

ComD1100_D100
GRAPHIC PRINCIPLES 1
Monday, Thursday, 8:30 - 11 a.m.

Spring 2015

Prof. Rosenblatt
email: prosett5@yahoo.com
office hour: Monday 12:30 - 1:30
room: N1111

Course Description:

The study and use of graphic communication tools through understanding graphic elements and principles geared to the development of sensitivity to the nature of graphic relationships and their control within a given framework. Finding solutions to problems of abstract, conceptual, expressive and applied character, with increasing awareness of the range of properties of black and white and color. Identifying the characteristics, physical properties and psychological effects of black and white and of color for visual expression and practical graphic application.

1 class hour, 5 lab hours, 3 credits

Corequisites:

Prerequisite: CUNY proficiency in reading writing and mathematics OR corequisites:
ENG 092R (ESOL 032R) and/or ENG092W (ESOL 031W)

Academic Integrity Standards:

You are responsible for reading, understanding and abiding by the NYC College of Technology Student Handbook, "Students Rights & Responsibilities". section "Academic Integrity Standards". Academic dishonesty of any type, including cheating and plagiarism is unacceptable. "Cheating" is misrepresenting another student's or professional's effort/work, word or concept as you own.

Teaching/learning method:

- Lecture and demonstrations
- Project lab and homework
- Multiple preparatory works per project
- Evaluation of oral presentations and research
- Class discussion
- Written exam
- Portfolio presentation
- Student use of rubrics for proficiency assessment

Class Structure:

The course will exercise study of design elements: line shape, tone, color, and dimension and their compositional principles of organizations. Each class will begin with a critique of the assignment followed by an introduction and demonstration of an aspect of design. The following assignment will require the application of this aspect. Note: individual assignments may be changed as needed at the discretion of the professor.

Project 1: linear use of expression

Project 2: shape organization for expression

Project 3: texture transformed into figure/ground; pattern recognition

Project 4, 5, and 6: scales of tonal value and of color

Project 7: composition strategies with color, using all means of composition

Project 8: pattern of transparency and dimension

Attendance (College) and lateness (Department) Policies:

For a three credit class with 30 class meetings you are allowed a total of 3 absences for the semester. Note: this means that you may have 2 latenesses to count as one absence. Both lateness and absences count toward this rule. Class roster will be taken at the start of each class. After 3 absences, a student may be encouraged to withdraw because of unsatisfactory attendance. (WU). After roll call, students then arriving will be marked "late". Students will be notified at the earliest opportunity in class after they have been absent or late. After being absent three times or equivalent (2 latenesses = 1 absence), a student may be asked to withdraw from the class (code W before College drop deadline, 4/16/14) or may be withdrawn from the class (code WU).

Withdrawal:

Each withdrawal can affect a student's financial aid status. If a student fails to officially withdraw from a course and simply stops attending, the student will receive a "WU" grade. If the student never attended the course, the student will receive a grade of "WN". Both of these grades are calculated into the grade point average as failing grades. Further information on grades and financial aid eligibility can be obtained from the Financial Aid Office. Students who officially withdraw during the CUNY refund period will have no grade recorded. Students who officially withdraw after the CUNY refund period but prior to the end of the designated withdrawal period (see the calendar for specific dates) will have a grade of "W" recorded. After that period and continuing until the beginning of the last week of classes a grade of "WF" will be recorded.

Grading:

College is a permanent record. Grades count. Get projects in on time to receive the grade they deserve. Late assignments will have a penalty of one half letter drop for class date it is past due. Two days late will result in a full letter drop. For example if a project is to normally receive a B- handing it in 2 sessions late will result in a grade of C-.

Homework and lab assignments	80 %
Exams, portfolio presentation, vocabulary journal presentation and Class participation	<u>20%</u>
TOTAL	100%

Suggested reading:

"The Design Primer" by Susan G. and Gary S. Wheeler ©2002

"The Interaction of Color" by Josef Albers ©2006

"Introduction to Two Dimensional design" by John Bowers ©2008