

# Art 344 Graphic Design II

## Art Department Student Learning Outcomes

Student learning outcomes or SLOs are statements that specify what students will know, be able to do or be able to demonstrate when they have completed or participated in a program/activity/course/project. The following Student Learning Outcomes are designed to cover a broad range of disciplines that are offered in the CSUN Art Department. While many courses may not necessarily address all of these SLOs, this course will.

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.

Upper Division Elective

# CSUN

CALIFORNIA  
STATE UNIVERSITY  
NORTHRIDGE

## Mike Curb College of Arts, Media, & Communication DEPARTMENT OF ART, COMMUNICATION 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 344 Graphic Design II

Class Number 10801 • 3 UNITS (3-3)

**Term:** Fall 2021 • T-Th • 11 am- 1:45 pm • Online

**Instructor:** Jeff Courtney

**Email:** jeff.courtney@csun.edu courtney.jeff@gmail.com

**Office Hours:** T-Th • 2 pm–3 pm • Online

*Email instructor first to schedule an online Zoom meeting*

### Course Description

Introduction to intermediate skills and conceptual problems of the field. Stressed is the integration of theory and practical applications. Projects demand creative solutions to typical problems faced by the graphic designer. Nine hours lab.

Prerequisite(s)

Art 244; Art 200 Co-requisite; Preparatory Art 341 or equivalent.

### Textbook REQUIRED:

Graphic Design The New Basics

By Ellen Lupton  
and Jennifer Cole Phillips  
You may purchase either the  
paperback or the kindle version.

The kindle version works well  
and I will be working from it  
in class.



# 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 Page Design; Content, Concept, Components, Composition, Creative Consciousness
- Beyond the Basics
- Formstorming
- Point, Line, Plane
- Rhythm and Balance
- Scale
- Texture
- Color
- Gestalt Principles
- Framing
- Hierarchy
- Layers
- Transparency
- Modularity
- Grid
- Pattern
- Diagram
- Time and Motion
- Rules and Randomness

### Proposed Class Projects

This year, because of our radically altered distance learning class structure I have decided to do something equally as radical with both the curriculum and the structure of the class projects.

We will be doing a semester long very “deep dive” into one “driving question” From this question will come extensive research and formstorming exercises culminating in a series of projects that will stretch beyond the obvious into deeper more resonant design solutions applying the new basics of graphic design.

### *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.
- 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 digital "Job Folder" for each project. The project name, your name and the class name should be clearly demarcated in the file naming convention. The folder should contain everything you have concerning the job, Creative brief, all research, mood boards, copy docs, images etc. In addition all preliminary work and progressive proofs should be saved into the folder.

### Project Submission:

On the due date, assignments are to be presented as a High resolution PDF in whatever configuration as required in the creative brief.

### Grading Indicators:

Each assignment will be graded and comments indicated on the returned pdf proof.

My approach to grading is pretty simple, you will be given a number for each project with the following basic performance indicators: EE- Exceeds Expectations (A-4), ME- Meets Expectations (B-3), AE- Approaching Expectations (C-2),

MR- More Effort Required (D-1), NS- No Effort Shown (F-0).

My grading roster is available for viewing at student request anytime during the semester.

If you want to know your grade on any and all assignments, just ask me.

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 Monday, you have until the following Monday 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:	Presented in PDF format as required in the creative brief 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 also be evaluated on the basis of:

1. Submission of all projects on the date they are due. Re-submission of refined projects for re-evaluation.
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 PDF portfolio 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 digitally with all linked images and fonts.

## **Graphic Design, The New Basics 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 basic design principles as from the textbook 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. 3 absences will result in lowering your final grade by 1 full grade. For example, with 4 absences, an A becomes a B. 5 absences will result in lowering your final grade by 2 full grades, an A becomes a C. 6 or more absences will result in a failing grade for this course.

A doctor’s note will not excuse absences and a medical withdrawal from the course is recommended for illnesses extending beyond 3 class sessions. Missing more than 30 minutes of class is considered an absence and I will take into consideration in my final grading 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>

### 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](mailto:codss@csun.edu); 818-677-2684). You may be encouraged to register in order to be eligible for accommodations.

### Supply List

- 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](mailto: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 1/15/21



## ZOOM Meetings:

Throughout the entire semester we will be conducting Zoom meetings during our regularly scheduled class hour of 11:00 am - 1:30 pm. Tuesdays and Thursdays.

Mute your microphone if you aren't talking

Turn off video.

Use your real name.

Be on time

Only post chat messages relevant to the lessons

These expectations are really no different than what educators expect in the classroom.

Be on time for class, wait your turn to talk, and keep your discussions on topic.