

ART109 | GRAPHIC DESIGN

TC3 – Assistant Professor & Graphic Design Program Chair Christine J. Shanks

DEPT: Graphic Design

EMAIL (Fastest Response):
cjs035@tompkinscortland.edu

COURSE NUMBER & SEMESTER:

ART109 FALL 2018
Section M02

OFFICE & HOURS:

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

COURSE: Graphic Design (3 credits)

INSTRUCTOR: Christine J Shanks

WEDNESDAY – 11:30–4:30
ROOM 141 (classroom)
ROOM 241 (office) or

TIME & DAY:

M01: TUESDAY 1-4:50

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

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

***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:

An introduction to the graphic design profession that provides a foundation of design concepts and processes to produce artwork. Students are exposed to the history of graphic design and perception principles used for effective communication. ART 109 fulfills the SUNY General Education requirement in the Arts.

PREREQUISITES:

Prior completion or concurrent enrollment in MATH 090, ENGL 099, and RDNG 116 if required by placement testing. 3 Cr. (2 Lec., 2 Lab.).

COURSE GOALS:

1. Students will understand the profession of the graphic designer and gain exposure to basic terminology used in the field.
2. Students will understand a history of graphic design from the Industrial Revolution to Art Deco. Topics include: American Victorian, French Art Nouveau, Bauhaus, American and English Arts and Crafts, de Stijl, Dada, and Italian Futurism.
3. Students will be able to identify compositional and gestalt principles used in graphic design.
4. Students will demonstrate strong use of the design process by utilizing problem solving and concept development skills, specifically through the use of brainstorming, research, thumbnails, comps and applying constructive feedback.

5. Students will develop the basic skills necessary to produce work using vector, raster and layout programs.
6. Students will be exposed to basic printing processes and terminology.

REQUIRED TEXT:

BUY WEEK 1

Introduction to Graphic Design: A Guide to Thinking, Process, and Style

by Aaris Sherin

ISBN: 9781472589293

FIRST 28 PAGES available here:

<https://books.google.com/books?id=VcpBDwAAQBAJ&lpg=PA2&ots=ZCuNw9wX-L&dq=Introduction%20to%20Graphic%20Design%3A%20A%20Guide%20to%20Thinking%2C%20Process%2C%20and%20Style&pg=PA1#v=onepage&q=Introduction%20to%20Graphic%20Design:%20A%20Guide%20to%20Thinking,%20Process,%20and%20Style&f=false>

NEED BY WEEK 6

Graphic Style: From Victorian to New Century, 3rd ed.

by Seymour Chwast and Steven Heller

ISBN: 0810997916

https://www.amazon.com/Graphic-Style-Victorian-New-Century/dp/0810997916/ref=sr_1_1?s=books&ie=UTF8&qid=1472518616&sr=1-1&keywords=graphic+style+steven+heller

Author Site: <http://www.hellerbooks.com/>

SUPPLEMENTAL TEXT AND TUTORIALS:

Lynda.com student membership

School Library <https://www.tompkinscortland.edu/library>

REQUIRED MATERIALS:

- Flash Drives or Portable Hard Drive (see backing up work in Policies Section)
- Sketch 11x14 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 11x14
- Eraser Staedtler 1PK White
- Stainless Steel Ruler 12"
- Drawing Pencil Set (or Refillable Drawing Leads and Holder) 2B, 4B, 6B and 2H, 4H and 6H
- X-acto knife
- Scissors
- Markers (at least 10 colors including black)
- Colored Pencil set (at least 10 colors including black)
- Camera Device (can be phone camera)

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 / EXPECTATIONS 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>

<p>1 8/28</p>	<p>LECTURES:</p> <ul style="list-style-type: none">• Course Introduction – Slideshow (What is Graphic Design)• ART Tutor information - Please use our tutor for help outside of class http://www.profshanks.com/tutoring-for-artdesign.html <p>VIDEOS</p> <ul style="list-style-type: none">• https://youtu.be/BmBK0_vbYnY• https://www.youtube.com/watch?v=zOPA0NaeTBk• https://www.youtube.com/watch?v=WBbJHIJTq7k• https://www.youtube.com/watch?v=cC0KxNeLp1E&t=304s <ul style="list-style-type: none">• Sign up for Adobe/Behance Account (save log in information)• Review Homework <hr/> <p>HOMEWORK:</p> <p>READING: Intro to Graphic Design: pages 8-25 (almost the entire first chapter online but you must buy the book to complete the ALL course including week 1 homework)</p> <p>EXERCISE 1: Should You Become a Graphic Designer - See Assignment Sheet</p> <p>EXERCISE 2: Tracking Inspiration - See Assignment Sheet</p> <p>EXERCISE 3: Research a job- See Assignment Sheet</p> <p>BUY BOOKS AND SUPPLIES!!!!!!!</p> <p>ALWAYS BRING YOUR STORAGE DEVICE & SUPPLIES TO CLASS</p>
--------------------------	--

ART109 | GRAPHIC DESIGN

TC3 – Assistant Professor & Graphic Design Program Chair Christine J. Shanks

<p>2 9/4</p>	<p>LECTURES: Presentation discussion, grids, maximizing understanding SHOW don't TELL, minimalism in visual presentations</p> <p>REVIEW Famous Designers presentation</p> <p>IN CLASS YOU WILL:</p> <ul style="list-style-type: none">• Create folder system on Storage Device• Hand in & Discuss Week 1 Homework• Sign up for Wordpress Blog – See Assignment Sheet <hr/> <p>HOMEWORK: READING: Intro to Graphic Design: pages 26-53</p> <p>PRESENTATION 1: Getting Inspired by a Famous Designer</p>
-------------------------	--

<p>3 9/11</p>	<p>LECTURES:</p> <ul style="list-style-type: none">• Slideshow (PRINCIPLES & ELEMENTS of design)• Video on the Fundamentals of Design: https://vimeo.com/32944253 http://tv.adobe.com/watch/learn-adobe-youth-voices/graphic-design-fundamentals-video-tutorial/ https://www.youtube.com/watch?v=losbYfihIN4 https://vimeo.com/99876106• Review Project 1: Examples of Bold photographs that address the Fundamentals of Design• PRESENTATIONS: Students present their Famous Designer <p>IN CLASS YOU WILL:</p> <ul style="list-style-type: none">• Create folder system on Storage Device• WATCH PRESENTATIONS <hr/> <p>HOMEWORK:</p> <p>READING: Intro to Graphic Design: pages 54-83</p> <p>PROJECT 1: Fundamentals in Photos</p>
-------------------	---

4 9/18	<p>LECTURES:</p> <ul style="list-style-type: none">• Color, Hierarchy, Alignment, Dominant & Subordinate• Photoshop demonstration• Plagiarism Slideshow (discuss gray area): Process of Becoming a Designer: Exploring, Discovery, Emulating, Processing, Variation, Originality• https://www.youtube.com/watch?v=vJnR5SiXpbE• https://www.youtube.com/watch?v=CnLU3yUp1aI• http://www.abc.net.au/7.30/small-designers-claim-theyve-been-ripped-off-by/6582166• Class Discussion Plagiarism <p>• DUE Project 1</p> <ul style="list-style-type: none">• Sign up for Wordpress Blog – See Assignment Sheet• Exercise –CD Cover http://www.profshanks.com/tc3-exercise.html <p>• PROJECT 2: CD PROJECT - 5 CD Variations & Written Summary</p> <hr/> <p>HOMEWORK:</p> <p>READING: Intro to Graphic Design: pages 84-113</p> <p>PROJECT 2: Complete</p> <p>BLOG: Blog 1</p>
------------------	--

ART109 | GRAPHIC DESIGN

TC3 – Assistant Professor & Graphic Design Program Chair Christine J. Shanks

<p>5 9/25</p>	<p>LECTURES:</p> <ul style="list-style-type: none">• Design Process• Typography Introduction: Mood <p>DUE Project 2 for Critique</p> <p>PROJECT 3: 2 Typographic Posters (convey mood of WRITING using color, composition, and serif or sans serif font) Research, Brainstorm, Sketch</p> <hr/> <p>HOMEWORK:</p> <p>READING: Intro to Graphic Design: pages 114-116, 122-124, 128-129, 139-145, 147-149</p> <p>PROJECT 3: Research, Brainstorm, Sketch, Font choices</p> <p>BLOG: Blogs 1-4</p>
<p>6 10/2</p>	<p>LECTURES:</p> <p>TYPOGRAPHY: Grids, Composition, Whitespace, Alignment, Positive & Negative Space, Creating Hierarchy/Focal Points using the Fundamentals and Grids</p> <p>Type and Image: Creating graphics and concept</p> <p>PROJECT 3: REVIEW SKETCHES, research, and concept development. Work time</p> <hr/> <p>HOMEWORK:</p> <p>READING: Intro to Graphic Design: pages 150-177 pages 178-207 and the Glossary 232-234</p> <p>PROJECT 3: Progress</p> <p>BLOG: Find 2 projects on Behance that inspire you graphically</p>
<p>7 10/10</p>	<p>NO CLASS! FALL BREAK</p>

<p>8 10/16</p>	<p>LECTURES:</p> <p>REVIEW PROJECT 4: Research Presentation & Project - Modern Poster & Logo based on Graphic Design History</p> <p>Poster & Logo Basics</p> <p>PROJECT 3: Work time</p> <hr/> <p>HOMEWORK:</p> <p>READING: Graphic Style: pages 6-39</p> <p>PROJECT 4: FINAL PROJECT PRESENTATION: Research and prepare your final project presentation and create 20 sketches (10 for each design)</p> <p>PROJECT 3: COMPLETE</p>
<p>9 10/23</p>	<p>LECTURES:</p> <p>PROJECT 3: DUE FOR FINAL CRITIQUE</p> <p>STUDENT RESEARCH PROJECT PRESENTATIONS</p> <hr/> <p>HOMEWORK:</p> <p>READING: Graphic Style: pages 40-81</p> <p>PROJECT 4: Progress and Revisions , 10 new sketches (5 each)</p> <p>BLOG: Find 1 project on Behance influenced by Victorian</p>

<p>10 10/30</p>	<p>LECTURES: Short Lecture on history of Type and Design leading up to Victorian Era: European Graphic Renaissance, Movable Type, Johann Gutenberg, PRINTING PRESS!!!!</p> <p>Design History Overview & Timeline</p> <p>Graphic Design History Timeline for Research http://gdh.2rsolutions.cz/#</p> <p>Review New Sketches Project 4 Introduce Project 4 Reflection: Reflect on the type, content, and medium/s you will use for your final project and discuss why they are appropriate for your concepts. Write a 2 paragraph reflection about the process from research to sketch revisions. Discuss why your project concept and why your choices clearly communicate your ideas. See sheet for questions, address each one.</p> <p>PROJECT 5: Type Pattern (based on graphic design history) and Collage (DADA) Illustrator and Photoshop</p> <hr/> <p>HOMEWORK: READING: Graphic Style: pages 82-125</p> <p>RESEARCH PROJECT 4: Reflection</p> <p>PROJECT 5: Complete</p> <p>BLOG : Find 1 project on Behance influenced by Arts and Crafts</p>
<p>11 11/6</p>	<p>LECTURES: Arts and Crafts & Art Nouveau</p> <p>PROJECT 5: DUE Critique</p> <p>RESEARCH PROJECT 4: MOCKUPS, Work in Class</p> <hr/> <p>HOMEWORK: READING: Graphic Style: pages 126-167</p>

	<p>RESEARCH PROJECT 4: PROGRESS on final</p> <p>BLOG : Find 1 project on Behance influenced by Art Nouveau</p>
<p>12 11/13</p>	<p>LECTURES: Early Modern, Expressionism, Modern</p> <p>PROJECT 4: WORK DAY</p> <hr/> <p>HOMEWORK: READING: Graphic Style: pages 168-219</p> <p>RESEARCH PROJECT 4: PROGRESS on final</p> <p>BLOG : Find 1 project on Behance influenced by Bauhaus</p>
<p>13 11/20</p>	<p>LECTURES: Art Deco, Dada, Heroic Realism Digital Age, New Century, Late & Post Modern</p> <p>WORK DAY RESEARCH PROJECT 4</p> <hr/> <p>HOMEWORK: READING: Graphic Style: pages 220-258</p> <p>BLOG : Find 1 project on Behance influenced by Art Deco</p> <p>RESEARCH PROJECT 4: Complete Final for Output</p>
<p>14 11/27</p>	<p>LECTURES:</p> <p>PRINT DAY COMPLETE FINAL PROJECT with OUTPUT</p> <hr/> <p>HOMEWORK: Organize work, complete work revisions for final portfolio</p> <p>READING: Graphic Style: pages 259-274</p> <p>BLOG : Find 1 project on Behance influenced by Swiss</p>

<p>15 12/4</p>	<p>REVIEW FOR FINAL EXAM</p> <p>FINAL CRITIQUE</p> <p>WORK DAY, ALL FINAL WORK FOR GRADING HANDED IN PRINT DAY COMPLETE FINAL PROJECT with OUTPUT</p> <hr/> <p>HOMEWORK:</p> <p>STUDY</p> <p>BLOG: EXERCISE 1 REVISIT: Revisit Should You Become a Graphic Designer and reflect</p>
<p>16 12/11</p>	<p>FINALS: ALL WORK DUE (revised from final crit)</p> <p>FINAL EXAM</p> <p>http://www.profshanks.com/finals-week-schedule.html</p>