Graphic Design Principles II (COMD 1200, D150) Fall 2018

Monday 8:30-11:00 Pearl 112 & **Thursday** 8:30-11:00 Naam 1122
Professor Patricia Childers pchilders1@mac.com **Contact me** through email: pchilders1@mac.com
Office hours Monday, 11:00, room 1126 or by appointment
Class website https://openlab.citytech.cuny.edu/graphic-design2-fall2018-childers/
Google Drive access through openlab

To regard thinking as a skill rather than a gift is the first step towards doing something to improve that skill. Edward de Bono, *Practical Thinking*

Course Description

Explore visual thinking as it relates to communication design. Experiment with image-making techniques.
Use graphic elements to communicate concepts.
Develop projects from thumbnails through completion.
Integrate communication concepts, with type and graphics, for multiple disciplines (advertising, print/web, illustration, broadcast etc.

Project Requirements

Follow the professional design process of concept, meetings, sketching, presentation to final art for both long-term and sprint projects. Students will have one week after each class critique to revise their projects.

Use images with appropriate resolution to insure image clarity. You must create/author all your images.

Learning Outcomes *Assignments and discussions are geared to ensure that each student:*

1. Understands the production steps required to complete projects.
2. Implements design and production tools (analog and digital).
3. Integrates project pacing and deadlines.
4. Explores of various aspects of dynamic layout.
5. Employs conceptual thinking, as opposed to the collaging of images.
6. Analyzes imagery critically, productively, and diplomatically.
7. Assembles all material cleanly and professionally.

General Education Outcomes   ASSESSMENT

General education outcome covered:	How the outcome is assessed:
Information Literacy Demonstrate the ability to find proper resources.	Assess, through class discussion, students ability to find information through proper resources.
Oral Communication and Listening Demonstrate the ability to discern pertinent information from irrelevant information.	Evaluate though oral critiques of projects how well students absorbed and consequently applied learning.
Thinking Critically Demonstrate the ability to evaluate strengths and relevance of arguments on a particular issue.	Evaluate through student's ability to advance concepts through creative, critical and technical decisions.

Teaching/Learning Method

Group discussion (critique,) lectures, demonstrations, assignments, blog, reading, writing, presentation, quizzes.

Focus

Graphic designers create and manage visual form to communicate specific messages to specific audiences. This class focuses on developing your ability to manipulate design elements to communicate compelling,and meaningful ideas.

There are not always 'correct' solutions but some are more appropriate and compelling than others. Appropriate solutions are hardly ever arrived at quickly, but through a series of evolutionary steps. This process of discovery, can be enhanced by developing a **methodical** process you will add rationality and consistency to your work.

Scaffolded process

Experimentation is encouraged. Mistakes are part of the learning process. But you must complete each project to begin the next. Our assignments are scaffolded: knowledge gained and completed in each assignment provides material for the next assignment. Participation, asking questions and discussing your decisions, provides clarity for your next assignment, and provides an understanding of the design principles necessary for any visual study.

Expectations

To do well in this course, arrive at class on time, ready to work, with all materials and prepared project. We have a 15-minute breaks half-way through class. Late attendance, extended breaks and leaving early will affect your grade.

Required Materials

1) Sketch book for thumbnails and ideas: 8.5 x 11
2) Tracing paper, pencils of varying hardness; sharpener
3) White artist's tape
4) 2 black markers: one wide point, one fine point.
5) Two flash drives: one master, one back-up.
6) Xacto knife, blades and Metal straight-edge ruler
7) Foamcore board for mounting*

Backing Up Your Files/program compatibility

Losing work due to failed media or overwritten files is not an excuse for late work. Students are expected to have an effective backup strategy for all of their files. Duplicate back-ups of all working and final files.

Students are responsible for checking application compatibility between school and home computers, and for saving, storing, and printing their work. Programs on lab and classroom computers may differ from your computer. If this is the case, you may not be able to open your project in class. Save InDesign files in IDML format.) Package your work in a version compatible with class programs, you alone are responsible for backing up and transporting your work. If you have any questions or doubts about saving or backing up your work, please do not hesitate to ask me.

Communication

Please be sure to consistently check your City Tech email (or whichever email you provide to me and OpenLab.) I send email with reminders, changes and other pertinent information. Check email at least 24 hrs before class. Make sure that your email mailbox is not overloaded. It is your responsibility to manage your mailbox so that lines of communication are open and available.

Course Website

We will be using OpenLab (https://openlab.citytech.cuny.edu/graphic-design2-fall2018-childers/ for hosting assignments, and discussions. Please create an account, sign on and request access to the site. Questions? Please ask!

Refer to our OpenLab website for course content and reference material. If you misplace class material, find it here. Project handouts and presentation material is posted here. **It is the student's responsibility to check the site before each class meeting for instructions.**

Google Drive

Final work must be submitted digitally. Sign in with a gmail account, upload work to the designated folder as jpg unless otherwise specified. Correctly name files: **GD2_18_Project-name_Your Last name_First name**

Class Blog Posts

Student will document their process on the class blog.

The blog posts will:
Help you to develop your "eye" through observation, documentation, presentation and assessment.
Display your projects in a professional manner
Interact with your peers in a professional, relaxed manner
Gain experience using design vocabulary
Develop on-line communication and information literacy skills using WordPress and OpenLab.

Academic Integrity Standards

Students and all others who work with information, ideas, texts, images, music, inventions, and other intellectual property owe their audience and sources accuracy and honesty in using, crediting, and citing sources.

As a community of intellectual and professional workers, the College recognizes its responsibility for providing instruction in information literacy and academic integrity, offering models of good practice, and responding vigilantly and appropriately to infractions of academic integrity. Accordingly, academic dishonesty is prohibited in The City University of New York and at New York City College of Technology and is punishable by penalties, including failing grades, suspension, and expulsion.

Class participation

Class participation means that you are fully present in class, not looking at your cell phone or surfing on classroom computers. Transgressions will result in a reduction of your participation grade. Electronic devices not used in class must be put away and not in view.

Consider this class as a professional experience, a job, or an interview. Assume that your professor and peers will be in a position to recommend you or offer you a job in the future. You are not only building knowledge and your portfolio, you are establishing your professional reputation and affecting your career goals.

Professionalism is demonstrated by:
- Class preparedness (completes projects on time, brings materials to class, checks web site for instructions)
- Participates in critiques, and discussions; volunteers answers, asks questions, helps classmates
- Pays attention during class demonstrations
- Follows project instructions and takes notes
- Arrives on time and stays for the full time period

Punctuality and deadlines are critical to success in this class and in real word on job situations. This class will reflect that in terms of assignment and project deadlines.

"Common Sense" Rules

Do **not print homework** in the classroom on the due date. Students most come to class with printed work.
Cell phones must be turned off during class.
No headphones/games/web browsing/email/etc.
ABSOLUTELY No food/drinks inside the computer labs

Coursework

New projects will be explained in class accompanied by a project sheet and posted on the website. Follow instructions carefully. Reread directions prior to handing in your projects, failure to comply with these instructions will affect your grade. The class is tightly scheduled with the expectation that you will read the assignment and follow instructions to move on to the next assignment.

We critique work-in-progress as well as finished projects. You must verbally present your work in class to receive full credit for each project. Failure to do so will result in a drop in grade. If you arrive to class with your work not completed it will be considered late.

Homework

All assignments are **due at beginning of class.** Arrive in class with homework prepared and ready to present. **The homework roster is recorded at 8:35 each day.** Print and trim your work before the start of class to receive credit.

Assignments will be assessed by concept, presentation completeness and technique. Daily homework assignments are 60% of your grade. Only projects that adhere to documented instructions in a clean, professional manner will be accepted for credit.

Students, assignments arriving late or not submitted at start of class will subtract 20% of grade. Assignments submitted one day late will subtract 30% of grade; two days late subtract 40%; after two days subtract 50% of grade.

Don't miss class because you haven't finished your work. Class discussion gives direction for future projects.

Critiques

Student will present their work for critique using design terminology. The critique is a neutral dialog. Students presenting will discuss the project's strengths and weaknesses and describe what works and what doesn't work in relation to the guidelines. Peer responses will be given.

Grading (Final grades are posted through Blackboard)

Students are evaluated on participation, presentation, and verbal communication. Attendance affects participation and the final grade.

Project/Assignment will be assessed by:

25%: Visual Presentation: Craft/technique/execution

15%: Participation: Verbal presentation

25%: Project: Solution is appropriate and unique

25%: Follows directions: Follow instructions

10%: Homework: Complete assignments, meet deadlines

Projects will be graded daily and on completion. Homework is due at beginning of class. Late or failure to show work-in-progress results in a grade reduction.

In-class exercises and quizzes, intended to build specific skills, are submitted at the end of class and graded on a credit/no-credit basis and can not be completed later.

Assessment

A [4.0; 95 – 100%] Exceptional quality work and participation, exceeds course goals

A- [3.7; 90 – <95%] Very high quality work, participation

B+ [3.3; 87 – <90%] High quality work, participation

B [3.0; 83 – <87%] Very good work that satisfies course goals, some participation

B- [2.7; 80 – <83%] Good work, some participation

C+ [2.3; 77 – <80%] Above-average work, some participation

C [2.0; 73 – <77%] Average work, participation indicates an understanding of assignment

C- [1.7; 70 – <73%] Passing work but below requirements.

D [1.0; 60 – <70%] Below requirement, incomplete

F [0.0; 0 – <60%] Failure, no credit

Goals and Methods of Assessment/Grading

Goal #1: Preparation: Understand the preparation process: Follow directions, assemble materials, conduct research.
Method of Assessment: Evaluate each step of assignment.

Goal #2: Process: Understand methods and procedures used in professional design.
Method of Assessment: Evaluate weekly process.

Goal #3: Concept: Compose with professional imagery.
Method of Assessment: Evaluate for a clear message.

Goal #4: Craft: Understand the importance of presentation.
Method of Assessment: Evaluate based on the stated goal.

Goal #5: Punctuality: Understand the importance of arrival time, and meeting deadlines. Students who know they will be absent must e-mail homework to me before start of class.
Method of Assessment: Evaluate at the given deadline.

Participation Assessment

Participation, presentation skills, and verbal communication is graded. Attendance affects participation grade.

Active participation is shown through working effectively in groups as well as through cooperation and respect for others.

Level 1 Participation
- All of the markers of level 2 participation, plus:
- Draws out ideas or concerns of others
- Re-visits issues or ideas that need more attention
- Helps the group stay on track
- Summarizes group decisions and action assignments

Level 2 Participation
- Well prepared in advance
- Takes a large part in setting group goals and agendas
- Actively participates in discussion and asks questions
- Listens actively and shows understanding
- Acknowledges and builds on others' ideas
- Volunteers willingly

Level 3 Participation
- Moderately prepared in advance
- Some participation, occasionally introduces information
- If absent or late, informs professor and sends homework

Level 4 Participation
- Little advance preparation, observes passively, says little
- Uses phone, privately talks with others
- Gives the impression of wanting to be somewhere else
- Attendance record is haphazard and inconsistent

Syllabus Graphic Design Principles II (COMD 1200, D150) Fall 2018

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Google Drive access through website

Week 1: Welcome

MONDAY 8/27
Semester review
Discussion: Principles of design
Assignment: Letterform abstraction

THURSDAY 8/30
Critique: Letterform
Discussion: Figure/ground

Week 2: Letterform

THURSDAY 9/5
Critique: Letterform
Discussion: review Illustrator, InDesign

THURSDAY 9/6
Critique: Letterform
Discussion: Grid
Assignment: Apply letterforms to a grid

Week 3: Grid and Proportion

MONDAY 9/13
CRITIQUE: LETTERFORMS ON A GRID
DISCUSSION: CONTINUITY

THURSDAY 9/17
Critique: letterforms on a grid
Discussion: Proportion.

Week 4: Icons

MONDAY 9/20
Discussion: Image as logo/symbol
Assignment: Combine letterform and icon

THURSDAY 9/24
Critique: icon
Discussion: sketches, revise

Week 5: 3-D Design

MONDAY 9/27
Discussion: Letterform on a cube
Assignment: Sketch 3-D views of 3 sides

THURSDAY 10/1
Critique: cube
Discussion: Viewing a 3D surface
Assignment: Print cube template apply design

Week 6: Scale

THURSDAY 10/4
Critique: Cubes
Discussion: Scale
Assignment: Integrate scale change

THURSDAY 10/11
Critique: Cubes
Assignment: Refine cube

Week 7: Design Heroes

MONDAY 10/15
Critique: Cubes
Discussion: Design Heroes.
Assignment: Research assigned designer

THURSDAY 10/18
Critique: Cubes
Discussion: European design history

Week 8: The Grid

MONDAY 10/22
Critique: Type on a grid
Discussion: Hierarchy
Assignment: Apply dummy text to grid

THURSDAY 10/25
Critique: Type on a grid
Discussion: Design Methodology
Assignment: Apply poster text to grid

Week 9: Poster

MONDAY 10/29
Critique: Poster grids
Discussion: Poster format, similarity

THURSDAY 11/1
Critique: Revised posters
Discussion: Structure and scale
Assignment: Apply additional element

Week 10: Poster production

MONDAY 11/5
Critique: Poster with additional element
Discussion: Continuity
Assignment: Revise 2 posters

THURSDAY 11/8
Critique: Revised posters
Discussion: Production
Assignment: Create print-ready pdf

Week 11: Books

MONDAY 11/12
Assignment: Print poster in class
Discussion: Poster vs Book
Assignment: Apply text to book grid

THURSDAY 11/15
Critique: Book grid
Discussion: Proximity

Week 12: Books

MONDAY 11/19
Critique: Book grid
Discussion: Pacing
MONDAY 11/26
Critique: Final Books

Week 13: Final assignment: portfolio

THURSDAY 11/29
Critique: Booklet
Discussion: The Design Process
Assignment: Print booklet
Gather materials for final

MONDAY 12/3
Discussion: Parts of a book
Assignment: Book, first two chapter

Week 14: Book layout

THURSDAY 12/6
Critique: review books
Discussion: Demonstrate book making
Assignment: complete all chapters

MONDAY 12/10
Critique: review books
Assignment: print book

Week 15: Presentation

MONDAY 12/13
Critique: review books
Assemble books

THURSDAY 12/17
Review all portfolio books.
Upload Portfolio Books to Google Drive

Have a great winter break!

This syllabus is subject to change at any time during the semester.
You will be notified of any changes or will be issued a new syllabus.