

ART 117 | Design I for Electronic Media

Associate Professor & Graphic Design Program Chair Christine J. Shanks

DEPT: GRAPHIC DESIGN

COURSE NUMBER & SEMESTER:

ART117 FALL 2018

Section M01

COURSE: Design I for Electronic Media
(3 credits)

INSTRUCTOR: Christine J Shanks

TIME & DAY: TUESDAY 9-12:50 pm

OFFICE & HOURS:

It is best to make an appointment for office hours. They are held in either my faculty office or classroom office.

WEDNESDAY– 11:30-4:30

ROOM 141 (classroom)

or ROOM 241 (office)

<http://www.profshanks.com/contactoffice-hours.html>

WEBSITE: [profshanks.com](http://www.profshanks.com)

EMAIL (*Fastest Response*):

cjs035@tompkinscortland.edu

***The information contained in this class syllabus is subject to change without notice. Students are expected to be aware of any additional course policies or weekly content presented by the instructor during the course. Updates go live first at [profshanks.com](http://www.profshanks.com)*

COURSE DESCRIPTION:

Introduces the basic visual vocabulary of two-dimensional design and provides a variety of experiences addressing the creative application of design concepts on the computer. Projects, lectures, and critiques address the development of visual and aesthetic judgment. Critiques and discussions also provide the opportunity to analyze and verbally communicate the visual experience and principles of design, composition, color systems, and the basics of using type.

PREREQUISITES:

Prerequisites: MATH 090 and RDNG 099 if required by placement testing; prior completion or concurrent enrollment in ENGL 099. 3 Cr. (2 Lec., 2 Lab.)

COURSE GOALS:

1. Students will learn, understand concepts, and apply the principles and elements of design and the effective use of type.
2. Students will complete exercises using the computer programs and software that will clarify and improve their understanding of two-dimensional design concerns.
3. Students will gain skills in the use of computers and software and will develop a familiarity with processes that are used for visual problem solving.
4. Students will improve their ability to discuss, analyze, and critique visual works including their own assignments, and the work of their peers.
5. Students will be able to identify, define and apply, individually or grouped, the principles and elements of design including order, unity, balance, emphasis,

contrast, movement, rhythm, harmony, scale, and proportion; elements: space, line, shape, plane, mass, form, texture, pattern, color, light and shadow.

6. Students will design and create visual solutions to problems presented. Students will develop creative skills, visual skills and aesthetic judgment.

REQUIRED TEXT:

Design Fundamentals: Notes on Visual Elements and Principles of Composition Paperback

Authors: Rose Gonnella, Christopher Navetta, Max Friedman ISB
N: 978-0133930139

http://www.amazon.com/Design-Fundamentals-Elements-Principles-Composition/dp/0133930130/ref=sr_1_1?ie=UTF8&qid=1439594065&sr=8-1&keywords=rose+gonnella

Companion Site: <https://www.pinterest.com/rosegonnella123/notes-on-visual-elements/>

Color for Designers: Ninetyfive things you need to know when choosing and using colors for layouts and illustrations

Author: Jim Krause

ISBN: 032196814X

https://books.google.com/books/about/Color_for_Designers.html?id=5T2bBAAAQBAJ&source=kp_read&printsec=frontcover&source=kp_read_button#v=onepage&q&f=false

Companion Sites: <http://www.peachpit.com/articles/article.aspx?p=2262893>

SUPPLEMENTAL TEXT AND TUTORIALS:

Adobe TV

YouTube

Before and After

Lynda.com student membership

School Library <http://www.tc3.edu/library/#page=page-1>

REQUIRED MATERIALS:

- Flash Drives or Portable Hard Drive (see backing up work in Policies Section)
- BLANK Sketch 8x10 or larger (Mixed Media Pad Vellum Surface) similar to <http://www.strathmoreartist.com/product-reader/items/200-series-skills-mixed-media.html>
- Vellum Transparent Tracing Paper 8x10
- Eraser Staedtler 1PK White
- Stainless Steel Ruler 12"
- Drawing Pencil (or Refillable Drawing Leads and Holder)
- Sharpie fine point set
- Camera Device
- Items for assignments

INSTRUCTIONAL METHODS:

As an art studio course, there is considerable emphasis on the importance of the production of artwork. It is suggested that each topic, or groups of topics, be presented, discussed, and followed by the creation of a visual project. Technical and procedural topics, such as the use of software and printing can be demonstrated and followed by the creation of visual projects. Assigned readings, class discussions of readings, written assignments, class presentations, tests, and the review of tests should assist the student in learning the required material. Critiques of student projects should occur on an almost weekly basis. The critique allows students to develop verbal communication skills, improves their ability to analyze and compare visual solutions, and improves their critical judgment.

COLLEGE WIDE ATTENDANCE POLICY:

To maintain good grades, regular attendance in class is necessary. Absence from class is considered a serious matter and absence never excuses a student from class work. It is the responsibility of all instructors to distribute reasonable attendance policies in writing during the first week of class. Students are required to comply with the attendance policy set by each of their instructors. Students are not penalized if they are unable to attend classes or participate in exams on particular days because of religious beliefs, in accordance with Chapter 161, Section 224-a of the Education Law of the State of New York. Students who plan to be absent from classroom activity for religious reasons should discuss the absence in advance with their instructors. See college catalog for more information.

READ AW POLICY BELOW for a very important policy about attendance that could affect your loans, enrollment and housing at TC3

AW POLICY: ATTENDANCE / GRADE POLICY THAT AFFECTS FINANCIAL AID

Effective Spring 2016, the college has a new grading policy based on a student's attendance in enrolled courses. **Students who have not attended a class for EITHER two full weeks OR three consecutive class periods (as is the case in all 4 hour ART CLASSES) will be administratively withdrawn from the class by the College.** Re-enrollment in the class will require special permission from the Dean of Instruction. Instructors may have a different attendance requirement that is stricter than the College's policy.

Students administratively withdrawn from a class are assigned a grade of "AW." An "AW" grade will impact academic status and financial aid eligibility.

Financial aid is earned as you attend class. If you don't attend class, you don't earn your financial aid. When a student is no longer attending classes their financial aid **MUST** be returned to the government. Charges resulting from the return of financial aid funds are the responsibility of the student.

COLLEGE SERVICES FOR STUDENTS WITH DISABILITIES:

It is the College's policy to provide, on an individual basis, reasonable accommodation to students with disabilities, which may affect their ability to fully participate in program or course activities or to meet course requirements. Students with disabilities should contact the Coordinator of Access and Equity Services, to discuss their particular need for accommodations. All course materials are available in alternate formats upon request.

<https://www.tompkinscortland.edu/library/policies-and-procedures>

COLLEGE POLICIES:

Grading <https://www.tompkinscortland.edu/academics/grading-policies>

Rights & Responsibilities <https://www.tompkinscortland.edu/academics/student-rights-and-responsibilities>

DROP ADD SCHEDULE FALL 18: August 22 – December 14

last day to ADD – September 5 (W)

last day to DROP – September 12 (W)

last day to WITHDRAW grade W – October 29 (M)

last day to WITHDRAW grade WP/WF – December 5 (W)

PROFESSOR TEACHING PHILOSOPHY:

<http://www.profshanks.com/course-policies1.html>

<http://www.profshanks.com/teaching-philosophy.html>

THE FOLLOWING POLICIES ARE SUMMARIES. Please see the links directly below for the Professor's full policies in detail.

PROFESSOR'S POLICIES IN FULL:

POLICIES WEB [profshanks.com/course-policies.html](http://www.profshanks.com/course-policies.html)

GRADING POLICIES WEB [profshanks.com/grading.html](http://www.profshanks.com/grading.html)

PROFESSOR ATTENDANCE POLICY: SUMMARY

Professors are to be informed if you have planned a school activity or have a religious holiday during the semester.

SINGLE ABSENCES:

- 2 ABSENCES - OK
- 3 ABSENCES - 1 LETTER GRADE REDUCTION FROM COURSE GRADE
- 4 ABSENCES- 2 LETTER GRADE REDUCTION FROM COURSE GRADE
- 5 ABSENCES- COURSE FAILURE

CONSECUTIVE ABSENCES:

- 2 absences in a row – 1 LETTER GRADE REDUCTION FROM COURSE GRADE
- 3 or more absences in a row – AW Grade with Financial Aid repercussions

GRADING RUBRIC/POLICIES: SUMMARY

ALL In-Class Exercises and Homework is due to the following class unless otherwise noted in the Project/Syllabus.

- 10% Exam
- 70% Course Projects
- 10% Blog
- 10% In-Class Work/Exercises

LATE WORK POLICY:

If your Research & Sketches are LATE:

You will earn a 0 in the research/sketch/brainstorming portion of the assignment. However, concept and compositional planning is required of all assignments so you are still responsible for completing this portion of the assignment. Failure to do so will result in points lost in other grading criteria such as CONCEPT and PROBLEM SOLVING.

If your Assignment is LATE:

1 week = minus 1 letter grade from your COURSE grade

2 weeks = minus 2 letter grades from your COURSE grade

More than 2 weeks late course failure

PROFESSOR PLAGIARISM POLICY: SUMMARY

I TAKE PLAGIARISM SERIOUSLY AND SO SHOULD YOU!

Here are a few reasons why:

-Do you want to work in an industry with no integrity? **NO!**

-Do you want to graduate with classmates who have no integrity? **NO!**

-Do you want your degree granting college to have a stellar reputation? **YES!**

Then stand up against plagiarism!

PENALTIES:

Students found plagiarizing during the planning and construction phase will be given a warning by the professor. Students handing in plagiarized work to be graded for an assignment will be evaluated on an individual basis to determine if the plagiarism was deliberate or in a gray area of confusion. If the plagiarism is found to be deliberate the student will fail the course on the first offense. The student will also be reported to the Provost for Academic Integrity. Repeat offenses on the student's record will be reported and could result in suspension or expulsion!

PROFESSOR CODE OF CONDUCT / EXPCTATIONS POLICY: SUMMARY

- Abusive, disrespectful, harassing or other unprofessional behavior will be reported. Student may be removed from class.
- Talking, internet use or other distracting behavior during lectures and class time will result in removal of student from classroom.

COLLEGE ACADEMIC INTEGRITY POLICY: <https://www.tompkinscortland.edu/academics/statement-academic-integrity-policy>

WEEK

1

8/28

LECTURES:

- Course Introduction – Slideshow (How to see like a Graphic Designer), Basic Composition Foundations, GRIDS
- Examples of Bold Photographs that address the Fundamentals of Design

- Video on Fundamentals <https://vimeo.com/32944253>
- <https://www.youtube.com/watch?v=losbYfihN4>
- <https://vimeo.com/99876106>

HOMEWORK:

READING:

Elements and Principles: Pages I (roman numeral) to 37 (there isn't that much reading, there is more looking)

PROJECT 1 PHOTOGRAPHING FUNDAMENTALS: See Assignment Sheet

2
9/4

LECTURES:

- What is Design, Why is it important to other Creative Fields?
- Sign up for Wordpress Blog in class
- Plagiarism Slideshow (discuss gray area and exercise)
- Balance Symmetry and Asymmetry, GRIDS

- Demonstration Photoshop
- Exercise -CD Covers <http://www.profshanks.com/tc3-exercise.html>

- **Project 2- CD**
- Create folder system on Storage Device
- Demo organizing, naming and handing in files

HOMEWORK:

READING:

Elements and Principles: Pages 40--71

PROJECT 2: Complete Project 2

BLOG: See Assignment Sheet

3
9/11

LECTURES:

- Shape, Size, Scale, Grid Alignment Breaking the Grid, SPACE!
- **Project 3- Color Grid**

HOMEWORK:

READING:

Elements and Principles: Pages 72--119 , Complete Balance Quiz 182--183

PROJECT 3: Complete Project 3

BLOG: See Assignment Sheet

<p>4 9/18</p>	<p>LECTURES:</p> <ul style="list-style-type: none"> • Take the Elements and Principles of Design further: CREATING FOCAL POINTS HIERARCHY, Layers, Transparency, SIMPLICITY, Modularity, Texture • Project 4- Illustrating Gestalt <hr/> <p>HOMEWORK:</p> <p>READING: Elements and Principles: Pages 120--149</p> <p>PROJECT 4: Complete Project 4</p> <p>BLOG: SEE ASSIGNMENT SHEET</p>
<p>5 9/25</p>	<p>LECTURES:</p> <ul style="list-style-type: none"> • Line (Implied and Styles of lines), Pattern, Proximity • Project 5- Near Far <hr/> <p>HOMEWORK:</p> <p>READING: Elements and Principles: Pages 150--187</p> <p>PROJECT 5: Complete Project 5</p> <p>BLOG: SEE ASSIGNMENT SHEET</p>
<p>6 10/2</p>	<p>LECTURES:</p> <ul style="list-style-type: none"> • Repetition, rhythm, movement • Project 6 and 7 TYPE PATTERNS • MID-TERM MEETINGS <hr/> <p>HOMEWORK:</p> <p>READING: COLOR FOR DESIGNERS: Pages 6--61</p> <p>PROJECT 6: Complete Project 6 & 7</p> <p>BLOG: SEE ASSIGNMENT SHEET</p>

<p>7 10/10</p>	<p>NO CLASS !!!! FALL BREAK</p>
<p>8 10/16</p>	<p>LECTURES: Review pen tool and pathfinder</p> <ul style="list-style-type: none"> • Digital Color Wheel, Digital Value • Emphasis, Variety, Dominance • Project 9- Color Patterns Pathfinder <hr/> <p>HOMEWORK:</p> <p>READING: COLOR FOR DESIGNERS: Pages 64-99</p> <p>PROJECT 8: Complete Line (Homework no computer needed)</p> <p>Project 9: Complete</p> <p>BLOG: SEE ASSIGNMENT SHEET</p>
<p>9 10/23</p>	<p>LECTURES: ILLUSTRATOR PEN TOOL ILLUSTRATOR</p> <ul style="list-style-type: none"> • Pen--Tool Exercises <p>Color lecture</p> <ul style="list-style-type: none"> • Project 10- Color Schemes <hr/> <p>HOMEWORK:</p> <p>READING: COLOR FOR DESIGNERS: Pages 102--119</p> <p>PROJECT 10: Progress Project 10</p> <p>BLOG: SEE ASSIGNMENT SHEET</p>

<p>10 10/30</p>	<p>LECTURES:</p> <p>PROJECT 10: COMPLETE Project 10 by 11:30am and Hand in</p> <ul style="list-style-type: none"> • Atmospheric Perspective, Planes (fore, middle, and background) • Project 11: : VECTOR PORTRAIT • Layers, Tracing, Shadows and Highlights, Shapes, Simplifying <hr/> <p>HOMEWORK:</p> <p>READING: COLOR FOR DESIGNERS: Pages 122--149</p> <hr/> <p>BLOG: SEE ASSIGNMENT SHEET</p>
<p>11 11/6</p>	<p>LECTURES:</p> <p>Illustrator</p> <ul style="list-style-type: none"> • WORK DAY <hr/> <p>HOMEWORK:</p> <p>READING: COLOR FOR DESIGNERS: Pages 152--175</p> <p>PROGRESS PROJECT 11</p>
<p>12 11/13</p>	<p>LECTURES:</p> <p>Illustrator</p> <ul style="list-style-type: none"> • MEETING FOR REVISIONS <hr/> <p>HOMEWORK:</p> <p>READING: COLOR FOR DESIGNERS: Pages 178--191</p> <p>COMPLETE PROJECT 11</p>

13

11/20

LECTURES

HAND IN PROJECT 11

Illustrator

- TYPE: Good Taste, SPACE!!!, TYPE AS GRAPHIC ELEMENT
- TYPE: Designing with Type

- TYPE!!! Mood, space, hierarchy, pairing with imagery
- Project 10: Type on image, Type and Image Grid layouts
- TYPE EXERCISES
- PROJECTS 12-14
-

HOMEWORK:

COMPLETE PROJECTS 12-14

- **PROGRESS** Revisions or Uncompleted **PROJECTS**

14 11/27	LECTURES WORK DAY: Revisions Meetings HOMEWORK: PROGRESS Revisions or Uncompleted PROJECTS
15 12/4	LECTURES: FINALS: ALL WORK DUE EXAM REVIEW
16 12/11	FINAL EXAM