Course Designation, Number, and Title: ART-260 Graphic Design I

Basic Information About Course and Instructor

Semester and Year: Spring 2011
Course and Section Number: [e.g., ANT-101-001] ART-260-001
Meeting Times and Locations: W-325; Wednesday, 9:10-1:30

Instructor: Asst. Prof. Claire McConaughy
Office Location: W-314
Phone: 201-447-7621
Departmental Secretary: Barbara Bliss 201-447-7143
Office Hours: (Office located in room W-314) Tu 1:30-3:30, W 8:30-9am, Th 8:30-9am and by appointment.
Email Address: cmcconaughy@bergen.edu

Course Description

Official Catalog Course Description: ART-260 Graphic Design I enables students to develop proficiency in the graphic communication processes. Emphasis is on creative design solutions for commercial art problems. Students apply their knowledge in preparing graphics for publication and sales promotion.

List lecture hours, laboratory hours, and credits as applicable, e.g., _2_ lectures, _2_ labs, _3_ credits

Prerequisites: ART-226 Letterform and Typography, and either ART-289 computer 2-d Illustration or ART-297 Computer Imaging

Student Learning Objectives: As a result of meeting the requirements in this course, students will be able to

- use the fundamentals of graphic design
- communicate using images and text
- understand a historical frame work for graphic design and be able to put the theories of this class into practice

Assignments and class participation are evaluated based on achievement of technical and creative concepts, attention to detail, effort and originality of approach. 
Class participation is evaluated based on contributions to discussions, presentation of work and group interaction.
The major assessment types utilized in this course are class discussions, graded homework assignments, and a graded final project.
Means of Assessment

List means of assessment of student learning in pursuit of goals/objectives/outcomes (e.g., graded class discussions, objective tests and examinations, essay tests and examinations, student presentations in class (individual or group), writing assignments [papers, short essays, book reports, etc.]):

The major assessment types utilized in this course are class discussions, graded homework assignments, mid-semester project and a final project.

Course Content

**GRAPHIC DESIGN I** is a studio course intended to teach students the basic principles required to solve graphic design problems. In the course, formal and communicative aspects of graphic design are covered through projects, in-class assignments and discussions. Students learn the fundamentals of visual communication through words and images. Example projects are explorations in letterforms and page layout, the making of logos and other marks, book cover and poster design.

In addition to the study of graphic design, students are provided the opportunity to learn good studio practices. Problem-solving skills, willingness to research, craftsmanship, and professionalism are all important to success in this course.

Students are provided opportunities to develop an awareness of design's cultural context and establish good studio practice.

Special Features of the Course (if any)

Graphic Design I will be taught using hand drawn sketches and roughs that will be turned into final projects using Adobe Illustrator, Photoshop, and InDesign CS5.

Course Texts and/or Other Study Materials

The textbook is an excellent resource and will support your learning outside of the classroom.

**Graphic Design Solutions** by Robin Landa; 3rd Edition
Publisher: Thompson Delmar Learning
Price approximately: $24.00

A portable USB Drive with at least 2.0 GB of memory. You must back up all of your work. Approximate price $18.00

**MATERIALS**

***Always bring sketchbook, drawing pencil, 24” ruler, x-acto knife, adhesive, and scissors
Each week I will tell you what you need for the next project.

- Black presentation board (four boards minimum, 15” x 20” or 16” x 20”). NOT foam core.
- HB, 2B, 6B Pencils
- Sketchbook/Notebook – 9”x12” or 11”x14” for notes and development of visual ideas
- Bristol paper pad, 19”x24”, heavyweight, smooth finish
- Tracing paper pad, 19”x24”
- Black construction paper one package
- Triangle
Metal straight edge ruler with cork back
Eraser - Mars white plastic eraser
Scissors
X-acto knife and blades
Compass
Rubber cement, glue stick or double sided tape
Inexpensive portfolio with handles (paper or plastic is fine) (optional)
Tackle box or container to carry supplies in (optional)

- Other materials may be required during the semester and will be discussed.

Research, Writing, and/or Examination Requirement(s)

Students will be expected to accomplish homework assignments such as creating logos, posters, and book covers that emphasize creative combinations of text and images. Also larger mid-semester and final projects will be required.

Grading Policy

A student's final grade for the course is based primarily on his or her performance on the required work for the course (graded homework assignments and final project) and on his or her overall mastery of the material covered in the course. A student's class participation will also be evaluated, and the grade thereon will be used as a factor in determining the student's final grade for the course; but a class participation grade will count for no more than twenty percent (20%) of the final grade.

Grades follow these criteria:
A = Student whose work and work ethics display exceptional effort and care
B = Student displays good work ethic, completes assignments with thought and care
C = Average work and average effort
D = Student presents below average work and displays little effort in completing assignments
F = Student does not complete assignments and/or attend class

For final grading purposes:
- Homework and class projects 20%
- Class participation 20%
- Mid-semester project 30%
- Final project 30%

Attendance Policy

BCC Attendance Policy:

All students are expected to attend punctually every scheduled meeting of each course in which they are registered. Attendance and lateness policies and sanctions are to be determined by the instructor for each section of each course. These will be established in writing on the individual course outline. Attendance will be kept by the instructor for administrative and counseling purposes.

Append a statement on the departmental/discipline attendance policy (if any).

Append a statement on the attendance policy for the course.

Attendance will be taken during each class period. Success in a studio art class is dependent upon the student's participation in the studio activities and interaction with other students. Skill and knowledge is
acquired as much by doing and participating as it is by reading and responding. This cannot occur if a
student is not in class. Therefore, three unexcused absences will result in the lowering of a full letter grade
at the end of the semester. Late arrivals and early departures will be noted and count as a half of an
absence. Frequent absence and/or tardiness will result in the failure of the course.

Other College, Divisional, and/or Departmental Policy Statements [optional but recommended]

Student and Faculty Support Services [optional but recommended]

<table>
<thead>
<tr>
<th>Student and Faculty Support Services</th>
<th>Room</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Distance Learning Office – for any problems you may have accessing your online courses</td>
<td>C-334</td>
<td>201-612-5581</td>
<td><a href="mailto:psimms@bergen.edu">psimms@bergen.edu</a></td>
</tr>
<tr>
<td>The Tutoring Center</td>
<td>L-125</td>
<td>201-447-7908</td>
<td></td>
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<tr>
<td>The Writing Center</td>
<td>L-125</td>
<td>201-447-7908</td>
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<tr>
<td>The Online Writing Lab (OWL)</td>
<td></td>
<td>On Line at:</td>
<td><a href="http://www.bergen.edu/owl">www.bergen.edu/owl</a></td>
</tr>
<tr>
<td>The Office of Specialized Services (for Students with Disabilities)</td>
<td>S-131</td>
<td>201-612-5270</td>
<td><a href="http://www.bergen.edu/oss">www.bergen.edu/oss</a></td>
</tr>
<tr>
<td>The Sidney Silverman Library – Reference Desk</td>
<td>L-226</td>
<td>201-447-7436</td>
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Include a Course Outline and Calendar

Weekly Schedule

NOTE: Weekly schedule may occasionally change due to the pace of projects and topics. It is your
responsibility to check with me or other students to get information you may have missed and to be prepared
for the next class.

PART I: FUNDAMENTALS

<table>
<thead>
<tr>
<th>WEEK 1</th>
<th>Jan 26</th>
<th>INTRODUCTION: What is Graphic Design?</th>
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<tbody>
<tr>
<td>WEEK 2</td>
<td>Feb 2</td>
<td>COMMUNICATION: Combination marks</td>
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<tr>
<td>WEEK 3</td>
<td>Feb 9</td>
<td>COMMUNICATION: Pictograms</td>
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<tr>
<td>WEEK 4</td>
<td>Feb 16</td>
<td>COMMUNICATION: Symbols</td>
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<td>WEEK 5</td>
<td>Feb 23</td>
<td>LETTERFORMS: Lettermarks and Wordmarks</td>
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<td>WEEK 6</td>
<td>Mar 2</td>
<td>COMMUNICATION: Logo</td>
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<tr>
<td>WEEK 7</td>
<td>Mar 9</td>
<td>COMMUNICATION: Logo applied to several mediums</td>
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<tr>
<td>WEEK 8</td>
<td>Mar 16</td>
<td>COMMUNICATION: Logo applied to several mediums</td>
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<td></td>
<td>Mar 23</td>
<td>Spring Break No Class</td>
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<tr>
<td>WEEK</td>
<td>DATE</td>
<td>COMMUNICATION: Event information:</td>
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<td>9</td>
<td>Mar 30</td>
<td>Poster project</td>
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<td>10</td>
<td>Apr 6</td>
<td>Poster project</td>
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<td>11</td>
<td>Apr 13</td>
<td>Visualizing a concept: Book cover project</td>
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<tr>
<td>12</td>
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<td>Visualizing a concept: Book cover project</td>
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<td>14</td>
<td>May 4</td>
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<td>15</td>
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