

class days & time: _____ **Prerequisites: 3333 Graphic Design I, 2213 Typography**

Description: Analysis, planning, and production of designs for advertising and other published materials. Problems dealing with various markets and modern reproduction techniques.

Purpose: Graphic design is the art of visualizing ideas. This course will be based and expand on the basic visual principles and tools introduced in Graphic Design I as you further explore the interaction of text and image.

Expected course outcomes:

- > **To become** more independent in your use of fundamental components of graphic communication as you create independent and creative solutions to a series of design problems.
- > **To use** your knowledge of and exposure to contemporary design issues and graphic design history in design solutions.
- > **To expand** your proficiency in all aspects of the design process, including creative brainstorming, conceptualizing, critical thinking, collaboration, and presentation.
- > **To learn** by the analysis of problems and possible solutions using composition, typography, images and space.
- > **To identify** and creatively approach a wide variety of design problems, with a focus on enhancing typographic skills and general design proficiency.
- > **To become** more experienced in the exercise of personal creativity and conceptualization in graphic design.
- > **To develop** the skills necessary for the effective use of the computer as a design and information tool, with an understanding of production and output processes used in the business world.
- > **To develop** the ability to discuss and defend your own work and exercise critical thinking in the examination of others work.

Instructional procedures: the main instructional strategy is lecture, exercises, assignments and quizzes that will require you to develop skills in creating visual solutions to the specific problems. Additional instructional methods include, but are not limited to, the following: team projects, group discussion, display examples and general instructional comments during working sessions. group critiques will be used at various stages of each assignment for the purpose of training students in developing the important verbal skills of explaining the reasons behind their solutions.

Policies:

- > All coursework must be created by you **within the time-frame of the class**
- > You **may not** reuse work previously turned in to another class
- > Work containing nudity, profanity, stereotypical/degrading images of a racial or sexual nature **will not be accepted for grading.**
- > Profanity in the classroom **will not** be tolerated.
- > Electronic devices **must be turned off** during class time. (i.e. cell phones, music devices, etc.)

Student performance activities: regular attendance for the full class period is expected. Absences on key dates such as critiques, presentations or assignment hand-in days will severely affect your grade. Three or more unexcused absences will be considered excessive. Four absences will lower your overall grade one letter. Five absences will lower your grade two letters, and six or more absences will be considered a failing grade.

New assignments, presentations or demonstrations **will not be repeated**. There will be no make-ups for missed critique presentations or quizzes. Tardies are distracting, also, some critiques are given at the first of the class period, so make every effort to be in class on time.

Assignment due dates: a due date will be given for each assignment. Any work turned in after the designated date and time will be considered late. Late assignments lose the equivalent of one letter grade.

Student evaluation: you will be given grading criteria for each assignment as they will vary according to concept and content. each assignment or quiz will be graded on a 100-point scale as follows:

100-90=A

89-80=B

79-70=C

69-60=D

below 60=F

All grades will be averaged to arrive at your final grade.

You must attend the entire course and submit, in proper form, examples of all the course assignments to be credited with the course. If you have inexcusably stopped attending or have not turned in all the assignments required at the grading periods prior to the drop date, you are failing the course.

If you are concerned about your standing in the class or any matter relevant to your work or program, you may visit with me in my office which is located in the ***Fine Arts Annex, Room 204***.

Office hours are also posted on my door. If I am not in my office check the computer lab in room 202

Final exam: _____

BlackBoard: Course assignments, documents, notes and materials will be posted on Blackboard. Students should check Blackboard weekly, download relevant materials, print documents and bring them to class. Students are also required to keep their Blackboard contact information updated as class communication will occur through blackboard.

Compliance: by enrolling in this class, you agree to comply with the policies and procedures outlined above.

ADA Compliance: If any member of the class feels that he/she has a disability and needs special accommodations, please advise the instructor of such disability at the first class attended.