

Art 341: Production Design

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California State University
Northridge

Mike Curb College of Arts, Media, and Communication
DEPARTMENT OF ART, GRAPHIC DESIGN

Art Department, Student Learning Outcomes The black SLOs are addressed in this course

- 1 Acquire basic knowledge, theories, and concepts about art; develop a foundation of art skills and a high level of craftsmanship; communicate ideas and concepts through writing, speaking and art making; acquire a competency with the tools and technologies associated with the visual arts.
- 2 Broaden knowledge of ancient through contemporary art; develop an understanding of the theoretical, cultural, and historical contexts of art.
- 3 Apply processes of generating and solving problems in art; analyze, interpret and question traditional methodologies and preconceived notions of art and art making.
- 4 Explore and engage in interdisciplinary forms of art making.
- 5 Develop an appreciation and tolerance of diverse perspectives dealing with art, culture, teaching and learning.
- 6 Become involved in both individual and collaborative art experiences with other students, faculty, and community.
- 7 Develop a career path for an art profession or an art-related field; develop an understanding of the demands and expectations of that area of art profession or art field.

MISSION

The CSUN Art Department is committed to teaching students to experience and value visual thinking and creative problem solving in art, as well as recognize the concurrent importance of perception, experimentation, innovation, and critical thinking. We encourage students to understand the history and traditions of art with their relevance to social and community concerns as well as the art of different cultures. Students are also encouraged to utilize and interact with the services, facilities and technologies offered throughout the University as well as those provided by the Art Department.

NOTE: Changes in content or activities may occur at instructor's discretion based on course and learning needs, scheduling or other circumstances. SUCH CHANGES WILL NOT AFFECT COURSE POLICIES.

Lower Division
Required

Lower Division
Elective

Upper Division
Elective

ART 341 PRODUCTION DESIGN —3 UNITS

Spring 2014 - Tue. & Thur. 8:00am - 10:45am, AC404

Office hours and Location

Thurs. 10:45 - 11:15 in AC404

Students should not get discouraged if office hours do not work with their schedule.

The instructor is flexible and can meet on other days and times. Please inquire about other hours.

Course Description

Production mechanics of designed projects are prepared for offset printing and digital reproduction. In-depth review of color separations, ink, paper, and current trends in print production as well as digital reproduction and multimedia.

Prerequisites: Art 200 & Art244

Course Objective

Learn technical aspects of Adobe InDesign, Adobe Illustrator, and Adobe Photoshop and how these programs are used in design and production of offset printed projects. 1) File organization and preparation for reproduction; 2) History, of print; 3) Various prepress & Printing Processes; 4) multimedia processes (digital publishing)

Course Student Learning Outcomes

Understand and Apply Knowledge Related to Graphic Design Production.

1. Demonstrate the ability to conduct research and find resources for print and digital production.
2. Demonstrate the understanding of the history of printing.
3. Develop skills in the creation of design structures, grids, layout and composition.
4. Develop professional skills in the digital production for graphic design products.
5. To develop production techniques by the use of industry standard hardware and software and develop skills in producing professional quality computer generated graphic elements and documents.

REQUIRED

Books: **Production for Print** by Marck Gatter
Print & Finish by Gavin Ambrose

You will need to purchase the following tools if you do not already own them. You will also be required to have the means necessary to output your work. Graphic design courses rely on printed output to assess student progress. It is not required to carry all of the materials to class everyday, but when asked to have them, please be responsible and make sure you are always prepared to work. Factor in the cost of outputting your work this semester.

Supply List

- Storage devices (USB Flash Drives, Portable Hard Drive)
- Large Format Inkjet Printer
- T-Square – Metal at least 24"
- Xacto Knife with #11 Blades
- Triangle, 12" Minimum
- Steel Ruler (24") Corked Back
- Tracing Paper (14 x17)
- Access to a Digital Camera
- Super 77 Spray Adhesive
- Wax paper (found in the food store)
- other materials as needed per project

STUDIO ACTIVITIES & PROJECTS:

LEARNING ACTIVITIES AND ASSIGNMENTS

There maybe some studio time to work on these activities, but all assignments will completed outside of class time. There will be very little time to work in class. Studio time will be used for lecture/ demonstration by teacher. All assign activities are due on the schedule date and posted in a shared folder. Late assignments will be marked down.

(See STUDIO POLICIES on page 4 for details about late work.)

DESIGN STUDIO ACTIVITIES:

There are 4 types of studio activities:

- 1) **Main Studio projects;**
 - 2) **Readings with Summaries** (from book)
 - 3) **Exams** - Midterm & Final (from book and lectures)
- These activities will be posted on the schedule online. So please refer to website for details.
- 4) **Field Trips** -These will require paperwork to sign. And all trips will be placed on the schedule.

MAIN STUDIO PROJECTS: These projects are to be completed outside of studio time (at home or in the lab). The main studio projects are given as a way for the student designer to explore and practice production concepts. The main studio projects are evaluated according to design, concept development, presentation, and production skills. (See project sheets for further details on evaluation criteria)

Project #1: Fold Brochure (2 color)

Project #2: InfoGraph 01

Project #3: Paper Company Promo

Project #4: InfoGraph 02

Portfolio of your work, including presentations, will be required at the end of the semester in order to obtain a grade. Save all your work.

READINGS WITH SUMMARIES: Readings will be assigned from the required text book. Readings are connected to the topics being discussed that week. It is your responsibility to take notes on your readings and ask questions about topics that are unclear to you. The quizzes/tests will be based on the readings.

EXAMS: The Midterm Exam and Final Exam will be based on the readings & lectures. It is your responsibility to keep notes and study the terms discussed in the readings. The professor will let you know a head of time with a study guide.

PROJECT SUBMISSION

All assignment are to be submitted digitally in Drop-Box as well as physically through printouts. (Drop-Box will be explained.) Printed versions have criteria and restrictions, so read creative briefs very carefully.

DROP BOX: All assignments must be submitted to professor via. DropBox. Drop Box is an online free service where you share files. (if you are not signed up to Drop Box via your CSUN email. Please wait and the professor will send you a share request.

FINAL GRADE SUBMISSION: Students are required to submit a compilation file via CD or USB at the end of each semester that includes all projects and assignments Therefore, you will need to keep a back up of all your work as it is completed. Loss of data is no excuse for not having work
Students are responsible for obtaining all work by the beginning of the following semester.

LATE PROJECT PENALTIES

In the graphic design field, you get paid for a project on the timeliness of its completion. Your payment for this class is a grade. A project not ready at the beginning of a deadline date/critique/presentation (class time) will be penalized by a payment deduction. If the project is handed in after a deadline it is considered late.

Things happen to cause a project to be late, but you must be prepared for anything and you must be ready to except the consequences of a late project.

THE FOLLOWING ARE EXAMPLES OF (BUT NOT LIMITED TO) NON-VIABLE EXCUSES: (for late projects)

- "I had limited lab access. / My computer was down." Plan ahead for lab time!
- "I was sick. / I was stuck in traffic. / I overslept." An absence is not an acceptable excuse for a late project. You have to take responsibility for yourself and meet the client (the teacher) with the project.
- "The printing place ruined my project. / The printing place could not print my file. / I am getting the project printed now. " You need to plan accordingly; don't wait to print before just before class. Give yourself a day before to make sure nothing goes wrong.
- "I lost my USB drive. / My file was corrupted. / I forgot my USB drive and I was going to print before class." Forgetting your data or Loosing data is not an acceptable excuse for a late project. You need to make sure you back up all your files on a CD or another hard drive. Plan ahead. Be responsible.

STUDIO PRINCIPLES

- 1 Follow Lectures
- 2 Obtain Quality work
- 3 Practice & Train yourself
- 4 Conduct Research
- 5 Meet w/ Art Director
- 6 Produce Sketches
- 7 Be Involved in Critiques
- 8 Abide by Policies

Instructor's role

As the teacher of the class, my role is the **Art Director** as well as the **Client**. As the art director / client, it is my responsibility to give you all the guidelines for the project, including but not limited to: deadlines, criteria, instructional assistance and guidance for making the project successful.

As the art director I will be conducting the following:

- 1 Lecture and/or demonstrate: theory, practice, software, strategies, history. *Lectures/ demos will start at the beginning of the class. I want to share as much of what I know to you. So don't be late!*
- 2 Provide criteria and guidelines for all projects and oversee the quality and process. I will adhere to a high standard and will push the graphic designer to produce the highest quality work.
- 3 Explain the process of problem solving, the methods of execution, project completion and presentation. Art Director will guide the students and provide software techniques and resources for practicing and learning independently. (Art Director will not hold your hand.)
- 4 Provide visual examples of previous studio work and examples of other graphic design work, through examples shown in class as well as access to my personal library of books and resources.
- 5 Meet with students as often as possible and provide guidance through one-on-one individual meetings.
- 6 Look at all sketches and progress. Provide tips and techniques for creating thumbnail sketches. The art director will go through all sketches and provide feedback and suggestions.
- 7 Facilitate class critiques and group discussions during project development. Allow students to observe other projects in progress to gain confidence in the verbal presentation of ideas, to express critical evaluation of their own, and other student's projects.
- 8 Monitor and enforce all policies and procedures as listed in the work (syllabus) contract. Distribute payment (grades) in a timely manner and to maintain transparency on payment procedures.

Graphic Designer's role

As the student, your role is the graphic designer. As the graphic designer in the studio, your payment for working on all activities is your grade. Your work in the studio is evaluated based on your strong work ethic, and the list below.

As the graphic designer you will be required to follow a specific work ethic. You will need to do the following:

- 1 Demonstrations and lectures will be often. It is your responsibility to follow along, take notes, be attentive.
- 2 Work on all projects to the fullest and the highest quality. It is important that your idea, execution, and presentation be clear and clean. Projects should meet the criteria and guidelines listed. Spend quality time on projects and do not waste time with multiple things. *(You might think you can multi-tasks, but this is untrue and a myth. Cognitive studies show, you have to reset your brain when working on multiple things. Multitasking is often mistaken for focusing or blacking out multiple things.)*
- 3 Learn to train yourself through books and online tutorials. Practice and read software manuals and make it a habit to problem solve and find information on your own. Because software changes frequently, you must get into a habit of learning through books and online resources.
- 4 Research and examine curated graphic design works. Looking on the internet will not help you see quality design. graphic design magazines, graphic design annuals, and graphic design books go through a rigorous process to present the best graphic design samples.
- 5 Meet with Art Director (teacher) to go through your project. Obtain as much one-on-one assistance and guidance as possible. A successful project must have the assistance and approval of the art director.
- 6 Work on all sketches and rough drafts as specified. As a graphic designer working in a professional studio, you will be asked to produce sketches for your projects. Some projects you require thumbnail sketches—30, 40, or 50 sketches per project. These sketches should be at the highest quality in line and drawing technique. The graphic designer must learn how to draw in order to produce good sketches. (So "learn to draw."— Saul Bass)
- 7 Critiques happen in graphic design studios fairly often. These group critiques are also brainstorming meetings that will help produce a successful project. Be present and interactive in all critiques and provide feedback on other people's work as well.
- 8 You will need to abide by all the policies and procedures as listed in the work (syllabus) contract. This will ensure proper payment is earned. (see Studio Policies pg. 4)

STUDIO POLICIES:

Classroom Courtesy:

1. Be on time
2. Do not leave class early
3. Be respectful: to teacher and classmates always
4. Turn off cell phones: Do not answer your phone in class or walk out of the class to answer your phone. Please turn your phone off and store it in your bag.
5. Focus while in class: Leave all your other class work and problems outside this class.
6. Help others: If someone is struggling help them. We are a community of learners.
7. Practice: Spend the time to focus on your skills and learn as much skills as possible in and outside of class.

Attendance and Participation

Attendance is mandatory in the studio. Lectures, directions, demonstrations and critiques will not be repeated. If you have missed a studio session, you should always contact your fellow students or the instructor about what was missed before returning to class. **Do not miss studio sessions on project deadline days as you will be marked down for missed deadlines.**

The graphic design studio is a work place. You are paid with a grade. There are 30 sessions in 15 weeks. Like a job, you have sick days. You have 2 sick days for the whole semester. These are paid days where you will not be docked pay (grade) for missing these sessions. More than 2 absences will result in a payment deduction (lowering your final grade.) For each absent your final grade will be deducted 4 points.

For example: if your final grade is a 100 [A] because you have handed in all assignments on time and according to criteria, but you have taken your 2 sick days but you took 3 more unexcused absences, then you will be deducted 12 points from that grade. This means you will have an 88 [B+] Or if you earned a 90 [B+] grade point with 3 absences then you would have a 78 [C+].

The 2 sick days (excused absences) can be used as you like. So save them for when you really need them. If an illness or emergency requires more than 2 sick days (absences), official documentation will be required. Attendance and promptness will greatly affect your overall final grade.

Reasons for absences must be in writing (with a doctor's signed note or other official paperwork, such as jury duty). Students are responsible for contacting instructor regarding absences, expected late arrivals to class or need to leave class early; no contact with instructor is interpreted as unexcused.

The university gives authorization to lower grades or fail students for poor attendance and tardiness at the instructor's discretion. (Students have known to get a very low grade because they come late or are absent frequently.) Read studio policies listed on this page.

ALL CELL PHONES MUST BE OFF OR SILENT DURING CLASS!

Text messaging is included in undesirable phone activities. No internet browsing, video-gaming, text-messaging, working on homework or projects for other classes. If you have an emergency and need to access your messages or place a call during class, please inform instructor in advance.

Lateness

There are **NO FREE LATES.**

You clock in, at the beginning of a studio session.

For every late = half of an absence. So 2 points are deducted from your pay (grade). In other words, 2 late's equally an absent, so make sure you are on time.

You are considered late if your name is called and you are not present.

During the first 10 minutes of the studio session, the instructor will take attendance. If you are not present at this time, you will be marked as absent. Please notify the instructor if you were late or not present during role call. If you are late for more than an hour, you will be marked absent.

THE FOLLOWING ARE EXAMPLES OF (BUT NOT LIMITED TO) NON-VIABLE EXCUSES:

1. Not finding a parking space.
2. Employment obligations.
3. Needed to work on another class.
4. Dog ate my homework.
5. Someone is getting married.
6. Planned a vacation to Hawaii (or elsewhere).
7. Weather: it's too hot, too cold, or it rained.
8. Was printing my project.

VIABLE EXCUSE examples:

receipt from clinic visit, note from doctor with signature and date, receipt for car service w/date and time, any other type of signed documentation regarding time, date and unavoidable reason for absence.

NO FACEBOOK, TWITTER, OR ONLINE CHATTING!

If you are spotted doing any of the above, you will be asked to close your laptop or turn off your mobile device. Even if you are using the device for note taking or working on your projects. No acceptations. If you continually do so, you will be asked to sit closer to instructor for constant monitoring.

VERY IMPORTANT

If a student has any of the following items, they will receive an incomplete on the assignments and will be asked to re-do. (This means even if money has been spent on printing and mounting.)

Therefore avoid the following at all cost:

1. Crooked lines or paper fraying.
2. Pixelated images or graphics
3. Glue residue or dirt marks
4. Uneven folding.
5. Misspelling or grammar problems
6. Any font not approved by professor (check the Font wall for all "Do's and don'ts of fonts)

None of the following fonts can be used.

(Banned Fonts)

- Script fonts must be approved before using. (if you are not sure ask)
- Fonts w/ city names -Chicago, Monaco, New York, Geneva
- Chancery or any calligraphy style

Arial (use Helvetica)	Peignot	Trebuchet
Bauhaus	Mistral	Verdana
Comic Sans	Myriad	Zapfino
Courier	Sand	
Hobo	Skia	
Palatino	Tekton	
Papyrus	Times	

EVALUATION CRITERIA

ASSESSMENT AND EVIDENCE OF LEARNING

- Development of concepts that are thoughtful, original and innovative
- Careful attention to execution, technique and completion of projects
- Effective visual and verbal presentation skills - neatness is important and projects should be presented on foam core or whatever is required for the project.
- All visual elements should be neat and clean.
- Active & verbal participation in class activities & critiques
- Attendance with necessary materials and assignment preparation
- Personal challenge and effort in project development
- Deadline compliance
- In class work
- Demonstration of abilities and growth
- Studio principles are followed
- Demonstration of work ethic

OTHER VALUABLE INFORMATION

Students with Learning Disabilities

If you have a learning disability or feel that you may have a learning disability, it is suggested that you contact the Center on Disabilities (codss@csun.edu; 818-677-2684). You may be encouraged to register in order to be eligible for accommodations.

Code of Student Conduct:

Essential to the mission of CSUN is a commitment to the principles of academic integrity and ethical behavior. Because the integrity of the academic enterprise of an institution of higher education requires honesty in scholarship and research, academic honesty is required at CSUN. Adherence to the Academic Honesty Policy reflects the commitment of our community to the value of learning and our core principle of social responsibility.

For information about the Code of Student Conduct, go to <http://www.csun.edu/a&r/soc/studentconduct.html>

PAYMENT (GRADE)

GRADE BREAKDOWN

Projects development is evaluated based on a point system as follows:

90% = Excellent, 80% = Good, 70% = Average, 60% = Weak, 50% = Poor, 0% Not Shown

FINAL GRADE CRITERIA

A 93-100

A Clearly stands out as excellent performance and, exhibits mastery of learning outcomes. Meet all the criteria.

A- 90-92

B+ 87-89

B 83-86

B Grasps subject matter at a level considered to be good to very good, and exhibits partial mastery of learning outcomes. Meets most of the criteria.

B- 80-82

C+ 77-79

C 73-76

C Demonstrates a satisfactory comprehension of the subject matter, and exhibits sufficient understanding and skills to progress in continued sequential learning. Meets some of the criteria.

C- 70-72

D+ 67-69

D 60-66

D Quality and quantity of work is below average, exhibits only partial understanding and is not sufficient to progress in the studio sequence. Meets some of the criteria.

F 59-

F Quality and quantity of work is below average and not sufficient to progress. Meets very little of the criteria.