Syllabus

ARTC 1317 – 23501 Design Communication I

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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 1317 Design Communication I (3)
Study of design development relating to graphic design terminology, tools, media, layout and concepts. Topics include integration of type, design elements, the design process, developing hand skills, and computer skills in industry standard computer programs.
(2 Lecture, 4 Lab)

This course concentrates on techniques for concept development, the design process, basic typography and integrating type, graphics and images in the visual communication of ideas.

Course Competencies
Successful completion of this course will enable the student to:

1. Identify design principles of visual communications
2. Implement the creative design process to produce a visual solution using the appropriate software
3. Recognize characteristics of varying type styles and families
4. Define graphic design terms
5. Explore the elements of graphic design
6. Create, design and produce original design projects
7. Explore alternative solutions to design problems through use of thumbnail sketches
8. Evaluate various solutions to design problems through use of thumbnail sketches
9. Employ basic graphic design elements in creation of projects
10. Produce unity and interest in design
11. Affect visual communication of a message through spatial relationships and tensions
12. Prepare artwork for client approval and presentation through a series of rough stages and final comprehensive development
13. Determine an appropriate layout grid for publication
14. Integrate typography and pictorial elements to communicate tone of message and point of view
15. Express a mood appropriate to an image
16. Visually communicate message through the use of color
17. Create layouts that correspond in consistency to theme and content
18. Become familiar with proper presentation techniques for graphic artists
19. Exhibit professionalism through meeting stated deadlines, presentation criteria and craftsmanship
20. Develop critical skills and utilize effective verbal communication skills through the critique process
21. Determine effectiveness of designs through critical evaluation/critique process

**Specific Class Policies**

1. Attendance Policy: You are responsible for completing assigned projects by the due dates. You determine how much time you need to spend in order to complete your course work. Keep in mind an average student will spend 3 hours for every one credit hour of the course.

NOTE: COURSE PROGRESS IS THE RESPONSIBILITY OF THE STUDENT.

1. Late work: Late work will only be accepted with a decreased letter grade.
2. Completion of Required Work: All work is due on the date indicated when assigned.
3. Examination Policy: There is a Typography Quiz, Midterm Exam and a Final Exam that cover material covered in class

**Course Requirements**

Students are responsible for completing assigned projects by the due dates. Students are required to have an email address, list it in your student profile on eCampus, and keep it current. Email is the primary way your instructor will communicate with you. If you do not have an email address, you can obtain one through the DCCCD.edu website.
This class uses the eCampus Blackboard system as a component. To reach eCampus, go to: http://ecampus.dcccd.edu. Login using your student id number, with a lower case “e” in front for your user name and password. Once inside, click on the class which will most likely show up on the right side of your screen.

Typically, we use Mac Computers and Adobe Creative Suite to complete exercises and final projects, and you may be required to use scanning software for turning in files of your work. Finished work files may need to be uploaded as PDFs to each assignment on eCampus.

Course Overview

The course objective will be achieved through assignments covered in the Course Outline. Projects may include creation and production of hand lettered and computer-generated typography, symbol and logo design, designing in multiple formats in understanding visual communications systems, and the employment of grids as organizational tools for print and web in conveying word and image messages. Design theory, including universal elements and principles, are key, utilizing traditional and computer skills in the process.

Course Outline

Week 1: Exercise 1: Unifying Elements in Design and Figure/Ground

Week 2: Basics of Typography, Classification, Families, Characteristics; Project 1, Part 1: Hand Lettered Famous Quote

Week 3: Project 1, Part 2; Figure/Ground; Design History

Week 4: Project 2, Part 1 Symbols, Semiotics and Visual Communication

Week 5: The Creative Process: Concept generation, preliminary sketches, finalizing sketches, comprehensive design, production and presentation; Type Quiz; Project 2, Part 2: Symbol Design

Week 6: Exercise 2: Elefonts

Week 7: Exercise 3: Production Tools and Process; Typography Basics; Grid Exercise
Week 8: Project 3, Part 1 Branding and Identity Issues; Color

Week 9: Stationery Set Design; Design Techniques; Midterm Exam;
Project 3: Stationery Set Design

Week 10: Project 3; Dynamics of Color; Illustration and Photography in Design

Week 11: Project 3; Division of Space; Path and Page Layout Techniques;
Project 4: Word and Image Poster

Week 12: Project 3 Finish and critique; Advertising and Web Considerations

Week 13: Project 4 continued

Week 14: Project 4 continued

Week 15: Project 4 Finish and Critique

Week 16: Final Exam

Required Textbooks


Evaluation and Grading Policy

Evaluation of assignments will be based on concept, design and composition as well as craftsmanship and/or technical achievement, organization, and project presentation – both visually and verbally, or in a written form as in the case of an online class. Active participation in critique is mandatory and will affect the overall grade for each assignment. Your cumulative grade will be an average of your exercises, assignments, quizzes, and participation. Each project will require extensive outside work. All work will be graded considering the following: Ability to follow instructions and apply material learned.

Assignment Value

Assignment 0 7.5 pts
Exercise 1 7.5 pts
*Unifying Elements* and
*Figure/Ground x 2*

Exercise 2 7.5 pts
*Elepfont Illustration*

Exercise 3 7.5 pts
*Grid Layouts*

Typography Quiz 10 pts

Midterm Exam 10 pts

Final Exam 10 pts

Project 1 10 pts
*Hand Lettered Quote*

Project 2 10 pts
*Symbol Design*

Project 3 10 pts
*Stationery Set*

Project 4 10 pts
*Advocacy Poster*

**Possible Total** 100 pts

**Grade Scale**

A = 90 – 100

B = 80 – 89

C = 70 – 79

D = 60 – 69
F = 0 – 59

Examination Policy

This class relies mainly on practical hands-on lab assignments, however there is one Typography Quiz, a longer Mid-Term Exam, and a Final Exam. All three will be graded and will count toward your final grade.

Final Exams: May 13-16.

Critiques

This class is designed as a studio class and active participation in critiques is required and will be evaluated and graded by the instructor. Projects are the major portion of the curriculum and critiques are important in developing effective verbal communication and critical skills. Critical analysis expressed through verbal discussion of conceptual, compositional and technical aspects of each project is expected.

Last day to withdraw: April 17, 2019

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.

Supplies:

USB Drive
Metal Ruler with Cork Backing
#11 X-Acto Knife
One pkg. X611 X-Acto Blades
9” x 12” Tracing Paper Pad
Drawing Pencils: 2H, 4H, 2B, 4B, 6B
Micron India Ink Pen #0
Kneaded Eraser
Sanford Magic Rub Eraser
Additional Supplies may be required as needed. Most art supplies on this list may be purchased at any art supply store such as Asel Art Supply, Vanderberg Drafting Supply, Hobby Lobby, Michael’s, etc. Student discounts are available at some stores by showing a student I. D. You can also get all of these supplies online through Dick Blick, www.dickblick.com.