client's business is, the business name, its current identity, and what they want for a redesign.  
  
Continue working on the Form (shape) project.

### WEEK FOUR

- Feb 9 (T): **DUE TODAY** – Form (shape)  
**Presentation** – *Texture*  
**Project #03** – Texture
- Feb 11 (R): Continue working on the Texture project.

WEEK FIVE

Feb 16 (T): **DUE TODAY** – Texture  
**Presentation 04** – *Color*  
**Project #04** – Color

Feb 18 (R): **DUE TODAY** – Color  
**Presentation 05** – *Balance, Symmetry, and Asymmetry*  
**Project #05** – Symmetry and Asymmetry.

WEEK SIX

Feb 23 (T): Continue working on the Symmetry and Asymmetry project.

Feb 25 (R): **DUE TODAY** – Symmetry and Asymmetry  
**Project #06** – Balance

WEEK SEVEN

Mar 1 (T): **DUE TODAY** – Balance.  
**Presentation 06** – *Emphasis*  
**Project #07** – Emphasis

Mar 3 (R): Continue working on the Emphasis project.

WEEK EIGHT

Mar 8 (T): **DUE TODAY** – Emphasis  
**Presentation 07** – *Scale and Proportion*  
**Project #08** – Space

Mar 10 (R): Project #08 is due today, 45-minutes before the end of class.  
Book Quiz will occur when you return from Spring Break. Be familiar with the author's 10 Principles.

Mar 14-18 : ---SPRING BREAK---

WEEK NINE

Mar 22 (T): **Presentation 08** – *Motion*  
**Project #09** – Movement

Mar 24 (R): **Book quiz today!**  
Continue working on the Movement project.

#### WEEK TEN

Mar 29 (T): **DUE TODAY** – Movement  
**Presentation 09** – *Rhythm, Pattern, and Repetition*  
**Project #10** – Pattern and Repetition

Mar 31 (R): Continue working on the Pattern and Repetition project.

#### WEEK ELEVEN

Apr 5 (T): **DUE TODAY** – Pattern and Repetition  
**Presentation 10** – *Type Anatomy*  
**Presentation 11** – *Mixing Typefaces*  
**Project #11** – Visual Meaning of Words

Apr 7 (R): **Presentation 12** – *Kerning and Tracking*  
**Game** – Play the Kerning game here: <http://type.method.ac/>

#### WEEK TWELVE

Apr 12 (T): **DUE TODAY** – Visual Meaning of Words  
**Presentation 13** – *Typographic posters*  
**Project #12** – *Typographic Poster design*

Apr 14 (R): Continue working on the Typographic Poster design  
Please bring construction paper and glue to the next class.

#### WEEK THIRTEEN

Apr 19 (T): **DUE TODAY** – Typographic Poster design  
**Presentation 14** – *Picture This: How pictures work*  
**Project #11** – Scary Picture group project.

Apr 21 (R): **DUE TODAY** – Scary Picture group project  
**Project #12** – Client project  
100 logo thumbnails

#### WEEK FOURTEEN

Apr 26 (T): **DUE TODAY** – 100 logo thumbnails.  
Turn your best three logos into a vector image in Adobe Illustrator

Apr 28 (R): **DUE TODAY** – Three vector logos  
**Client Project** - Poster design and business card

WEEK FIFTEEN

May 3 (I): Continue working on your business card and poster design.  
LAST CLASS DAY

WEEK SIXTEEN

May 10: **Examination week. 8-10am, Tuesday, May 10.**  
Show your completed business card and poster design.