

Art130 Syllabus

Welcome to Introduction to Graphic Design. This is a rigorous course that teaches you how to follow the process graphic designers use to solve problems. You'll also learn how to use important design principles to improve the quality of your design work.

Outcomes

By the end of this course you should be able to do these things:

1. Explain basic principles of design and demonstrate how to use them.
2. Follow a basic design process to create appropriate solutions to design problems.
3. Demonstrate good craftsmanship in project creation and presentation.
4. Demonstrate an understanding of the basic characteristics and rules of typography.
5. Explain basic vocabulary terms used in the design industry and use those terms to discuss graphic design.
6. Explain the basic purposes of standard software tools and use these tools to produce graphic design.

General Information

Prerequisites

To be eligible to take this course you need to be enrolled at BYU-Idaho as an Art Major or Web Design & Development Major, have Art with an emphasis in Graphic Design as part of a Cluster, or be given the instructor's permission to take the course.

Time Expectation

Plan on spending 9 to 12 hours per week to complete each module.

Schedule

The weekly schedule will be the same throughout the course. There are two major deadlines that you need to meet each week. The first is on Friday by 11:59 PM. This deadline is for submitting your completed process book for each module. Reading quizzes and discussion posts will be due the following Monday by 11:59 PM.

Tuesday-Friday 11:59 PM

Work on the module. Once all pages are complete in the module export a PDF and submit it as a single file on iLearn

Friday 11:59 PM

Module PDF is due as well as discussion posts.

Saturday - Monday 11:59 PM

Give and receive feedback and take the reading quiz.

Office Hours

Office hours will be held once a week (please see your instructors profile for office hours). Students can submit work in progress for live feedback. The sessions will be recorded for use by all of the class members.

Supply List

This course requires the following materials. All materials should be exactly as specified except for the drawing tools. We have selected the following brands for their reliable output quality. You are graded on quality of sketch, so keep this in mind when purchasing supplies for this course:

- ☐ **Text | The New Graphic Design School: A Foundation Course in Principles and Practice Fifth Edition**
 - e-Book ISBN: 978-1-118-84081-8
 - Paperback ISBN: 978-1-118-13441-2
 - Cost: \$30-50 (select used and new on Amazon for best price)
- ☐ **Adobe CC:**
 - Note: The Creative Cloud version of the Adobe software is *required* for this course. Older versions of the software will not work with the course materials.
 - Illustrator, InDesign, Photoshop
 - Cost: \$19.00 per month (approximate student price)
- ☐ **OS: Mac or PC**
 - Cost: \$ Varies
- ☐ **Access to Scanner and/or digital camera**
 - Cost: \$ depends
 - You will be scanning sketches into the computer often throughout this course. If you do not have access to a flatbed scanner you may use a digital camera to capture images and place them in InDesign.
- ☐ **HB or 2B Graphite Pencils**
 - Cost: \$.25 ea
 - Standard #2 pencils will work as well.
- ☐ **(Fine Point) Ink Pen, Black***
 - Cost: \$.85 ea

- Pilot makes a great pen, so does Uniball. Choose a pen that writes with a solid black line every time. DO NOT USE BALL POINT BIC PENS because these can write in greyscale. Pens that use the term “Rollerball” will work for this course.

☐ Sanford Berol Prismacolor Art Markers Black PM-98

- Cost: \$1.99 ea
- You may use a different type of black marker, but these are non-toxic and safer.

Modules

A Module covers a unit of time, usually a week. This course is divided into 14 modules.

During each module you will have projects to work on, reading to complete, quizzes to take, and discussions to participate in. Make sure you review what is due at the beginning of each module. Pay attention to deadlines and follow all directions for submitting your work.

Project Information

The projects you’ll create for this course are the most important parts of the course. Everything else you learn during the semester will help you complete successful projects. As each project is introduced, the *Project Information* section of the module will provide instructions for how to begin.

Process book

A template of the final process book has been created using Adobe InDesign. The process book consists of several parts including cover, project, activity, and ponder pages.

- ☐ Cover pages includes a quote. Remember to customize the process book each week with your name.
- ☐ Project pages record the steps you have taken to complete the project you are working on.
- ☐ Activity pages record stand-alone activities that introduce you to concepts specific to the module.
- ☐ Ponder pages provide an opportunity for you to think back over the module and record your learning experiences.

Each process book template is completed and submitted at the end of each module. At the end of the semester all of the files will be compiled into a completed PDF book and submitted.

The process book files in the Downloads folder are saved as IDML files. IDML files always open in Adobe InDesign with the file name *Untitled*. One of the first things you should always do is rename the document. Please use the following naming

system :

- art130-m01-your-name.indd

Some recommendations and suggestions:

- Maintain and use the original file structure
- Keep a back up of your files
- Add pages if necessary
- The book is intended to document your process
- Craft it with care (make each page look its best)

Exporting

Once the process book is complete export it as an Interactive PDF. The specifications are:

- Pages
- 96 resolution
- Naming format: [course]-[module]-[first name]-[lastname].[format] (example: art130-m01-john-doe.pdf)

Uploading

Upload the completed process book PDF in ilearn. This is for the instructor to give feedback and grade the process book.

Posting

Peer feedback is an important part of this course. Each week you'll create a post, attach a PDF of your process book to it, and ask three questions about your project that you would like feedback on.

Discussion

Review the posts of your peers, read their questions, and review their process book PDFs. Provide feedback to at least 3 of your peers, focusing on the questions they asked in their initial post.

Grading Policies

During the semester you'll work on projects, document the process you followed to create those projects, complete reading assignments, take reading quizzes, and participate in class discussions. The grade weighting for these different activities is listed below:

Projects

Weight: 60% of final grade

Process Books

Weight: 20% of final grade

Reading Quizzes

Weight: 10% of final grade

Discussions

Weight: 10% of final grade

Grade Categories Defined

For this course grades have been designed to give you important feedback concerning your development as a designer.

A = Distinguished and represents consistently outstanding understanding, application, and integration of subject material and extensive evidence of original thinking, skillful use of concepts, and ability to analyze and solve complex problems.

B = Proficient and represents considerable or significant understanding, application, and incorporation of the material which would prepare a student to be successful in next level courses, graduate school, or employment.

C = Developing and represents sufficient understanding of subject matter. The student demonstrates average initiative to be prepared for class. Sequenced courses can be attempted, but mastering new materials might prove challenging.

D = Unsatisfactory and represents poor performance and initiative to learn and understand and apply course materials. Retaking a course or remediation may be necessary to prepare for additional instruction in this subject matter.

F represents failure in the course.

Final Project Grading Policies

Final Projects are worth 60% of your overall grade. Your project grade is calculated as follows:

40% — Creativity and Exploration

40% — Design Quality

20% — Craftsmanship and Following Directions

20% — Submitting the project on-time

Module Process Book Grading Policies

Module Process Books worth 20% of your overall grade. Your Module Process Book grade is calculated as follows:

90% — Completing all of the work required in the Module Process Book

10% — Submitting the Module Process Book on-time

Reading Grading Policies

Reading, quizzes, and tests are worth 10% of your overall grade. Your Reading grade is calculated as follows:

75% — Cumulative weekly quiz scores (quizzes are open book)

25% — Cumulative Midterm and Final Exam

Discussion Grading Policies

Class Discussions are worth 10% of your overall grade. Your Discussion grade is calculated as follows:

25% — Posting work correctly and on-time

75% — Providing helpful feedback to peers

Re-submitting Work (Repentance)

If you are unsatisfied with the quality of a final project (that was turned in on-time), you may re-do the project as often as you like prior to the last two weeks of class and receive a new grade (please provide both the original and the reworked projects). This repentance policy applies only to the projects created for this course (not quizzes, tests, or discussion board participation). The highest grade for each assignment will be the only grade recorded. If you receive a lower grade for a re-do, your grade for the project will remain unchanged. If your grade for the re-do improves, your grade on that project will be replaced with the better grade.

When submitting a redo for a final project, please submit the original project, the redo, and the revised process book including any additional research, sketches, digital versions, etc. You will need to set up a time to meet with your teacher and present your revised assignment.

Late Work

Final projects that are NOT handed in on-time will receive a 2 letter-grade deduction in score and will not be allowed to be redone for a better grade.

Weekly process books (work done leading up to the final version of a project) can NOT be redone for a better grade.

Attendance

In-Class Policy:

For students enrolled in the on-line version of this course, the attendance guidelines developed by the university apply.

Disclaimer

Emails & Announcements

Information regarding the class, class projects, assignments, etc., will be posted to our I-Learn site at various points throughout the semester. Sometimes updated information will be emailed to everyone in the class. Remember to check your campus email often. “I’m not prepared because I don’t check that email account or visit I-Learn” is not an acceptable excuse.

Syllabus Updates

This syllabus may be updated periodically during the semester as long as the

instructor posts an announcement notifying students of the change/clarification.

This is a dynamic class so it is always in flux. If you find information on iLearn that contradicts what your teacher said in class ALWAYS follow your teacher's instructions. The hierarchy of instruction to follow is:

What the teacher says > iLearn > downloads/templates from iLearn

This is important to remember. If you have questions about what to do when you come across contradictory information just ask your teacher.

