

INTRO TO GRAPHIC DESIGN THEORY AND PROCESS

This course will provide students with an introduction to a wide variety of career paths and disciplines under the umbrella field of Graphic Design. Students will learn what is involved in different jobs, what is typography, what does it mean to work with clients, and exposure to different processes related to graphic design including printing pre-press, paper and ink, and an introduction to the terminology used in graphic design.

WHAT TO EXPECT

So, someone told you to take this class because it was required or for some other reason, but what can you expect from the course this semester:

- To learn what graphic design is and how it is used in everyday life. I am willing to bet you didn't know all the things graphic designers do.
- A hands on experience. Most people learn better by doing rather than talking about a subject.
- You do not need previous art experience or drawing skills to be successful in the class.

- How to use a Mac computer. For those who haven't used one, it won't be so bad.
- Begin learning the Adobe Creative Suite products like InDesign, Illustrator and Photoshop. You'll be amazed what you can do.
- To work independently as well as with your fellow classmates.
- Most importantly, you can expect to have lots of fun!

In general, I expect that you attend all classes, come to class on time, stay for the complete class, complete all assignments and readings, and review lecture notes BEFORE class to ensure success in the course. I expect you to be polite and respectful of myself and your fellow classmates. If you do these simple things, you will be successful in this class this semester. Please contact me if you have a problem or an issue. Please don't just give up or stop showing up. I am here to help.



COURSE INFO

Mondays 6:30 - 9:25 pm
VADC 129
Mott Community College
3 credits/3 contact hours

Prerequisites: Placement testing at level of at least RDNG-030

Classroom handouts, lectures, assignment sheets, announcements and other supplemental materials will be available for download at blackboard.mcc.edu.

Use hashtag #art121gdt to follow our class on Twitter.

INSTRUCTOR

Katie Krcmarik
P: 248-321-3434 (cell)
kkrcmarik@hotmail.com
@KatieKrcmarik

Office Hours:
Varies, but I will be available on campus Mon, Tues, Wed, and Thurs.

TEXTBOOK

Guide to Graphic Design Plus NEW MyArtsLab with eText - Access Card Package

Author: Scott W. Santoro
ISBN-10: 0205959229

Online Access:
<http://www.pearsonmylabandmastering.com>

GRADING POLICIES

Presentations will be presented to the class. Your projects should be completed as specified on the provided assignment sheet. Wiki posts will be posted to the class wiki. It is up to the discretion of the instructor to penalize for absences and lateness.

This course includes a midterm and final assessment. These assessments are not exams, but reviews of your progress in the course. There will also be a variety of discussions, activities, design projects and wiki posts, all of which will be given specific deadlines for completion. Assignments and wiki posts are expected to be completed outside of class, as homework. I expect reading to be completed outside of class so you can fully participate in class discussions and activities. All assignments are due at the start of the class date posted.

Late penalties are based on calendar days, not class days. Late work can be turned into the art office, during another class, or by arrangement with the instructor. It is, however,

better to turn in a project late, rather than not at all. I would also note that all projects can be resubmitted for a higher grade, but late points cannot be removed. It would be better to turn in a potentially bad project on time than a really good project late.

Late penalties:

- 1 day late = -5 pts
- 2 days late = -10 pts
- 3 days late = -15 pts
- 4 days late = -20 pts

After 4 days, assignments may not be accepted and a failing grade could be reported. Instructor can adjust this policy at her discretion.

EXTRA CREDIT

Occasionally, the instructor, at her discretion, may make available an opportunity for a student to earn extra credit. This would be determined either on an individual basis, or as an opportunity for the entire class. Please pay attention to Blackboard and/or follow

me on Twitter to receive information about extra credit opportunities.

GRADING SCALE

Translation of 100 point system to college grade reporting is as follows:

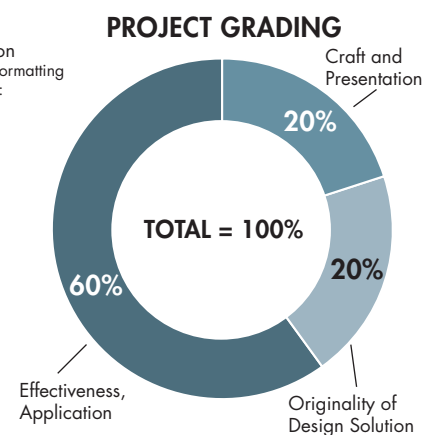
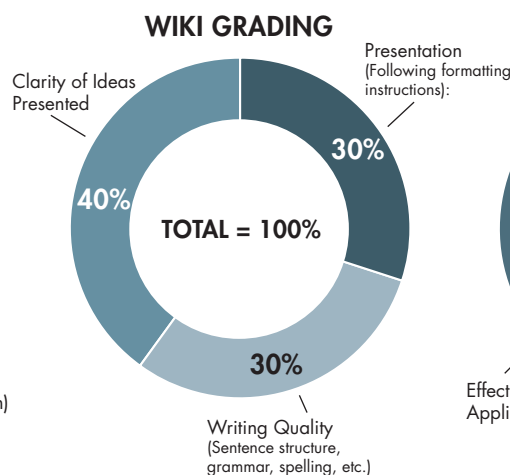
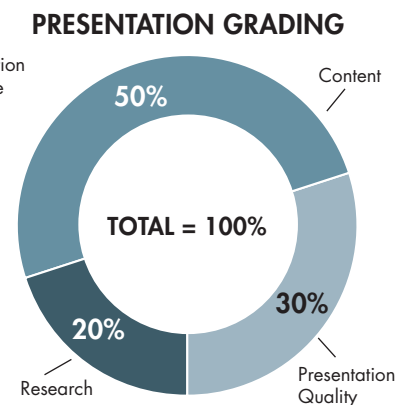
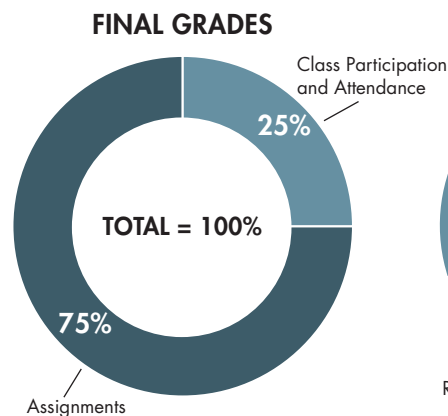
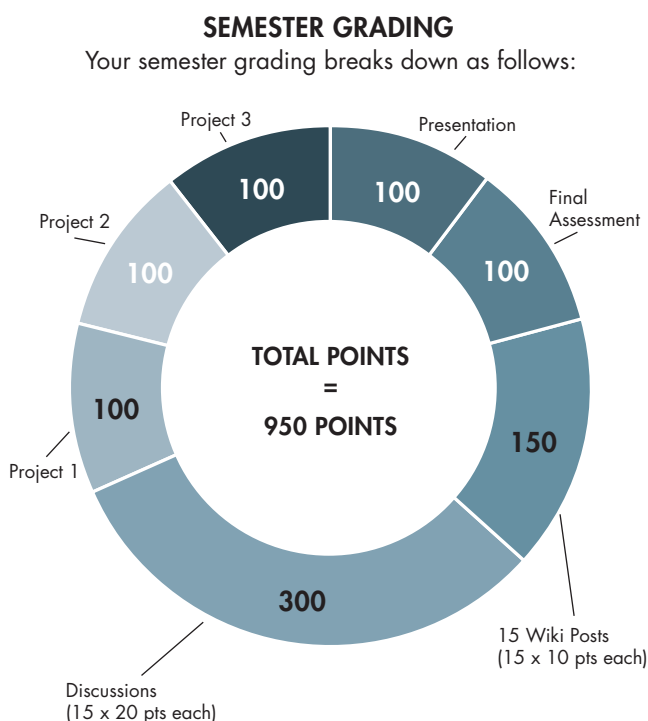
950-884	100-93	4.0	A
883-836	92-88	3.5	B+
835-788	87-83	3.0	B
787-750	82-79	2.5	C+
749-703	78-74	2.0	C
702-655	73-69	1.5	D+
654-608	68-64	1.0	D
607-0	63-0	0.0	E

DISCLAIMER

The grading information provided here is meant as a general guide. However, the instructor reserves the right to adjust the course grading policy as she deems appropriate.

COMPLETE GRADING BREAKDOWN

These graphs show the complete breakdown of your overall semester grading and your overall assignment points. They also show the breakdown of specific assignments



MIDTERM ASSESSMENT

Your mid term assessment will take place in written form. I will provide you with your overall class progress in completing assignments/projects and an assessment of your participation in the class. The goal is for you to see what you need to do in order to improve your performance in the course.

FINAL ASSESSMENT

There are no exams as part of this course. Instead, you will have two assessments along the way to offer feedback. The final assessment will involve a graded component. This assessment will look at your overall progress in the course and function somewhat like a portfolio review. You will also complete a self assessment of your progress in the course and in class activity to reflect on what you learned in the class.

PARTICIPATION

Participation in class is expected and required. You should be prepared to offer your opinions during classroom discussions and actively participate in critiques. I do understand that talking in front of people may be hard for you, but I ask that you try to participate in some way. Students less comfortable participating in class discussion could and should take a more active role on the wiki or in the in class activities. You should find a way to participate in a manner that is comfortable for you. Participation is part of your grade and a crucial factor when making final decisions about grades.

WRITTEN COMPONENTS & PRESENTATIONS

It is expected that all writing assignments will demonstrate college level writing skills including proper grammar, appropriate language, and proper structure. Texting language and emoticons are not acceptable for writing assignments. **No hand-written assignments will be accepted.**

Wiki Posts

You will be contributing to a course wiki over the course of the semester. This wiki will serve as a resource for the class as well as a place

to gather information. The link to the wiki will be provided to you. You will need to register as a contributor. You will be expected to contribute weekly based on the specifications on the assignment sheet.

The previous instructions for grammar and language apply to the wiki. It is important that you make sure to write professionally and appropriately when completing your wiki posts. These skills are also important in your future as a graphic designer (or in any career path). There are plenty tools to assist you with meeting this goal. I will penalize students not adhering to these requirements.

Presentations

Presentations should be done in using Google Docs presentation software or PowerPoint. Do not use Keynote or any other software. Make sure to format your presentation consistently. I don't want to see ten different presentations sandwiched together. Also, make sure your presentation is readable and not distracting.

PROJECTS

Presentation is important here in the classroom setting (and for successful employment in the real world). As such, you should follow the detailed presentation instructions provided for each assignment. If you lose your assignment sheet, all assignments are posted to Blackboard.

Presentation is part of your grade and is worth 20% on each project. You spent a lot of time creating your project so your presentation should reflect the time you spent. It could be the difference between one grade and another. **PRESENTATION IS IMPORTANT!**

Somewhere on each project, place a label stating the following:

- > Student name & number
- > Course # and name
- > Instructor's name
- > Assignment # and name
- > Date due and the date project was turned in to instructor.

Note: Following the instructions provided on the assignment is very important.

HOW DO I GET AN A IN THIS CLASS?

Students often ask how they can get an A in my class. The below guide is meant as guidelines to provide you with some idea of what I'm looking for.

Grade A

An A student will produce outstanding work. It will be original work and represent ideas not typically associated with the assignment. Your performance in all other aspects of class will also be outstanding. Further, you should:

- Attend all classes and be on time
- Turn in all work and turn it in on time
- Go above and beyond the basics on assignments
- Actively participate in classroom activities and discussions
- Exceptional craft and presentation

Grade B

A B student will produce good work, but it will be predictable. While you will have pretty good performance in the class, your attendance and timeliness will not be outstanding. Further, you will:

- Will attend most classes (missing fewer than 3 classes) and be on time
- Turn in most work (missing five or fewer assignments) and be on time most of the time (late fewer than three times)
- Participate in classroom activities and discussions
- Good craft and presentation

Grade C

A C student will produce average work and be lacking in overall classroom performance and timeliness. Further, you will:

- Will miss a number of classes (three to five) and may have issues with tardiness
- Missing a number of assignments (five to ten) and will often be late turning in assignments
- Minimal participation in classroom activities and discussions
- Deficient craft and presentation



COURSE SCHEDULE

WEEK 1 - 1/12/15

- 🗨 Discussion: Review Syllabus, What is Graphic Design?
- 📅 In Class Activity: Ice Breaker and What is Graphic Design?

- 📖 Reading: Chapter 1 in Guide to Graphic Design, About Graphic Design, Chapter 11 in Guide to Graphic Design, Interaction and Motion Design
 - 📅 Assignment: Complete Getting to Know You Form, Wiki Post
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WEEK 2 - 1/19/15 - NO CLASS MLK DAY

WEEK 3 - 1/26/15

- 🗨 Discussion: Graphic Design and the Various Specialties
- 📅 In Class Activity: Design Specialties, Intro to Illustrator

- 📖 Reading: Chapter 5 in Guide to Graphic Design, Generating Ideas
 - 📅 Assignment: Presentation, Wiki Post
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WEEK 4 - 2/2/15

Snow Day

- 📅 Assignment: Project , Presentation, Wiki Post

- 📖 Reading: Chapter 5 in Guide to Graphic Design, Generating Ideas, Chapter 6 in Guide to Graphic Design, The Elements and Principles of Form, Chapter 7 in Guide to Graphic Design, Type and Typography
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WEEK 5 - 2/9/15

- ☑ Company for Presentation Due
- 🗨 Discussion: Generating Ideas, The Elements and Principles of Form, Type and Typography
- 📅 In Class Activity: Working with Design Elements

- 📖 Reading: Chapter 8 in Guide to Graphic Design, Proportion Systems: Grids and Alignments
 - 📅 Assignment: Project 1, Presentation, Wiki Post
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WEEK 6 - 2/16/15

- 🗨 Discussion: Grids
- 📅 In Class Activity: Type, Work on Project 1

- 📖 Reading: Chapter 4 in Guide to Graphic Design, Researching a Graphic Design Project
 - 📅 Assignment: Project 1, Presentation, Wiki Post
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WEEK 7 - 2/23/15

- ☑ Project 1 Due - In Class Critique
- 🗨 Discussion: Researching a Design Project
- 📅 In Class Activity: Brainstorming & Research

- 📖 Reading: None
 - 📅 Assignment: Project 2 Assigned, Finish Presentation, Wiki Post
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WEEK 8 - 3/2/15

- 👉 Mid Term Assessment
- ☑ Presentations
- 🗨 No Discussion or In Class Activity

- 📖 Reading: Chapter 3 in Guide to Graphic Design, Graphic Design Concepts
 - 📅 Assignment: Project 2, Wiki Post
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SPRING BREAK: 3/9/15 - 3/13/15

WEEK 9 - 3/16/15

- ☑ Review Sketches for Project 2
- 🗨 Discussion: Graphic Design Concepts
- 📅 In Class Activity: Concept Activity

- 📖 Reading: Chapter 10 in Guide to Graphic Design, Visual Coding: Loading Form with Meaning
- 📅 Assignment: Project 2, Wiki Post

★ REMEMBER YOU ARE RESPONSIBLE FOR ALL MATERIAL IF YOU MISS CLASS ★

WEEK 10 - 3/23/15

- ☑ Project 2 Due - In Class Critique
- ☞ Discussion: Visual Coding
- ✂ Visual Coding, Work on Project 2
- 📖 Reading: Chapter 9 in Guide to Graphic Design, Concepts in Action
- 📅 Assignment: Project 3, Wiki Post

WEEK 11 - 3/30/15

- ☞ Discussion: Concepts in Action
- ✂ In Class Activity: Developing a complete project
- 📖 Reading: Current Trends in Design Reading Posted on Blackboard
- 📅 Assignment: Project 3, Wiki Post

WEEK 12 - 4/6/15

- ☞ Discussion: Trends in Design
- ✂ In Class Activity: Work on Project 3/Carving Demo
- 📖 Reading: Chapter 12 in Guide to Graphic Design, Becoming a Designer
- 📅 Assignment: Project 3, Wiki Post

WEEK 13 - 4/13/15

- ☞ Discussion: Becoming a Graphic Designer
- ✂ In Class Activity: Work on Project 3
- 📖 Reading: Ethics Readings from Blackboard
- 📅 Assignment: Project 3, Wiki Post

WEEK 14 - 4/20/15

- ☑ Project 3 Due - In Class Critique and Printing
- ☞ Discussion: Ethics
- ✂ In Class Activity: Printing
- 📖 Reading: None
- 📅 Assignment: Wiki Post, Finish extra credit, missing work, and/or assignment redos

WEEK 15 - 4/27/15

- ☞ Final Assessment completed in class including a self assessment
- ☑ Last Day to Turn in Extra Credit, Project Redos, and Missing Assignments
- 📅 Enjoy your summer!

ADD DUE DATES TO YOUR CALENDAR**WIKI POST REMINDER**

To remind your self of these weekly assignments, add this to your calendar. Be sure to change the repeat to occur weekly until April 27.

**QUESTIONS OR PROBLEMS**

This code will add my contact info to your phone so you don't need to look it up. Please get in touch with me if you need clarification on any assignments or are having any problems.

COURSE POLICIES

Active participation in this course and classroom activities will have a direct impact on your ability to understand the subjects being dealt with, as well as your performance on various projects. As in the real world, unexcused absences or late arrival will be considered a lack of interest in being “employed” (and in this case being educated). This will be reflected in a lower grade. Students are expected to show up for EVERY class and be ON TIME in order to get the most out of classroom instruction, discussions, project work, and instructor feedback. It is important that you NOT schedule other appointments that conflict with your class participation.

CELL PHONES/DEVICES

Cell phones should be on vibrate. If a call is important, please step into the hallway to take the call. DO NOT take phone calls in the middle of class. Please keep texting to a minimum. Laptops and tablets are welcome in the classroom, but should be used for class purposes. Your focus should be on learning the material.

CONDUCT AND DISCUSSIONS

Everyone has a different point of view, and artists are particularly notorious for expressing theirs. Some folks are a little shy about speaking in front of others, especially during critiques and discussions. Encourage each other, participate, critique, but don't make any personal attacks. That said, students who do not show respect to their classmates or instructor may be asked to leave the class.

FOOD AND DRINK

You may eat and drink in the classroom, but may not do so while sitting at a computer. Always clean up after yourself, including disposing of trash properly and washing up any mess you have left behind. If it is found that students cannot adhere to these guidelines, then no food or drink will be allowed at all in the classroom.

HATS AND MODES OF DRESS

This is an art class. Dress as you see fit. However, you should also be considerate of your classmates and practice some good personal hygiene, try to avoid clothing that may be offensive to others or hats that get

in the way of your ability (or others) to see what's going on in the classroom.

PERSONAL ITEMS

Disks, books, and other personal items should be labeled with your name so that efforts can be made for their return in the event that you have left them behind. If you find something that does not belong to you, be sure to make an effort to return it to the rightful owner or, if unavailable, turn it in to an instructor or the Art Office where it will be safely stored until the owner claims it. Students found to engage in unauthorized “borrowing” (stealing) from either the college or their fellow students will face academic discipline or worse.

SAFETY ISSUES

We will be using some materials that may be considered dangerous or toxic. These include paper cutters, mat and X-acto knives, solvent-based markers and glues. Please be considerate of your own and others safety in the use of these materials. All art materials must be carried in proper art bins/tool boxes and any liquids should be kept in airtight containers. Knives should be put away carefully in a latched box and used blades disposed of by taping it in a larger sandwich of cardboard before tossing in the trash bin. The guillotine cutter and other paper cutters provided in the studio should always be returned to their “down” position. Hands should be kept



away from the blade, holding the handle or left side of paper/board only.

TAPE RECORDING/PHOTOGRAPHING

The use of tape recorders or camera/video phones in this class is forbidden without first obtaining written permission from the instructor.

CONTACTING YOUR INSTRUCTOR

While I encourage you to get in touch with me, please try to observe some courtesy. I will try to get back to you within 24 hours. If calling or texting, I ask that you not get in touch with me after 10 pm or before 8 am. When texting, please include your name in the message. When emailing, please put a subject line that states the subject of the email. My contact info is on the first page of the syllabus. That contact info is the best way to get in touch with me.

PLAGIARISM/CHEATING

According to the policy of the college, plagiarism and cheating are considered Academic Dishonesty and may result in your dismissal from or failure in the course with possible academic consequences from the college, including becoming a part of your permanent academic record.

TARDY

You will be considered tardy if you are more than 15 minutes late to class or leave 15 minutes early. If you do find yourself entering a classroom late or you must leave early, especially during a lecture, student presentation, or critique, please enter and be seated quietly without disturbing others.

ABSENT

You will be considered absent if you miss more than 45 minutes of a class. Two





tardies will be considered one absence when reporting to government agencies (see Title IV below) and for determining class participation and attendance. Note that your class participation and attendance is worth up to 25% of your total semester grade. Please note that this can have a significant impact on your financial aid! Financial Aid requires that you regularly attend class in order to receive funds.

EMERGENCY

Absences due to a bonafide emergency may be excused with written permission but will still be considered for grading and reporting purposes. If a medical emergency absence extends beyond two classes, the student should meet with me to discuss other options for completing or withdrawing from the course.

PLANNED ABSENCE

Absences due to planned activities (i.e. regular doctor's appointments, family vacations, etc.) are not excused absences. No exceptions. This course meets at regular times and you should do everything possibly to avoid planning any absences during the semester. You are responsible for lecture notes, assignment due dates, etc. Missed materials for the week can be found on Blackboard and you can contact me with questions about the missed materials.

INSTRUCTOR ABSENCES/TARDINESS

While it has only happened very rarely, should it be necessary for me to miss a class, an appropriate substitute instructor will be arranged. Your attendance is still required for this class meeting. In any case, a representative from the Fine Arts Division will issue a message to the class in case of class cancellation.

COLLEGE POLICIES

STUDENTS WITH DOCUMENTED DISABILITIES

Mott Community College is committed to providing equal opportunity for participation in all programs, services and activities and adheres to Section 504 of the Rehabilitation Act (1973) and the Americans with Disabilities Act, as amended (2008) to provide effective auxiliary aids and services for qualified students with documented disabilities. Requests for accommodations by students with disabilities may be made by contacting Disability Services at 810-232-9181 or on the web at disability.mcc.edu. Once your eligibility for an accommodation has been determined, you will be issued an Instructor Notification Letter. Please present Instructor Notification Letters to instructors at the start of the semester and/or two weeks prior to the accommodation date (test, project, etc). Requests received after this date will be honored whenever possible.

INCOMPLETES

A student must initiate a request for an "I" (incomplete) from the instructor. The "I" will be given at the sole discretion of the instructor. Typically, an "I" will be given only when the student (a) has completed at least 75% of the class but is unable to complete the class work because of extraordinarily unusual or unforeseen circumstances or other compelling reasons, (b) has done passing work in the course, and (c) in the instructor's judgment, can complete the required work without repeating the course.

WITHDRAWAL

A "W" is a student initiated withdrawal and can be initiated up to the 90% point (approx. up until the last two weeks of class) in the course. Effective Fall 2006, the instructor initiated withdrawal will no longer be available. You MUST go to the registrar's office to initiate a withdrawal.

NO SHOW

The instructor may assign an "NS" grade, which indicates that the faculty member has had, in their judgment, insufficient instructional contact with the student. This can be assigned as early as 20% into the course, but will not be assigned if the student has completed 50% or more of the course work. If the student has completed 50% or more of the coursework, the student must seek a Withdrawal from the course if he/she wishes to drop. Otherwise, the grade earned by the student will be issued.

MCC EMERGENCY CLOSINGS

The college will be closed at the direction of the President when adverse weather or other conditions make it necessary. For closing information, call: 810-232-8989. You can also sign up online for notifications to your phone.

TITLE IV FUNDING ELIGIBILITY

Federal and State guidelines require the college to keep attendance records in order for students to maintain their Title IV fund eligibility. Excessive absences may affect that eligibility.

MY ARTS LAB AND BLACKBOARD

MY ARTS LAB

This textbook comes with several unique features available online through the MyArtsLab. You can gain access at: <http://www.pearsonmylabandmastering.com>. In MyArtsLab, you will find audio files for all chapters, flash cards to help you study, and many other exciting features to better assist you in being successful in the course. Please let me know if you have any trouble accessing the materials. The code for your access should be found with your textbook.

TO USE A STUDENT ACCESS CODE:

- Go to the MyLab & Mastering website (link listed above) and click Student in the Register area.
- Enter the course ID provided by your instructor (krcmarik50402) and click Continue.
- After verifying your course information, enter your username and password, and click Sign in.
- If you don't have a Pearson account, click Create an account.
- Complete the Create an Account page. Helpful hints display to guide you.
- Read and accept the license agreement.
- Optionally, you can select the check box to help us make our products better and learn about new offers.

- Click Create Account.
- Click Access Code and enter your six-word access code in the boxes.
- Click Finish to complete your registration.
- Click Go to Your Course to access your online course.

BLACKBOARD

Blackboard is an important part of this course. Your weekly self assessments will be administered through blackboard, all lectures, and assignments can be found there. It is an important source if you miss class. I will also make available additional materials on Blackboard including readings, assignment examples, and extra credit opportunities. I expect you to be able to login to blackboard as soon as possible.

TO LOGIN AND ACCESS THE CLASS ON BLACKBOARD:

- Go to blackboard.mcc.edu.
- Type in your user name and password.
- On the right hand side of the screen, you should see My Course. Under My Course, you should be able to select this course by clicking on the name of the course from all courses listed.

- This will then take you into the course. All main course navigation is located on the left hand side of the screen. This is where you can locate all materials.

NEED USER NAME OR PASSWORD:

- Go to blackboard.mcc.edu.
- Click on the Student Account Lookup links underneath the sign-in box.
- You will then be taken to a screen where you should enter your seven digit id number and then press submit or enter. This will give you your user name and the formula for your password.



IMPORTANT DATES

	FULL SEMESTER	1ST HALF	LATE START	2ND HALF
First day of class	January 10	January 10	February 9	March 5
Web Advisor Registration Closes	January 16	January 16	January 16	January 16
Last Day to Add without Faculty Consent	January 9	January 9	February 8	March 4
Last Day to Drop Full Refund	January 16	January 16	February 16	March 18
Last Day to Drop Half Refund	January 21	January 21	February 19	March 23
Date of Record	January 22	January 22	February 20	March 24
Last Day to Change to Audit Status	March 27	February 13	March 20	April 10
Spring Break	March 9 - March 15			
Last Day to Drop with "W"	April 24	February 25	April 24	April 24
Last day of class	May 1	March 4	May 1	May 1
Final Grades Due	May 4	March 6	May 4	May 4