

SYLLABUS

Art 2430 Introduction to Graphic Design SPRING 2017

Mark Biddle
mbiddle@weber.edu

Use the email address above for communication with your instructor. Project work will be distributed and collected using the course website on Canvas.

For individual consultation outside of class please schedule an appointment via the email address above.

Course Description

Introduction to the forms, concepts, and methods of graphic design, including the fundamentals of typography, visual metaphor, word/picture communication, visual organization, and design process. Software instruction necessary for success in the discipline is integral to studio projects.

Recommended reading

The Elements of Graphic Design, Alex White
A Graphic Design Manual, Armin Hofmann

Learning Objectives

Upon successful course completion students will demonstrate understanding and appreciation for...

- basic software skills necessary for disciplinary work
- the fundamentals of typography
- effective word/picture messages
- formal structure of graphic messages including color and hierarchy
- 2d spatial organization
- 3d spatial illusion
- Gestalt principles (closure, similarity, proximity, continuation)
- the relationship between semantics and syntactics in visual order
- visual metaphor
- design process: problem definition > ideation > implementation
- the importance of critical feedback
- professional work practice and performance standards.

Structure

Six to eight studio projects are assigned each term. These include launch exercises, progress reviews, and final critiques. Late submissions will be accepted up to one week beyond the upload deadline. Expect to be penalized for late work. Always refer to the most recent assignment description for exact class scheduling.

Class time is devoted to lecture, discussion, critique, demonstration, individual conferences, and general studio work. Attendance and productive use of classtime is required. Always bring tools and materials appropriate to assignments and be prepared to work in class.

Do not bring food to class. Use cell phones only for emergencies.

Tools and Materials

Tools and material needs will vary according to the project but may include sketchbooks and traditional drawing tools (including markers), x-acto knives, adhesives, digital printouts, memory sticks, presentation boards, etc. You will need access to a digital camera.

Evaluations

Studio projects are evaluated on the timeliness of project completion, the thoroughness and success of creative investigations, craftworthy execution, and overall professionalism in presenting final work. Class participation may also affect your evaluations. Submitting work without attending class does not amount to a strong performance.

PROJECT FACTOR

90% of final evaluation: average of project scores, each weighted according to size / significance. Project weights are not initially determined until the semester's conclusion. The Canvas website, therefore, can only provide a rough estimate of final averages.

ATTENDANCE / PARTICIPATION FACTOR

10% of final evaluation: attendance / participation: individual participation will be recorded during some, but not all, class sessions. You can score by simply being in attendance, or, if a review is scheduled, by having your work on the wall on time. Absences and missed reviews receive zeros for the day. At the term's end, one letter grade is deducted for each zero from the final participation score. This means, for example, that three zeros is equal to a "D" on Attendance / Participation. Five zeros and beyond is considered unacceptable and seriously compromises your ability to pass the course.

WHAT GRADES INDICATE

A = superior quality form, clear understanding of objectives and success at meeting them, professional-level presentation.
B = good work which generally hits target objectives even if formal / conceptual results are less than excellent.
C = average work reflecting reasonable effort, a rudimentary understanding of objectives and adequate formal and conceptual results.
D = below average results showing minimal effort, inattention to instructions, and/or a weak comprehension of project goals.

