ARTC 1305 Basic Graphic Design

Spring 2019

DAY/TIME: T/R 1:30-4:20 pm ROOM: B224
INSTRUCTOR: Ray-Mel Cornelius SECTION: 23001
OFFICE: B-229  OFFICE HOURS: 12 – 1 pm M T W TR F (by appointment)
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DIV. OFFICE: 972/860-4160 M-115

NOTE: The instructor reserves the right to modify the course requirements, assignments, grading procedures and other related policies as circumstances so indicate.

CATALOG DESCRIPTION: ARTC 1305 Basic Graphic Design (3 credit hours)
Basic concepts of two-dimensional design are studied including line, shape, space, variety, repetition, proportion, sequence, unity, and color interaction, systems, and theory. Projects are directed toward graphic design application with emphasis placed on communication of theme through a problem-solving approach. Color theory regarding computer application is also introduced. (2 Lec., 4 Lab.)

COURSE OBJECTIVE: The objective of this class is to introduce the student to the basics of two-dimensional design principles and elements as they apply to the design fields of visual communications and the applied arts. Students are also introduced to principles of three-dimensional design.

STUDENT LEARNING OUTCOMES:
1. Effectively apply two-dimensional design principles and elements in artwork.
2. Organize design components, graphics and text within a two-dimensional format.
3. Effectively utilize space within a two-dimensional surface to produce designs.
4. Develop conceptual skills in visual communication.
5. Communicate an idea using visual elements.
6. Formulate an understanding of design concepts.
7. Demonstrate an understanding of figure and ground within a two-dimensional surface.
8. Explore the effects of negative and positive space within a design.
9. Demonstrate usage of a variety of media.
10. Discover textures within the environment.
11. Apply textural effects to alter two-dimensional surfaces.
12. Alter perception of a design through the use of balance and proportion.
13. Indicate a focal point through manipulation of elements.
14. Alter communication of intent through the use of depth, spatial effects and perspective.
15. Formulate an understanding of the importance of value in design.
16. Explore color theory and color systems used in design, computer graphics, and the printing processes.
17. Develop an understanding of CMYK and RGB color.
18. Develop a working knowledge of color through application in design.
19. Define common terminology associated with design and graphic design.
20. Study and apply elements of three-dimensional design.
SPECIFIC CLASS POLICIES:
1. Attendance Policy: Regular and punctual class attendance is expected of all students. Attendance is mandatory to the learning process. You determine how much time you need to spend in order to complete your course work. Keep in mind an average student will spend three hours for every one credit hour of the course. Excessive absences will result in a lower final grade in the course. NOTE: CLASS ATTENDANCE AND COURSE PROGRESS ARE THE RESPONSIBILITIES OF THE STUDENT.

FINANCIAL AID STATEMENT:
Students who are receiving any form of financial aid should check with the Financial Aid Office prior to withdrawing from classes. Withdrawals may affect your eligibility to receive further aid and could cause you to be in a position of repayment for the current semester. Students who fail to attend or participate after the drop date are also subject to this policy.

2. Late work: Late work will only be accepted with a decreased letter grade.

3. Completion of Required work: Major projects must be submitted and presented on the due dates or they will be graded down; projects more than two weeks late will not be accepted. Class activity exercises must be completed on the dates they are assigned to receive credit. All tests must be taken.

4. Examination Policy: A makeup test may be given if a test is missed for a justifiable reason, such as illness. Failure to take the last test of the semester will result in a grade of “0” for that test.

TEXTBOOK:
The Elements of Graphic Design by Alex W. White

COURSE REQUIREMENTS: Students are required to complete all major projects, to present these projects to the class and participate in project critiques. Students must also attend class regularly, take all tests, and complete class activity exercises as assigned.

COURSE OVERVIEW: Various aspects of design will be studied in this course, including visual awareness, basic design principles, and the main elements of design, including line, shape and form, space, texture, value, color, and the third dimension. Students will be required to complete and present major design projects, to participate in critiques, to complete class activity exercises, to take tests, to attend class regularly.

GRADING CRITERIA: Individual projects will be evaluated according to stated objectives. The final grade will be determined through evaluation of major projects, class activity exercises, tests, and class participation, including attendance, preparedness, and participation in critiques: There will be 6 projects and 4 quizzes on material covered in the textbook.

GRADING SCALE: A=90-100; B=80-90; C=70-80; D=60-70; F=0-59

Final Exam Dates: May 3 – 16
COURSE OUTLINE:
Week one: Introduction to the graphic design field and the structure of the class.
Week two: Negative and positive space and its use in communication, symmetry and asymmetry. Class exercises.
Week three: Historical development of space. Project 1 assigned.
Week four: Project 1 and quiz.
Week five: Unity and space. Class exercises.
Week six: The seven design components and how to use them. Project 2 assigned.
Week seven: Project 2 due and quiz.
Week eight: The page as visual structure, connecting elements and pages. Class exercises. Project 3 assigned.
Week nine: Spring Break
Week ten: Project 3 due and quiz. Three dimensional space. Class exercises. Project 4 assigned.
Week eleven: Project 4 due and quiz.
Week twelve: Introduction to typography, display type, use of type in text. Class exercises. Project 5 assigned.
Week thirteen: Project 5 due and quiz.
Week fourteen: Project 6 assigned.
Week fifteen: Project 6 due, review of final quiz.
Week sixteen: Final quiz.

Institutional Policies:
Institutional Policies relating to this course can be accessed from the following link:

www.brookhavencollege.edu/syllabipolicies

INSTRUCTOR’S RIGHT TO MODIFY: The instructor has the right to add, delete, or revise segments of this course syllabus.

SUPPLY LIST
HB or No. 2 pencil.
Pencil sharpener.
Kneaded eraser.
“Magic Rub” eraser.
“Parchment” or tracing paper pad, 14” by 17”. (If you already have such a pad from another class, whatever size it is will be fine. If you don’t have such a pad, 14” by 17” is the optimum size.)
Four 15” by 20” sheets of black mounting board.
Metal Ruler.

All supplies will be available at Asel Art Supply. Asel’s provides a student discount with Brookhaven I.D. Some will be available at Michaels or Hobby Lobby.