ART 444
GRAPHIC DESIGN III

Art Department Student Learning Outcomes (SLO)

1. Students will acquire competent knowledge and skills in various art media, concepts and methodologies.

2. Students will produce a competent body of individual and collaborative work suitable for a liberal arts degree, for the local, national and global marketplace.

3. Students will solve visual problems at a competent level, including understanding/application of the elements of art and principles of design.

4. Students will utilize and apply critical thinking skills to communicate ideas for their intended audience at a competent level in visual, oral, and written formats.

5. Students will acquire historical and contemporary knowledge of diverse cultural and aesthetic contexts, including political, visual and material culture.

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

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.

PROGRAM OUTCOMES
Communication • Creativity • Critical Thought • Social Responsibility • Transdisciplinarity • Ethical Practice

Art 444 Graphic Design III
3 UNITS (3-3)

Term
SPRING 2018
Mon/Wed 6:00 pm - 8:45pm

Instructor
Jung Hong
jung@threeondesign.com
OFFICE HOURS: Mondays 5-6PM BY APPOINTMENT
ROOM AC407

Course Description
Prerequisite: ART 244; Corequisite: ART 200. Preparatory: ART 344 or equivalent. Introduction to intermediate skills and conceptual problems of the field. Stressed is the integration of theory with practical applications. Projects demand creative solutions to typical problems faced by the graphic designer. 5 hours lab.

Prerequisites
Art 244; Art 200 Corequisite;

Texts
N/A
RECOMMENDED
Design for Communication, Conceptual Graphic Design Basics
By Elizabeth Resnick John Wiley & Sons, Inc.
Design Elements—A Graphic Style Manual
By Timothy Samara; Rockport
Making and Breaking the Grid
By Timothy Samara; Rockport
Concept Design—How to solve complex challenges of our time
By Rosted, Lau, Høgenhaven, Johansen; FORA
The Anatomy of Design
Steven Heller and Mirco Ilic; Rockport
Typography Workbook
By Timothy Samara; Rockport
The Big Book of Typographics 1 &2
By Roger Walton; Harper Design Internation
Thinking with Type—a Critical Guide
By Ellen Lupton; Princeton Architectural Press
SUGGESTED
Lynda.com

Instructional Process
• Lectures and/or media presentations explaining theory and issues specific to the planning and strategy of the project.
• Examples of previous student work along with professional samples
• Explanation of the problem solving process, methods of execution, project completion and presentation
• Demonstrations of materials, techniques, process.
• Individual critiques with each student during the studio session. Development in-studio is for the benefit of the instructor’s personal attention and for the opportunity for the student to interact with other students during the design process.
• Class critiques 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 other student’s projects, and to evaluate their own work.

Materials of Instruction
Notebook for keeping notes and handouts
1 or 2GB traveldrive; jumpdrive; flashdrive with USB9.0 connection
14 x 17 inch Drawing Pad, PENCIL, PEN, ERASER
Xacto Knife. New, sharp #11 Xacto blades will do, but I recommend using #2 blades and handle.
18 x 24 Self-healing cutting matte (SUGGESTION)
3M Super 77 Spray Adhesive
Metal Ruler 18 inch

The following are good to have around and bring to class as needed:
Old magazines or stock photo catalogs to gather found imagery.
CD’s to transfer files for department archive at end of semester.
Project Submission
Students are required to submit a compilation CD at the end of each semester that includes all projects in a PDF format. Students are responsible for obtaining all work by the beginning of the following semester.

Learning Activities and Assignments
DESIGN SAMPLE NOTEBOOK
Each of the following projects must include FOUR items: 8. LOGO/IDENTITY (combination: icon & wordmark, 9. Form of advertising (Poster, Ad ) 10. WEBSITE (homepage & 1 Secondary Page), 11. MULTIPAGE COLLATERAL: Brochure/Catalog (Cover and 2 Spreads)

PROJECTS
1. **Branding for a Food Related Client**
   Contemporary, updated, relative to today

2. **Branding for an Electronic Client (Product)**
   Contemporary, High End, updated, relative to today

3. **Branding for a Corporate Company**
   Contemporary, updated, relative to today

These projects are intended to help students establish the ability to create and develop visual form in response to communication problems, including an understanding of principles of visual organization and composition, information hierarchy, symbolic representation, typography, aesthetics, and the construction of meaningful images all in a digital environment.

If desired, additional applications can be applied for extra credit, with prior instructors approval.

An 11 x 17 inch workbook including your project description, research, inspirations, all explorations, and final layout of your magazine is suggested to show during the final Jury Presentations at the end of the semester.

Projects and their order may change anytime to fit the overall needs of the class.

Assessment and Evidence of Learning
EVALUATION CRITERIA
- Development of concepts that are thoughtful, original and creative
- Development of technical digital skills and techniques
- Careful attention to execution, technique and completion of projects
- Effective visual and verbal presentation skills
- Active and verbal participation in class activities and critiques
- Attendance with necessary materials and assignment preparation
- Personal challenge and effort in project development
- Deadline compliance
GRADE BREAKDOWN
Critiques and feedback on main projects will revolve around individual critiques, round table critiques, and wall critiques. Projects will be graded on personal challenge, self-motivation, and attitude in exploration in the development of self-generated graphic design imagery. The final grade will be an average of all points received on the following projects, studio/gallery tour/visit, class participation, and Pinterest pins.

FINAL GRADE is the AVERAGE of all the graded items which includes:

• Main Projects: 3 (ALL 4 STAGES ARE GRADED AND EQUALLY IMPORTANT)
• STUDIO / GALLERY VISIT
• CLASS PARTICIPATION / CRITIQUES / PRESENTATION / DISCUSSIONS
• PINTEREST: YOU MUST JOIN AND POST REGULARLY (EVERY OTHER WEEK)

NOTE:
• ATTENDANCE WILL AFFECT OVER-ALL GRADES.
• Projects must be submitted within 3 days of original deadline for evaluation
  Grade for project will drop 1 point for Every late class day

Projects development is evaluated based on a point system as follows:
11-10= A, A-  9-7= B+, B, B-  6-4= C+, C, C-  3-1= D+, D, D-  0= F

Each Project will have 4 stages; Research, Thumbnail(handdrawn), Fullsize(digital), Final Presentation. Each stage of the project will be GRADED EQUALLY; THIS MEANS YOU NEED TO WORK ON EACH STAGE and NOT SKIP ANY STAGES, IT WILL AFFECT THE OVERALL GRADE.:.

FINAL GRADE CRITERIA
A 11 A  Clearly stands out as excellent performance and, exhibits mastery of learning outcomes
A- 10
B+ 9
B 8 B  Grasps subject matter at a level considered to be good to very good, and exhibits partial mastery of learning outcomes
B- 7
C+ 6
C 5 C  Demonstrates a satisfactory comprehension of the subject matter, and exhibits sufficient understanding and skills to progress in continued sequential learning
C- 4
D+ 3
D 2 D  Quality and quantity of work is below average, exhibits only partial understanding and understanding and skills are not acceptable to progress in the graphic design
D- 1
F 0 F  Quality and quantity of work is below average and not sufficient to progress
### Grade Percentage Break Down

**75% - Projects:**
- Project 1 - Research 25%
  - Thumbnails 25%
  - Digital Full Size 25%
  - Final Presentation 25%
- Project 2 - Research 25%
  - Thumbnails 25%
  - Digital Full Size 25%
  - Final Presentation 25%
- Project 3 - Research 25%
  - Thumbnails 25%
  - Digital Full Size 25%
  - Final Presentation 25%

**10% - Gallery / Studio Visit:**
Gallery or studio visit of choice

**10% - Class Participation:**
Critiques / presentation / discussion

**5% - Pinterest Updates:**
Pinning to folder every other week.

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100% of points will be affected by Attendance as policy shows below

### Class Guidelines
- Students are responsible for information missed due to tardy or absence
- Please turn your cell phones to silence during class
- **A student who is absent more than 2 times eliminates chances of receiving an “A”**

### Attendance and Participation
Attendance is required and is a strong determinant to the students’ success in the course. Roll will be taken and **absences beyond 3 will lower the final grade.** Students with absenteeism in excess of 4 classes will be encouraged to drop the course. In order to improve student ability to communicate effectively, both orally and in writing, and to help students gain experience in criticizing the work of others constructively, students are encouraged to participate actively in all class discussions. The University emphasizes group interaction in the classroom. If a student is absent, his/her benefits received from classroom involvement are lost—as are contributions which otherwise could have been made to the learning of fellow students. Students are responsible for all material assigned or discussed in class. Students are discouraged from leaving the class during critique, discussions and demonstrations.
Late Work
You will have 3 Class days to turn in late work from due date of each stage. Projects will not be accepted after the 3rd regular class session, from due date of each stage, and forfeit students grade. Project turned in after due date will be graded down every day till turned in. Students who do not participate in project presentations will forfeit their verbal presentation points.

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.

Definitions of Academic Honesty
1. CHEATING is the act or attempted act of deception by which a student seeks to misrepresent that he/she has mastered information on an academic exercise that he/she has not mastered.
2. FABRICATION is the use of invented information or the falsification of research or other findings in an academic exercise.
3. FACILITATING ACADEMIC DISHONESTY is intentionally or knowingly helping or attempting to help another commit an act of academic dishonesty.
4. PLAGIARISM is the submission of another’s work as one’s own, without adequate attribution. When a student submits work for credit that includes the words, ideas or data of others, the source of the information must be acknowledged through complete, accurate, and specific references, and, if verbatim statements are included, through quotation marks or indentation as appropriate.

Writing Center
Students having difficulty with writing assignments are encouraged to contact the Writing Center at:
http://www.csun.edu/s/lrc/writing/.html

Code of Student Conduct
Information may be viewed online at http://www.csun.edu/a&r/soc/studentconduct.html

Field Trip Policies
Besides being required to sign 1) an Informed Consent Form and 2) a Vehicle Authorization Form, students must also include their name on 3) a list of those attending the field trip. They may also be required to sign a Guest Confidentiality Form from the particular business to be visited.

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 (codes@csun.edu; 818-677-2684). You may be encouraged to register in order to be eligible for accommodations.

RESOURCES:
Behance.com
awwwards.com
thebestdesigns.com
dieline.com
designspiration.com
designskinky.com
123klan.com
graphicsideoflife.wordpress.com
hennesseyingalls.com
ekellypaper.com
swainsart.com
brandsoftheworld.com
logopond.com
logolounge.com
houseindustries.com
t26.com
emigre.com
# ART 444 Weekly Schedule - Open to Change, at instructors discretion

<table>
<thead>
<tr>
<th>WEEK 1</th>
<th>WEEK 6</th>
<th>WEEK 12</th>
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<tbody>
<tr>
<td>MONDAY - 1.22.18&lt;br&gt;Introductions to Class * What is Graphic Design&lt;br&gt;What is a graphic designer? SELF VS. CLIENT</td>
<td>MONDAY - 2.26.18&lt;br&gt;DETAILS LECTURE</td>
<td>MONDAY - 4.09.18&lt;br&gt;FIELD TRIP?</td>
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<tr>
<td>WEDNESDAY - 1.24.18&lt;br&gt;Design Process/Hand Out Project #1</td>
<td>WEDNESDAY - 2.28.18&lt;br&gt;#2 THUMBNAILS DUE • LAB</td>
<td>WEDNESDAY - 4.11.18&lt;br&gt;#3 THUMBNAILS DUE</td>
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<th>WEEK 2</th>
<th>WEEK 7</th>
<th>WEEK 13</th>
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<tr>
<td>MONDAY - 1.29.18&lt;br&gt;LOGO LECTURE &amp; Describe Project #1</td>
<td>MONDAY - 3.05.18&lt;br&gt;#1 DIGITAL DUE</td>
<td>MONDAY - 4.16.18&lt;br&gt;OPEN DAY</td>
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<tr>
<td>WEDNESDAY - 1.31.18&lt;br&gt;LOGO EX • Hand Out Project #2&lt;br&gt;Initial RESEARCH #1 DUE</td>
<td>WEDNESDAY - 3.07.18&lt;br&gt;#1 DIGITAL DUE</td>
<td>WEDNESDAY - 4.18.18&lt;br&gt;#3 THUMBNAILS DUE</td>
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<th>WEEK 3</th>
<th>WEEK 8</th>
<th>WEEK 14</th>
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<tr>
<td>MONDAY - 2.05.18&lt;br&gt;BRANDING LECTURE</td>
<td>MONDAY - 3.12.18&lt;br&gt;Exercise In Class</td>
<td>MONDAY - 4.23.18&lt;br&gt;LAB DAY - WORK IN CLASS</td>
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<tr>
<td>WEDNESDAY - 2.07.18&lt;br&gt;RESEARCH #1 DUE</td>
<td>WEDNESDAY - 3.14.18&lt;br&gt;#2 DIGITAL DUE</td>
<td>WEDNESDAY - 4.25.18&lt;br&gt;FIELD TRIP?</td>
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<tr>
<td>MONDAY - 2.12.18&lt;br&gt;RESEARCH #1 DUE&lt;br&gt;Exercise In Class</td>
<td>MONDAY - 3.19.18&lt;br&gt;SPRING BREAK</td>
<td>MONDAY - 4.30.18&lt;br&gt;Revisions due</td>
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<td>WEDNESDAY - 2.14.18&lt;br&gt;POWER OF COLOR • RESEARCH #2 DUE</td>
<td>WEDNESDAY - 3.21.18&lt;br&gt;SPRING BREAK</td>
<td>WEDNESDAY - 5.02.18&lt;br&gt;#3 DIGITAL FULL SIZE DUE</td>
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<tr>
<th>WEEK 5</th>
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<th>WEEK 16</th>
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<tr>
<td>MONDAY - 2.19.18&lt;br&gt;THUMBNAILS #1 DUE&lt;br&gt;Exercise In Class</td>
<td>MONDAY - 3.26.18&lt;br&gt;ORGANIZING LECTURE</td>
<td>MONDAY - 5.07.18&lt;br&gt;LAB HOURS - ONE ON ONE</td>
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<tr>
<td>WEDNESDAY - 2.21.18&lt;br&gt;GRID SYSTEM</td>
<td>WEDNESDAY - 3.28.18&lt;br&gt;#3 RESEARCH DUE</td>
<td>MONDAY - 5.09.18&lt;br&gt;PRE FINAL PRESENTATION</td>
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<th>WEEK 11</th>
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<tr>
<td>MONDAY - 4.02.18&lt;br&gt;CAREERS IN DESIGN LECTURE</td>
<td>MONDAY - 4.09.18&lt;br&gt;FIELD TRIP?</td>
<td>MONDAY - 5.14.18&lt;br&gt;FINALS 8 - 10 PM #3 FINAL PRESENTATION</td>
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<tr>
<td>WEDNESDAY - 4.04.18&lt;br&gt;#2 FINAL PRESENTATION DUE</td>
<td>WEDNESDAY - 4.11.18&lt;br&gt;#3 THUMBNAILS DUE</td>
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