



CALIFORNIA
STATE UNIVERSITY
NORTHRIDGE

Office hours:
Wed: 2-3pm outside AC408
Fri: 2-4 pm in AC407
Best by appointment: call
Advisement Center

Please note: Other times can be
arranged for meeting more conducive
to student's schedules.

FALL 2018

Art 341 PRODUCTION DESIGN SYLLABUS & COURSE HANDBOOK

Dr. Paula DiMarco
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Lectures on [Production Website](#)

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

Students will learn about various topics in print production such as: file organization and preparation for reproduction; history, of print; resolution; paper substrates; various prepress & printing processes and more. In addition students will learn some software skills using InDesign, Illustrator, and Photoshop and how these programs are used in design and production of offset printed projects.

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
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.

SPRING 2018

Art 458 GRAPHIC SEMINAR

SYLLABUS & COURSE HANDBOOK

REQUIRED READING:

Production for Print by Marck Gatter

NOTE: This book you will be reading for homework almost every week.

ALSO: I will provide you with digital versions of other readings for this course. Please do not post or share these reading. These are for your use only. All these readings and resources will be available via Basecamp.

MATERIALS:

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 produce your work. Graphic design courses rely on software and file management. 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.

- Laptop computer (Must have your own for class. Bring every class.)
- Adobe programs (Current versions of InDesign, Illustrator, Acrobat, Photoshop)
- Storage devices (USB Flash Drives,
- Portable Hard Drive)
- Various digital print outs
- Xacto Knife with #11 Blades
- Triangle, 12" Minimum
- Steel Ruler (24") Corked Back / T-Square – Metal at least 24"
- 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

As you already may be aware, the Mac and its software are the main tools for the execution of graphic design. The majority of the work in this class will be completed on the computer, so you will need to have a laptop computer to work in this class. It is up to you to complete all the projects for this course when they are due, no matter if you do not have a computer or not. Lab hours are posted on the front door of every lab. Please make yourself aware of which labs are available to you. Deadlines are deadlines. No excuses!

It is your responsibility to always keep your files backed up and organized.

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POLICIES

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
7. Weather: too hot, too cold, raining
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.

ATTENDANCE

The University gives authorization to lower grades for poor attendance and tardiness at the instructor's discretion.

Attendance is mandatory in this course. Directions, demonstrations and presentations 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. Do not miss days of guest speakers.

The graphic design studio is a work place. You are paid with a grade. For this course we have 30 sessions in 15 weeks. Some of these sessions will be on-line sessions and some will be located off campus on a field trip. So it is important that you are present for the in-class sessions.

SICK DAYS

Like a job, you have sick days. You have 2 sick days for the whole semester. The sick days are paid days where you will not be docked pay (grade) for missing that session. *Any absences after the excusable 2 sick days, must have a proof through written documentation of reasons for absence. If a student is absent for 4 or more classes they will fail the course. No exceptions unless the proof shows a viable excuse.* If you take any additional absences after your free 2 sick days, your final grade will be deducted 4 points for every absence. So in essence, the more absences the more closer you are to failing.

The 2 sick days (excused absences) can be used for anything. Therefore, it is recommended student save these free days for emergencies or sickness. If an illness or emergency requires more than 2 sick days (absences), official documentation will be required. Attendance and promptness will greatly affect student's overall final grade.

EXCUSES

Reasons for absences must be in writing (with a doctor's signed note or other official paperwork, such as jury duty). Or you must show proof with time stamped of any other issues. 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.

PRESENTATIONS DAYS

Do not use your sick days when there is a presentation or project is due. Show your face if you are sick and ask if the team has all they need to push forward before you return to your cozy bed. Please be conscious of the spread of sicknesses. We do not want everyone to get sick.

As a student, of art 341, your role is more than just a graphic designer, you are a member of a community, a studio. Your payment for doing the work in this course will be a grade.

Responsibility and Reliability

is key to success in this course and in the professional practice of graphic design. You will be required to follow a specific work ethic. You will need to do the following:

* *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 blocking out multiple things.*

** *We will be using a platform called Basecamp to keep the team and director in touch and updated on progress of projects. Basecamp is our main form of communication. Please expose yourself as much as possible to this system. Watch videos, ask questions and figure out the best way to organize your team communication. It is your responsibility to check your email and Basecamp. Download the app on your phone and make sure you respond and participate in this platform.*

- ① **PRODUCE QUALITY WORK** As a graphic designer working in a professional studio, you will be asked to produce completed projects at the highest quality. It is important that your ideas, execution, and presentations 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.*
- ② **PAY ATTENTION TO DETAIL** Check and double check everything you do. Give yourself enough time to review your project and make changes before you show client. Look for spelling, consistent spacing, typeface usage and consistency, alignment, and accurate content. All design must be reviewed and approved by instructor before it goes live. Therefore give yourself pre-deadlines to obtain that approval.
- ③ **BE AWARE OF EFFECTIVE DESIGN AND RESEARCH IN THE FIELD** Research and examine good quality curated design works. You are required to complete projects that look comparable to the work from a particular industry or product. Read articles and become members of on-line groups for designers on typography and design. Use what you have learned when working with clients and team members. This information is your knowledge that can be used to validate decisions and suggestions for future projects.
- ④ **ESTABLISH INDEPENDENCE BUT ALSO TAKE INITIATIVE** Learn to train yourself through books and on-line resources. Practice, read, and make it a habit to problem solve and find information on your own. The profession changes and new ideas and technologies become prevalent, so go on-line and look at resources. Share with your associates in the studio and offer assistance to all those in need, including project managers.
- ⑤ **PRESENTATIONS AND DEADLINES** Establishing trust is key to designer-to-client success. This trust is established through high quality presentations, achieve goals, and meet deadlines. In most cases all team members will have to create a presentation. You want to show the highest quality to class so make sure you do your part to make the project successful and meet all internal and external deadlines. Presentations should tell a story and provide a visual representation of your proposal.

5 COMMUNICATE AND RESPOND WITH PROFESSOR AND TEAM MEMBERS

Obtain as much one-on-one assistance and guidance as possible. Clarify what the task is at hand and inform all parties of your process on a project. A successful project must have the assistance and approval of the instructor. Communicate with your team members. Make sure you are available via email and Basecamp to respond to needs on a project. Response time is crucial with real client based projects. Therefore you need to check your email and respond in a prompt manner. ***

6 **VERBAL AND NON VERBAL CUES** Conducting yourself in a professional manner is just part of being a graphic designer. How you hold your head, look at people and move your body is essential to establishing trust with a client and colleagues. While in this course you will need to follow along, take notes, be attentive, and show confidence when working with team members and especially with clients. Making eye contact, avoiding looking at a laptop screen, sitting close to a client and introducing yourself are all part of behavioral traits of a design professional. If guest speaker is present you should still show respect. You are encouraged to be a part of the discussion and listen in on the presentations as these will always be learning experiences.

7 **ABIDE BY POLICIES** You will need to abide by all the policies and procedures as listed in the Policies section of this handbook. Payment of work is based on an evaluation of how you conduct yourself in the studio. (See Policies)

8 **BE A TEAM PLAYER** As member of this course, first and foremost, you are part of a community. You own this time and these experiences: ownership is so important to team playing. It is your responsibility to pull your team together, motivate them and assist in completing all the tasks in order to have a successful experience. Be aware of things that occur. Speak up when something needs changing. Offer assistance to other team members if you see them struggling. You are responsible for yourself but also to help and uplift the team in a positive direction. Take the initiative to make a change.

LEARNING ACTIVITIES AND ASSIGNMENTS

There maybe some studio time to work on these activities, but all assignments will be 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.

DESIGN STUDIO ACTIVITIES

There are 5 types of studio activities:

1. **Main Studio projects**
2. **Online Discussion / Summaries** (from book or on-line)
3. **Online and class lectures:** All in-class lectures are on the Production Website. All on-line lectures will be posted in the Discussion section of Canvas.
4. **Exams** - Midterm & Final (from book and lectures) These activities will be posted on the schedule on-line. So please refer to website for details.
5. **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: Paper Company Promo

Project #3: Full - 4 color - class project

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 exams 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.

ASSIGNMENTS

PROJECT SUBMISSION

All assignments are to be submitted digitally on Canvas as well as physically through printouts. Printed versions have criteria and restrictions, so read creative briefs very carefully.

CANVAS: All assignments must be submitted to professor via Canvas (unless otherwise specified).

BASECAMP: We will be using Basecamp for feedback of files and critiques. But final versions of projects should be placed in Canvas. Canvas will allow me to give you the earned grade, where Basecamp will be the place you can store and update your files.

FINAL GRADE SUBMISSION:

Students are required to submit compilation files via Basecamp 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 accept 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 losing 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.

EVALUATION CRITERIA

ASSESSMENT AND EVIDENCE OF LEARNING*

- Development of concepts that are complete and show professionalism.
- Careful attention to execution, technique and completion of projects
- Effective visual and verbal presentation skills
- Active and verbal participation in class activities and presentations
- Attendance with the 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: responsible and reliable

EVALUATION BREAK DOWN

Students will be evaluated on the basis of:

- Project Participation
- Assignments
- Evidence of initiative, creative and imaginative responses
- Attendance
- Milestone Markers (progress on where you are.)

Feel free to ask me about your grades and attendance totals at any time.

GRADE BREAKDOWN * - 100 pts

- 40 % Discussions = class participation + summaries of readings
- 30 % Studio design assignments
- 30 % Midterm and Final Exams



OTHER INFO

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.

VERY IMPORTANT

If a students 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. Pixilated 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 | |

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>

Art 458: Graphic Seminar
Professor: Dr. Paula DiMarco

ACADEMIC FIELD TRIP WAIVER

Once you are put on a project, you may need to go on location at the community organization to get a better picture of how the organization works. Therefore, your team may need to drive or walk to a location. The university requires all students who are going off campus for research for a class fill out the following waiver forms. All waiver forms must be submitted a week before your trip.

All time sheets must include:

1. Put in time you plan to leaving the university and what time you plan on arriving back on campus
2. Sign and print your name.
3. Make sure you obtain a signature from the instructor.
4. If you drive your own vehicle, you will have to fill out both forms seen below. Make sure you provide all information listed on the form.

This will be accessible via Basecamp professional development group.
PLEASE KEEP A COPY OF ALL YOUR RECORDS.

1

California State University Northridge Insurance and Risk Management

Academic Field Trip Waiver of Liability and Hold Harmless Agreement

I, the undersigned participant, am requesting participation in the CSU, Northridge:

Name of department and college: Department of Art, MCMAC

Activity: On site visit to a nonprofit client for the course Art 458

that begins on: _____ and ends on: _____

In consideration for being allowed to participate in this Activity, on behalf of myself and my next of kin, heirs and representatives, I **release from all liability and promise not to sue** the State of California; the Trustees of The California State University; California State University, Northridge and their employees, officers, directors, volunteers and agents (collectively "University") from any and all claims, including claims of the University's negligence, resulting in any physical or psychological injury (including paralysis and death), illness, damages, or economic or emotional loss I may suffer because of my participation in this Activity, including travel to, from and during the Activity.

I am voluntarily participating in this Activity. I am aware of the risks associated with traveling to/from and participating in this Activity, which include but are not limited to physical or psychological injury, pain, suffering, illness, disfigurement, temporary or permanent disability (including paralysis), economic or emotional loss, and/or death. I understand that these injuries or outcomes may arise from my own or other's actions, inaction, or negligence; conditions related to travel; or the condition of the Activity location(s). **Nonetheless, I assume all related risks, both known or unknown to me, of my participation in this Activity, including travel to, from and during the Activity.**

I agree to **hold** the University **harmless** from any and all claims, including attorney's fees or damage to my personal property, that may occur as a result of my participation in this Activity, including travel to, from and during the Activity. If the University incurs any of these types of expenses, I agree to reimburse the University. If I need medical treatment, I agree to be financially responsible for any costs incurred as a result of such treatment. I am aware and understand that I should carry my own health insurance.

I am 18 years or older. I understand the legal consequences of signing this document, including (a) releasing the University from all liability, (b) promising not to sue the University, (c) and assuming all risks of participating in this Activity, including travel to, from and during the Activity.

I understand that this document is written to be as broad and inclusive as legally permitted by the State of California. I agree that if any portion is held invalid or unenforceable, I will continue to be bound by the remaining terms.

I have read this document, and I am signing it freely. No other representations concerning the legal effect of this document have been made to me.

Participant's Signature: _____ Date: _____

Print Participant's Name: _____ Phone No: _____

Instructor's Signature: _____ Date: _____

Print Instructor's Name: _____ Phone No: _____

2

3

4

California State University Northridge Office of Insurance and Risk Management

Student Authorization to Operate Privately Owned Vehicle for any University-Affiliated Program or Trip

PROGRAM/TRIP INFORMATION:

Student Name: _____ Student ID#: _____

Course/Organization: _____ Program/Activity: _____

Destination: _____

Departure Date/Time: _____ Return Date/Time: _____

VEHICLE INFORMATION:

Drivers License #: _____ State: _____ Exp. Date: _____

Vehicle License #: _____ Make/Model: _____ Exp. Date: _____

Name of Vehicle's Registered Owner: _____

Insurance Provider: _____ Policy Number: _____

List Passengers Traveling in the Vehicle: _____

CERTIFICATION:

I hereby certify that, whenever I drive a privately owned vehicle to or from a University-affiliated event, I will have a valid driver's license in my possession, all persons in the vehicle will wear safety belts, and the vehicle shall always be:

1. Covered by liability insurance for the minimum amount prescribed by State Law (\$15,000 for personal injury to, or death of one person; \$30,000 for injury to, or death of, two or more persons in one accident; \$5,000 property damage).
2. Equipped with safety belts in operational condition.
3. To the best of my knowledge, in safe mechanical condition as required by law, and adequate for the work to be performed.

I further certify that I have no outstanding warrants. *I further certify* that while using a privately owned vehicle on University-affiliated business, I will report all accidents to the Office of Environmental Health & Safety (818) 677-2079 and form STD. 270 will be completed and filed within 48 hours of the accident.

I understand that in the case of an accident my personal vehicle insurance will be the primary coverage.

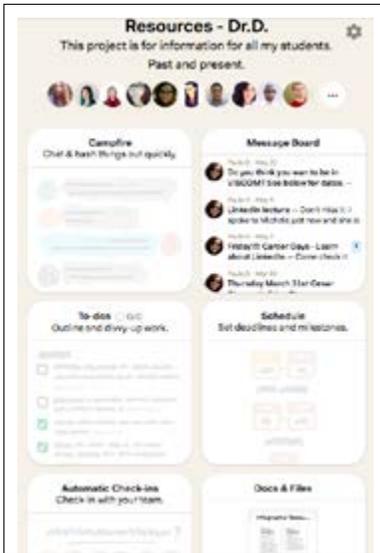
Student Signature: _____ Date: _____

APPROVAL:

Proof of Insurance has been verified and use of a privately owned vehicle on State business is approved:

Signature & Title: _____ Date: _____

Art 458: Graphic Seminar
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PLEASE DO NOT:

check off the to-dos on the course page. We must leave those open for everyone to see. Once you check off "Done" the rest of the class will not get notification that it needs to be done.

Basecamp is a web-based project management tool that creative studios use to manage projects and communicate with teams on projects.

FIRST: Student designer will send an email to the professor. This email should be an email that will be used after graduation (instead of the CSUN email. However, students may use the CSUN email) . It should be an email that is checked often. A reliable email that the designer can access very easily..

SECOND: After email is provided, the designer will need to check the email, and accept the request to join Basecamp. The first time bascamp is used should be through that acceptance email. Proceed to login to Basecamp through the link provided in the acceptance email.

(Do not try to do this with out going through the email invite.)

THIRD: Download the app for Basecamp for smart phones. This will ensure consistent access Basecamp.

FOURTH: Become familiar with how the program works by watching video tutorials and exploring the projects.

A. Everyone will be on Spring18-458 Course. This is for the whole class. Announcements, schedule lectures by professor and other related material to the class will be located here.

B. I will allow your teams to have your own Basecamp projects so that you can talk amongst yourself and store your work in one location.

You will find 6 modules on each Basecamp project.

1. **CAMPFIRE** is for live chatting. (Not for messaging with others that are not on-line). 2.
2. **MESSAGE BOARD:** this is where you message someone and then tag the people you want to see the message. This will be sent to you via email to inform you there is a message. You can reply to the email sent and it will post the message on Basecamp.
3. **TO-DOS:** this is for a list of tasks that have to get done. The person making the to-do should tag all those in charge of that task.
4. **SCHEDULE** is the place where you put all your due dates. Internal and external deadlines are included as well as client meetings. Please check with the studio manager to see if there is any conflicts when scheduling client meetings.
5. **AUTOMATIC CHECK IN'S** This module is not a popular, however those who have used it, use it more as motivational tool. This can be programed a head of time and be automatic each week.
6. **DOCS & FILES** will be probably the most used module. This is where you want to upload important information, images, sample designs, etc. But also, this is where you can type up your notes, compile research links and ideas in (word style) documents. You will need to keep this section organize and in use folders with most effective labels.

AGREEMENT FORM

ART 341: PRODUCTION DESIGN

AGREEMENT

I have read through the syllabus and handbook. I understand the expectations of me in the course. I am aware that the teacher and students in the class will help me and I will help them make this course experiences beneficial and enjoyable.

I am aware that others will rely on me and I will make every effort to keep my word and work with my team to make a fulfilling any assignments. I am also aware that my grade is payment in this studio experience. That grade is based on the listed deliverables and payment break down located in the syllabus.

Name: _____

Area(s) of Concentration: _____

Graduation Date: _____

Email: _____

other email: _____

Signature

Date

Please put here in this space any information you want to provide the professor.