

**Updated 02/24/2010**

- Course Calendar
- Projects
- Class Participation
- Grading Scale

Instructor: Sharon Wasden**Term:** Winter 2010**When:**

- Wed. & Fri.: 10:00 AM–12:45 PM

Where:

- Downtown Campus
- Bldg. 33, Rm. 509

Phone: (954) 201-7665**Email:** swasden@broward.edu**Office:** 509A**Office Hours:**

- Tuesday: 10:00 AM–2:30 PM
- Wednesday: 1:30 PM–4:30 PM
- Office Hours listed above are **by appointment only**. This is to prevent possible conflicts.

Required Texts:

- *Design Literacy: Understanding Graphic Design*
by Steven Heller
ISBN-10: 1581153562
- *Basics Design: Print & Finish*
by Gavin Ambrose and Paul Harris
ISBN-10: 2940373426

Recommended Text:

- *Citizen Designer: Perspectives on Design Responsibility*
by Steven Heller and Veronique Vienne
ISBN-10: 1581152655

Graphic Design II

Course Description

Production studio techniques for graphic design, featuring preparation of art for reproduction using the computer as a graphic design problem-solving tool, combining text, image, and digital design. Intended for art majors who wish to pursue a BFA degree in Graphic Design or want to seek entry level employment.

Course Goals

Upon successful completion of this course, the students should be able to integrate quality design principles into a variety of increasingly complex design problems; acquire a familiarity with content and context as it affects styles of design, personally, historically, and culturally; further develop and demonstrate an understanding of Adobe CS4's applications for print (Photoshop, Illustrator, and InDesign); evaluate their own, as well as fellow students', work using the language of graphic design; understand the requirements of, and be able to produce a professional level, comprehensive multi-page document; and organize files and "collect for output" all components of a multi-page document in proper formats, ready for production.

Required Materials

- Sketchbook/Notebook (8" × 10" or larger)
- 3-ring binder (for handouts and notes)
- Clear plastic sleeves
- Mat Board and Black Paper (you will be notified when needed)
- Double-sided tape or some sort of adhesive
- 18" Metal Ruler with Non-Slip Backing
- X-Acto Knife and Blades
- 24" Self-healing cutting mat
- Other materials for printing will be required later in the term
- Portable External Hard Drive (at least 100 GB) is Strongly Recommended
- Tracing/Layout Paper is Optional

Course Outline

- Advancement of Design Principles
- Concept Development in Graphic Design and Typographic Design
- Creative, Contemporary Typography
- Computer Knowledge and Skills Development
- Production of a Multi-Page Document
- Pre-Press Production on the Desktop
- Critiques and Assessments

Methods and Evaluations

Projects involve the use of the computer for graphic design problem-solving with emphasis placed upon conceptual thinking and your understanding of visual communication theory, applications, and language. Critiques and discussion of work are important to the process of design and this class. Students are expected to participate in Critiques and be able to present their ideas and work. Completion of all projects by their assigned due date is required. Final grades will be based on these factors as well as your design process and the quality of the work presented.

Withdrawal Policy

The last day to drop a course is March 23. If you withdraw through the Registrar's Office on or before that date, you will receive a grade of "W". If you simply stop coming to class and do not withdraw yourself through the proper channels, you will receive a "WF/F". With the permission of your instructor, you can change from credit to audit through March 23. To receive the audit designation on your transcript, you **MUST** attend class regularly. Your instructor will not assign a "W" to any student once the due date has passed. Your instructor will not assign an audit designation to any student once the date to change from credit to audit status has passed.

Course Calendar*

01/06	Course Overview
01/08	Project 1 Assigned/Work in Class/For Next Class: Read DL** p. 14–16, 329–332, 288–291, 3–5
01/13	Lecture/Work in Class/For Next Class: Read DL p. 361–363, 373–375, 219–220
01/15	Lecture/Work in Class
01/20	Work in Class
01/22	Project 1 Crit./Project 2 Assigned/Work in Class/For Next Class: Read DL p. 201–203, 303–306, 243–258, 151–162
01/27	Lecture/Work in Class/Begin Reading <i>Print & Finish</i> /For Next Class: Read DL p. 163–171
01/29	Typography/Layout Mini Assignment assigned/Work in Class /For Next Class: Read DL p. 172–180
02/03	Typography/Layout Mini Assignment due/Work in Class/For Next Class: Read DL p. 181–190
02/05	Lecture/Work in Class
02/10	Project 2 Crit./Project 3 Assigned/Work in Class/For Next Class: Read DL p. 66–74, 376–378, 283–285, 320–322
02/12	Lecture/Work in Class/For Next Class: Read DL p. 204–214, 232–242, 293–295, 415–416
02/17	Lecture/Work in Class
02/19	No Class
02/24	Reading Exam I/Work in Class/For Next Class: Read DL p. 215–216
02/26	Lecture: Bookbinding/Work in Class
03/03	Work in Class
03/05	Project 3 Crit./Project 4 Assigned/Work in Class/For Next Class: Finish Reading <i>Print & Finish</i>
03/10	Spring Break (No Class)
03/12	Spring Break (No Class)
03/17	Begin Discussing <i>Print & Finish</i> /Work in Class
03/19	Lecture/Work in Class/For Next Class: Read DL p. 224–226, 323–325, 402–409
03/24	Lecture/Work in Class/For Next Class: Read p. DL 297–300, 307–310, 348–352
03/26	Lecture/Work in Class/For Next Class: Read DL p. 259–263, 315–317, 391–393, 6–8
03/31	Lecture/Work in Class/For Next Class: Read DL p. 75–84
04/02	Lecture/Work in Class/For Next Class: Read DL p. 85–93
04/07	Lecture/Work in Class/For Next Class: Read DL p. 94–110
04/09	Lecture/Work in Class/For Next Class: Read DL p. 111–136
04/14	Lecture/Work in Class/For Next Class: Read DL p. 137–147
04/16	Lecture/Work in Class
04/21	Reading Exam II/Work in Class
04/23	Work in Class
04/28	Project 4 Crit./Extra Credit Due

*The Course Calendar is tentative and any changes will be announced in class. Specific dates of activities may need to be changed due to unforeseen circumstances. It is the responsibility of each student to attend class in order to be informed of any schedule changes that may be announced.

** DL = Design Literacy: Understanding Graphic Design

Projects (100 points each, 400 points total)

- Project 1: Logo
- Project 2: Hearing Type
- Project 3: Book Covers
- Project 4: Brand Deconstruction/Reconstruction

Projects are due at the beginning of class on their respective due dates, otherwise, they will be considered late. Late projects will be deducted 1 letter grade, and projects not turned in by the second class period will result in a 0 (F). In order for projects to be considered complete, they must be trimmed, mounted and ready for display.

Class Participation (95 points total)

- One Mini Assignment—Typography/Layout = 25 points
- Two Reading Exams = 25 points each (50 points total)
- Reading Discussion Participation—this will be based upon percentages. In other words, if you participate 100% of the time, you will receive all 20 points; if you participate 50% of the time, you will receive 10 points; if you never participate, you will receive 0 points; etc....
Total = 20 points

Design Process (50 points total)

- Critiques—Presence and participation in Critiques is mandatory. It is critical that you know how to talk about and discuss both your work and the work of others. Total = 20 points
- Efficient use of Class/Studio time—Habitual absences, tardiness, and/or early departures from class, will result in the loss of all 30 points. If you are late or not present for class, you will not only be missing important information in lecture, but you will be foregoing the assistance that both I and your fellow students provide. This is in addition to the department's attendance policy. = 30 points

Extra Credit (up to 20 points)

Throughout the term you will gain new knowledge, and you may decide you want to rework Project 1, 2, 3, and/or 4 after their original due date. You may submit one new version of each project at the end of the term, each version you submit will have a value of up to 5 points.

Grading Scale

A = 488–545

B = 434–487

C = 379–433

D = 325–378

F = 0–324

Americans with Disabilities Act (ADA)

If a student requires special accommodations under ADA, it is the student's responsibility to inform the instructor and to contact the office of Disability Services at (954) 201-2313.