Art 344 Graphic Design II

Art Department
Student Learning Outcomes
Though all may be addressed, the highlighted SLOs are those emphasized in this course.

1. Acquire a basic knowledge, theories, and concepts about art; develop a foundation of art skills and a high level of craftpersonship; 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.

Upper Division Elective
Art 344
Graphic Design II

Specific learning objectives for this course:

1. Overall understanding of what it means to be a Graphic Designer. Learning the steps, disciplines and tools necessary to successfully execute clear and compelling marketing communications across a broad range of design assignments.

2. A clear overall understand and application of “The 5 C’s of Graphic Design” Content, Concept, Components, Composition and Creative Consciousness.

3. Instruction on the proper use and application of the software in the Adobe Creative Suite; when and how to use each application most effectively to contribute to the overall successful completion of the finished print publication product.

4. Application of basic design principals and software skills acquired; in the creation of specific projects that would, in the professional world, be required of a graphic designer. Projects will be developed and completed on realistic time frames and with the expectation of professional quality working procedures and delivered outcomes.

5. Strong emphasis given to the continuing development of communication skills; preparation, research, ideation and execution to quickly and effectively arrive at professional level visual solutions that clearly and creatively speak to the assigned communication objectives.

Proposed Lecture Topics

Design & Production:
- The 5 C’s of Graphic Design; Content, Concept, Components, Composition, Creative Consciousness
- Research
- Ideation
- Progressive Proofing
- Thumbnails & mock-ups and folding dummies
- Presentation
- Getting familiar with the workspace
- Setting up a new document
- Creating objects and graphics within InDesign
- Placing graphics into a document
- Creating graphics for placement; CMYK vs. RGB, raster vs. vector
- Working with Fonts, flowing text, typography
- Working with color
- Working with layers
- Defining and working with styles, paragraph, character, object
- Working with filters, effects and transparency
- Color management, preparing for output
- Creating PDF documents for proofing and print

Proposed Class Projects
- Promotional Poster
- Exhibit Catalogue
- Research, Creative Brief, Mood Boards, presentation to client
- Logo Design
- Stationery Package
- Book Spread

Professor Jeff’s Teaching Philosophy ~
Originality finds its expression only after the long and arduous process of self-discipline and the technical mastery of the chosen medium.
Out of repetitive practice, skills develop, become intuitive, then uniqueness and originality begin to naturally emerge.
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 software, techniques, processes.
- 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.

Project Evaluation Method & Grading Criteria

Each project for this class will generally progress in 3 phases:
- Project research and preparation
- Ideation, rough thumbnails, progressive proofs and/or digital proofs
- Finished comp printout/final presentation

Job Folder:
Each student is required to create a “Job Folder” for each project. The project name, your name and the class name should be clearly labeled on the outside of the folder. The folder should contain everything you have concerning the job, Creative brief, all research, mood boards, copy docs, images etc. In addition all comps and progressive proofs should be saved into the folder. This folder is to be turned in along with your finished proof on the day the assignment is due.

Project Submission:
On the due date, assignments are to be presented as a “hard printout” on a “lustre” photo paper stock. The Exhibit catalogue will be submitted as an assembled proof with all scoring, folding and/or saddle stitching represented.

Project Evaluation:
Each student will receive a “Project Evaluation Sheet” on the due date of each project. Students are required to record any comments made by the instructor during class critique on the back of the evaluation sheet. The evaluation sheet is to be attached to the finished proof and turned in along with the job folder for teacher review and grading.

You will be given a number grade for each criteria of the project evaluation as specified, on a scale from 0-25, (25-23=A+ A A-, 22-20 B+ B B-, etc...). The final grade for each project will be determined by totaling the all of the number scores and dividing by the number of applicable criteria. (see project evaluation sheet sample supplied)

Note that each criteria will consider participation, absences, and tardiness, which can affect scores significantly. Also, I will be scoring not only on technical criteria, but will also consider concept originality, polished presentation and participation during class critiques.

Thumbnails and progressive proofs are mandatory in this class. Thumbnails and progressive proofs are required at each phase of all projects. These should always be saved and kept in the project folder. All thumbnails and progressive proofs are to be submitted along with your final art at the completion of each project. Not submitting your progressive proofs when your final art is submitted will result in a significant drop of the overall grade for that project.

Resubmitting a project for reevaluation is allowed 1 week after the graded project return date. For example, if a graded project is returned on a Tuesday, you have until the following Tuesday to resubmit the project. You can do this for any project throughout the semester. Your original project evaluation sheet must accompany the re-submission. The final project cannot be resubmitted.
Project Evaluation Criteria:

Content & Conceptual: Shows grasp of assignment requirements and the overall communication goals. Executed proper research. Shows creative and innovative thinking. Demonstrates clear and creative concept and strong execution of the concept to finished project.

Comps & Thumbnails: Delivered the required number of concepts. Obtained feedback from Instructor and fellow students. Thumbnails & comps submitted according to the deadlines. Designer made changes suggested by feedback.

Components, & Composition: There is evidence of understanding of the elements and principles of design. Especially in the use of contrast, negative and positive space, focal point, balance, and movement (Eye flow). Typographic elements are readable and applicable to the chosen project. Demonstrates knowledge of kerning, leading, and size as it relates to the content of the project. Image elements are interesting, compelling and applicable to the chosen project. Demonstrates scaling, balance and technique as it relates to the content of the project.

Presentation: Printed on high quality paper stock and displayed in a presentable, professional manner. Concept “Sold” during presentation. (You must be able to articulate your thoughts and defend your design rationale during client presentations.)

Image Processing 
Software Useage: Images shown are clear, clean and of adequate resolution (not pixilated) All images are output with a consistent tone and good color quality. Demonstrates effective use of software.

Time & Effort: Put in the necessary time and effort to make the finished project successful. Demonstrated the willingness to keep on polishing the project until it shines!

Overall Class Grading Criteria
Students will be evaluated on the basis of:
1. Class participation, interaction, and discussion.
2. Craftsmanship and appropriate use of the digital tools contained in the design and image creation software.
3. Evidence of initiative, creative enthusiasm and imaginative design solutions to all assigned projects.
4. Attendance.
5. Progression of working skills through the semester.

Final Exam and Portfolio Submission
Students are required to meet at the posted exam time for this class. For the final, students are required to submit a portfolio disc containing all semester’s projects tastefully organized and presented as a single, multi-page InDesign document with an accompanying print-ready PDF generated from the InDesign document. The InDesign document must be packaged and delivered on the disc with all linked images and fonts.

Graphic Designers Reference Graphic Element Evaluations
In order to better understand the image and style components that make up a designer’s visual library, students will submit 5 Graphic Element Evaluations throughout the semester. Students will choose a piece of graphic design and conduct a graphic elements evaluation of the page targeting and referencing specific Pictorial staples, Chromatic Concepts, Typographic Stylings and Layout Strategies employed by the designer in the execution of the design. All 5 are due by semester’s end and are up to the student to schedule their delivery.
Attendance and Participation
Much of this class will be dedicated to learning the software during class with “hands-on” demonstrations, therefore attendance is not only encouraged, but required. Lectures, directions, demonstrations and critiques will not be repeated. Do not miss class on project deadline days as you will be marked down for missed deadlines.

You are entitled to 3 absences during the semester. More than 3 absences will result in lowering your final grade by 1/3 grade unit per absence. (For example, with 4 absences, A becomes an A-. With 5 absences it would become a B+.) The first 3 absences do not require excuses or documentation. If an illness or emergency requires more than 3 absences, official documentation will be required. I will make note of students who are continually late. There is a lot of information to cover during lectures and I will be distributing working lecture files at the beginning of each class. I will not stop the lecture once it has begun, so attendance and promptness are crucial to gaining the most benefit from the lectures.

During the first 10 minutes of the class I will take attendance. If you are not present at this time, you will be marked as absent. Please notify me during class break if you were late or not present during role call. This is your responsibility. If you do not inform me during the class you will be marked as absent. If you have missed a class, you should always contact your fellow students or email me for information on the class missed before returning to class. The university gives authorization to lower grades or fail students for poor attendance and tardiness at the instructor's discretion.

Late Work
A project not ready at the beginning of class or handed in after a critique on the due date will be penalized by 1/3 grade unit for each class session it is late. An absence is not an excuse for a late project. Limited lab access is not an excuse for a late project. Plan ahead for lab time!

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 (codss@csun.edu; 818-677-2684). You may be encouraged to register in order to be eligible for accommodations.
Supply List
• Mini/Flash/Finger USB Drive (minimum of 512MB)  • Textbook  • Notebook or sketch pad  • Project Folders

You will be required to print out your work product in this class. If you don’t have your own color printer that can output 11 x 17” color prints, I suggest you consult with other students about a reliable local print output service. (I have had more students with printing problems on their work than any other single issue.)

I can’t tell you to go out and buy a Mac or PC and Adobe software. What I can tell you is that you are going to be at a distinct disadvantage in this class and in the graphic design world without one. This is not to say that you won’t do well in this class without it, but you will need to plan for access to the computer labs on campus.

Transporting Files For This Class
You will use your personal USB or disk drive to backup and transport your files. (Do not save your work on school computer’s!) You will be required to bring in your work periodically throughout the semester along with all links and fonts you are using so that we can view and review your work in class. Get used to packaging up each project into separate folders.

Remember to ALWAYS back up your work!!
“Lost” files or corrupted hard drives are not a valid excuse for a late project in the working world and they are not for my class!

Miscellaneous Stuff
• Don’t be shy about experimentation. I will be looking for projects that push the limits of your abilities.

• I will be teaching all software on and for the Mac Operating system. You are welcome to work with your own laptop, Mac or PC, but I will not be much help on PC questions or operational issues.

• Always talk to me if there are any issues that deal with the projects. I will give you feedback, explanations, suggestions, etc... Don’t be afraid to talk to me!

• I suggest using email as a guarantee for me to get your message. I usually respond in a very timely manner. jeff.courtney@csun.edu

• You are not to use the computers, printer and scanners while another class is in session without the permission of the instructor.

• There is absolutely no food allowed in the classroom. Beverages only allowed in a container with a spill-proof lid.

• Show respect and be helpful to your fellow students. Have your work done and be present when we view the class’ work. Help each other in the lab and during class critiques. Remember, the person you help today might be someone who returns the favor when you are out in the working world.

• Some of your student work may be copied by the instructor for use as examples to show future classes.

This Syllabus is subject to change at instructor’s discretion.
Document updated 1/15/14
Weekly Class Schedule

Week 1: Tues Jan 21  Introduction to Graphic Design II. Review of course syllabus. Review of required textbook. “On Being A Graphic Designer” The basic steps of the design process.

Thurs Jan 23  Introduction to Assignment 1, “A New Earth” Promotional Poster Concept. Review of Creative Brief. Defining the needs of the audience and the goals of the client. Developing a creative brief. Research, research, more research.


Thurs Jan 30  Concept Development- Stream of Consciousness, Brainstorming, Building an Idea Tree, Combinatory Play. Visualizing your ideas; the value of “analog” thumbnail sketches. Bring in your research.

Week 3: Tues Feb 4  Graphic Design is visual communication; Semiotics, Meaning, Context, Theme, Color, Information Design
Work on Textbook Exercise 1; Critiques of “A New Earth” Poster thumbnail sketches.

Thurs Feb 7  Introduction to Writing Assignment (Due: Oct. 31st); Selling your Ideas; Executing the concept, presentation tips. Lab time; Individual assistance provided to students.


Thurs Feb 13  “A New Earth” Poster due; Class Presentation & Critique. Introduction to Assignment II, Chair Design Exhibit Brochure Assignment.

Week 5: Tues Feb 18  Concept list, idea tree and research for Exhibit due Components; Photos, illustrations, icons, typography, linework, decoration, borders and backgrounds.

Thurs Feb 20  Critique of Exhibit Catalog thumbnails sketches, Work on Textbook Exercise 2

Week 6: Tues Feb 25  Composition; Placement (working with grids), Grouping, Proximity, Alignment, Contrast, Repetition and Visual Hierarchy. Work on Textbook Exercise 2; begin work on Exhibit Brochure digital rough

Thurs Feb 27  Critique of Exhibit Brochure digital roughs (round 1). Lab; Work on Textbook Exercise 2

Week 7: Tues March 4  Critique of Exhibit Brochure digital roughs (round 2): Design Jobs; Client Considerations; Advertisements; Printed Collateral; Posters;

Thurs March 6  Publication Design; Binding; Annual Reports; Catalog Design; Textbook Exercise 2 due; Lab; Assembling comps for presentation, Individual assistance provided to students.

Week 8: Tues March 11  Final Presentation comps of Exhibit Brochure Due. Presentation and critique
Introduction to Corporate Identity Assignment (Divide into design teams and select creative director)
Teams to discuss client selection

Thurs March 13  Corporate Identity; The essence of a corporate identity; The Logo, Identity/Branding Differences; Consistency; Style Review and approval of client selection

Week 9: Tues March 18  Client and market research due Review research & Team on concept development and idea tree in class.

Thurs March 20  Introduction to Final Assignment, Textbook spread. The Logo; Color; Changing Attitudes; Components; Stationery System; Textbook Exercise; Team Critique of Logo design thumbnails

Week 10: Tues March 25  Stationery Elements; Vehicle Graphics; Graphics Standards Manual, Introduction to Retail Corporate Identity
Team Critique of logo design Computer roughs

Thurs March 27  Lab; Team work on stationery system, letterhead, #10 envelope and business card.
Week 11: Tues April 1  Branding; Value of Branding; Brands and Culture; Branding Basics; Branding Categories
Team Critique of Stationery system. “Final Looks” and presentation planning.

Thurs April 3  Corporate Identity & Stationery Systems due; Presentations to Client and critique
Introduction to Branding Marketing Collateral Elements Assignment

SPRING BREAK April 7- April 11

Week 12: Tues April 15  Defining the Audience; Market Research; Marketable Aspects of Color; Brand Components
Selection of Branding Elements (2) and market research

Thurs April 17  Review and critique of Brand elements thumbnail sketches
Lab; Individual assistance provided to students Textbook Exercise 3 due

Week 13: Tues April 22  Retail Environment Branding Components; Conclusion
Textbook Exercise  Review and critique of Brand elements thumbnail sketches (Round 2)

Thurs April 24  Lab; Individual assistance provided to students on brand element creation

Week 14: Tues April 29  Review and critique of Brand elements Computer roughs  Lab time.
Thurs May 1  Review and critique of Brand elements Computer roughs “Final Looks”  Lab time.

Week 15: Tues May6  Brand Elements Final Comps Due  Presentation & Critique. Introduction of “Process Book” Final Assignment
Thurs May 8  Review and critique of Process Book Computer roughs. Lab time. Textbook Exercise 4 due

Final: Thurs May 15  Final Page Spread Assignment Due- PDFs of each assignment due

* Projects and their order may change at any time to fit the overall needs of the class.