

BASIC GRAPHIC DESIGN

JANUARY 22 TO MAY 16

MONDAY, TUESDAY, WEDNESDAY, THURSDAY 2:55 PM-4:20 PM

Final exam dates: May 13-16, 2019 **Last day to withdraw:** April 14, 2019

Instructor: **Trina Price**

Contact Information **Phone:** N/A
E-mail: taprice@dcccd.edu
Office hours: Before and after class on school campus (by appointment)

Division Office: **972-860-4735**

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.**)

Syllabus note: Due to the varied needs of the class, the instructor reserves the right to modify the course requirements, assignments, grading procedures and other related policies as circumstances so indicate.

Course objective: To introduce students to the basics of two-dimensional and three-dimensional graphic design principles and theories used and applied in the professional visual communications fields such as Marketing, Communications and Publishing.

Student Outcome:

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 and critical thinking 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. Create designs using digital software such as Adobe Create Cloud (Illustrator, InDesign, Photoshop, Acrobat).
11. Discover texture within the environment and 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, special 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. Develop an understanding on the importance of how to articulate your concepts and designs.
21. Study and apply elements of three-dimensional design.

ARTC 1305-23281 - SPRING TERM 2019
BASIC GRAPHIC DESIGN SYLLABUS
THOMAS JEFFERSON HIGH SCHOOL / BROOKHAVEN COLLEGE

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 RESPONSIBILITY OF THE STUDENT.

2. **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.
3. **Late work:** Will only be accepted with a decreased letter grade.
4. **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.
5. **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 zero for that test.

Course Requirement: 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 the 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 6 quizzes on material discussed in class and covered in the textbook.

Grading scale: **A** = 91-100 points **B** = 81-90 points **C** = 71-80 points **D** = 61-70 points **F** = 0-60 points
Final Exam Dates: May 16, 2019 **Last Day to Withdraw:** April 14, 2019

Textbook: *The Elements of Graphic Design* by Alex W. White

Required supplies: A **writing utensil** Whatever you are comfortable with using - pen, pencil, marker, etc. Kneaded eraser.
"Magic Rub" eraser.
16GB thumb drive for storing and transferring class files.
"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 preferred size.)
Sketchbook (8.5 inch by 11-inch size) that contains blank pages or with grids such as graphing paper. The pages in the sketchbook should also be perforated (able to be torn out leaving a clean edge to the page). This sketchbook will be used for taking notes, creating design concepts and for presenting thumbnail sketch proposals. Make sure your sketchbook has enough pages to do all of the above mentioned as well as keeping it organized and tidy by removing unwanted pages.
Metal Ruler.
One pocket folder for saving documents and other printed materials used in class

ARTC 1305-23281 - SPRING TERM 2019
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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.

Course outline:

Week **one**: Introduction to the graphic design field and the structure of class.
Week **two**: Negative and positive space and its use in communication, symmetry and asymmetry
Class exercise. Project 1 assigned
Week **three**: Historical development of space.
Week **four**: *Project 1* and Quiz.
Week **five**: Utility and space. Project 2 assigned
Class exercise.
Week **six**: The seven design components and how to use them.
Week **seven**: *Project 2* due and Quiz.
Class exercises. Project 3 assigned.
Week: SPRING BREAK!!!
Week **eight**: The page as visual structure, connecting elements and pages.
Class exercises. Project 3 due and Quiz
Week **nine**: Three-dimensional space.
Class exercises. Project 4 assigned.
Week **ten**: *Project 4* due and Quiz.
Week **eleven**: Introduction to typography, display type, use of type in text.
Class exercises. Project 5 assigned.
Week **twelve**: *Project 5* due and Quiz.
Week **thirteen**: Project 6 assigned
Class exercise.
Week **fourteen**: *Project 6* due, review of final quiz.
Week **fifteen**: Study Week
Week **sixteen**: Final Quiz.

INSTRUCTOR'S RIGHT TO MODIFY

The instructor has the right to add, delete, or revise segments of this course syllabus.

Institutional Policies:

DROP/WITHDRAWAL POLICY

Withdrawing from a course is a formal procedure which YOU must initiate; the instructor cannot do it for you. You may withdraw from a class in either the Admissions office or Advising Center. If you stop attending or are unable to complete this class and you do not withdraw before the official drop date, you will receive a performance grade, usually a grade of "F." Students sometimes drop a class when help is available that would enable them to continue. Please discuss your plans with the instructor if you feel you need to withdraw. The full drop and withdrawal policy is online in the college catalog.

<https://www1.dcccd.edu/catalog/GeneralInfo/GradesTranscripts/dw.cfm?loc=BHC>

STOP BEFORE YOU DROP

For students who enroll in college level courses for the first time in the fall of 2007, Texas Education Code 51.907 limits the number of courses a student may drop. You may drop no more than 6 courses during your entire undergraduate career unless the drop qualifies as an exception. Your college counseling/advising center will give you more information on the allowable exceptions. Remember that once you have accumulated six non-exempt drops, you cannot drop any other courses with a "W." Therefore, please exercise caution when dropping courses in any Texas public institution of higher learning, including all seven of the Dallas County Community Colleges. The full drop and withdrawal policy is online in the college catalog.

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FINANCIAL AID STATEMENT

Failure to attend classes could result in a loss of Financial Aid (FA). If you are receiving any form of financial aid, you 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.

Financial Aid Certification of Attendance: You must attend and participate in your on-campus and on-line course(s) in order to receive federal financial aid. Your instructor is required by law to validate your attendance and participation. In an online course, you must participate in an academic related activity pertaining to the course in order for your attendance to be validated. Simply logging-in is not sufficient by itself to demonstrate academic attendance. You must demonstrate that you are participating in your online class and engaged in an academically related activity by the certification date. The academic related activity used to validate online course participation is at the discretion of your instructor. This statement of certification of attendance applies to all students enrolled regardless of whether they are receiving financial aid or not. All students must be certified.

INTERNATIONAL STUDENTS

Students on an F-1 visa cannot withdraw from classes without jeopardizing their official status. If you are on an F-1 visa, you **MUST NOT** withdraw from any class without the permission of an International Student Advisor in the Multicultural Center, in Room S124 or at 972-860-4192.

RELIGIOUS HOLIDAYS

A student shall be excused from attending classes, or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this provision may not be penalized for that absence and shall be allowed to take an examination or complete an assignment within a reasonable time after the absence.

ADA STATEMENT

Brookhaven College, in compliance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act, assures access to college programs and facilities. Students are responsible for notifying the Disability Support Services Office of their need for assistance. Students with documented disabilities, such as mobility impairment, hearing or visual impairment, learning, cognitive, and/or psychological disorders are eligible for services. Disability Support Services is located in Room S136 in the Student Services Center, Building S, or may be reached by telephone at **972-860- 4673** or email at bhcADAservices@dcccd.edu.

ACADEMIC INTEGRITY

Scholastic dishonesty is a violation of the Student Code of Conduct and is punishable as stated in college policies. Please review the full Student Code of Conduct as listed in the college catalog for additional information. <https://www1.dcccd.edu/catalog/GeneralInfo/CollegePolicies/code.cfm?loc=BHC> Scholastic dishonesty shall include, but not be limited to, cheating on a test, plagiarism, and collusion. The purpose of the Student Code of Conduct is to provide guidelines for the educational environment of the Dallas County Community College District. This environment views students in a holistic manner, encouraging and inviting them to learn and grow independently. Such an environment presupposes both rights and responsibilities.

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REPEATING THIS COURSE

Each college of the DCCCD charges additional tuition to students registering the third or subsequent time for a course. All third and subsequent attempts of the majority of credit and continuing education/workforce training courses will result in additional tuition being charged. Developmental Studies and some other courses will not be charged a higher tuition rate. Third attempts included courses taken at any of the DCCCD colleges since the Fall 2002 semester. The District's policy for tuition charges relating to a third attempt is in the college's catalog.

https://www1.dcccd.edu/catalog/GeneralInfo/GradesTranscripts/third_attempt.cfm?loc=BHC

GRADE REPORTS

Final grade reports are not mailed to students. You may obtain your final grades via eConnect at <https://econnect.dcccd.edu/>. From the student menu, select "My Grades" under "My Personal Information." If you are not already logged in, you will be prompted to do so. Select the grade type you wish to review. Press the submit button and all grades for the selected grade type will be displayed. FERPA: The Family Educational Rights and Privacy Act (FERPA) affords students certain rights with respect to their education records. More information about the FERPA guidelines is available online in the college catalog at <https://www1.dcccd.edu/catalog/GeneralInfo/CollegePolicies/privacy.cfm?loc=BHC>

INSTITUTIONAL EQUITY

DCCCD policy, as well as federal and state laws, prohibits harassment, discrimination and sexual misconduct. More information about DCCCD institutional equity policies and resources is available at <https://www.dcccd.edu/au/fastfacts/legal/TitleIX/Pages/default.aspx>. To report a violation, contact Brookhaven College's Title IX coordinator at TitleIXo BHC@dcccd.edu or 972-860-4825.

<https://www.dcccd.edu/au/fastfacts/legal/titleix/pages/default.aspx>

CONCEALED CARRY

Any person who holds a license to carry may carry a concealed handgun on college district property as permitted by law and college district policy. A license holder who carries a handgun on college district property must keep it concealed and on or about their person at all times. The open carry of a handgun (i.e., completely or partially visible) is prohibited on college district property, including any public driveway, street, sidewalk, walkway, parking lot, parking garage or other parking area.

WEAPONS

The use, possession or display of a weapon in violation of law and college district policy is strictly prohibited. This prohibition applies to firearms, knives, clubs, fireworks of any kind, incendiary devices, razors, chains, throwing stars and any other device designed to expel a projectile or to inflict bodily harm. Violations may result in disciplinary action and/or criminal penalties.