

Course Description:

The fundamental principles of graphic design, including composition, color, typography and related concepts, within a technical environment. Students develop visual problem-solving skills as they relate to specific examples and projects. The history and development of the graphic design profession will also be discussed. Introductory computer skills required.

# ★ Graphic Design 1 Essential Objectives:

1. Demonstrate knowledge of the PRINCIPLES of graphic design.
2. Employ TECHNICAL SKILLS needed to create design projects that communicate ideas.
3. RESEARCH, IDENTIFY, and APPLY key aspects/elements of graphic design.
4. Apply traditional studio design skills to a computer environment.
5. Use appropriate terminology to describe graphic design techniques and processes through illustration and computer skills.
6. Illustrate creative thinking to solve a variety of design problems.
7. Explore professional opportunities in the field of graphic design.
8. Select and apply typography that supports and enhances individual design projects.
9. Examine, discuss and critique art work, including some reference to the art historical, social, and cultural context.
10. Design and complete individual projects. ★
11. Create a portfolio of graphic design projects.
12. Display finished works in a professional manner.

xactos, glue, paint, pencil, wood, vinyl...  
you pick the medium, but it is a fact...

at least one project  
must be hand built!

(extra credit if you pick #5)

kerning, gestalt, DPI, FPO  
- you're about to learn a  
whole new lingo!



the process notebook will help develop  
your creativity and show how much you  
have grown this semester.



oh, the places you'll go...



participate in class & critiques, read the book &  
you are on your way to **30%** of your grade!

oops, your pixels are showing

final projects must be to the exact specifications noted in the  
creative briefs handed out at the beginning of each project.  
That means hi-resolution digital files or for hand built  
projects, precision craftsmanship.

## ASSESSMENT/EVALUATION CRITERIA

**60%** 5 primary design projects

- 4 design projects each worth 10%
- final project worth 20% of final grade

**30%** attendance/participation/research

**10%** computer skills

- based upon in-class performance, level of skill improvement, exercises and project submission quality

## ★ CURRENT PROJECTS ★

### ① CALENDAR PAGE

- Intro to Photoshop, Illustrator & printing
- Pick a concept based on a Month

### ② PLAYING CARDS

- Intro to Indesign, design principles focus
- Theme: Opposites attract

### ③ ILLUSTRATED POSTER

- InDesign, Intro to Illustrator, Typography
- Theme: Meaningful Quote or Verse

### ④ INFO- GRAPHIC

- Illustrator, Universal Design
- Theme: Teach Us Something New

### ⑤ PAY IT FORWARD...

- All three programs, branding
- Three designed pieces for a new business, charity, or organization

## METHODS:

This is primarily a studio class, including weekly group, class, and one-on-one critiques, brainstorming techniques, in-class projects, discussions, handouts & exercises, mini-lectures, computer & research time, bonus/extra credit projects.

Even after all of that class fun, there may be some time during each class to work on your projects- please be prepared with the materials needed to work on your projects each class period.

## HOW YOU ARE GRADED

**A** For any work to receive an "A," it must clearly be exceptional or outstanding visual communication. It must demonstrate keen insight and original thinking. It must not only demonstrate full understanding of the principles of design, the creative and technical issues addressed, but it must also provide a critical analysis of these for proactive improvement. In addition, an "A" grade reflects a student's ability to clearly and thoughtfully articulate his or her learning and provide necessary feedback to classmates as well.

**B** For any work to receive a "B," it must be good to excellent visual communication. It must demonstrate strong originality, comprehension, critical thinking, and attention to detail. In addition, a "B" grade reflects a student's ability to clearly articulate his or her learning.

**C** For any work to receive a "C," it must meet the expectations of the creative brief or project requirements. It must demonstrate solid comprehension, critical thinking, and attention to detail. In addition, a "C" grade reflects a student's ability to adequately articulate his or her learning.

**D** For any work to receive a "D," it must marginally meet the expectations of the creative brief or project requirements. It demonstrates minimal comprehension, critical thinking, and attention to detail. In addition, a "D" grade may reflect a student's difficulty in articulating his or her learning.

**F** Work that receives an "F" grade does not meet the creative brief or project requirements. It demonstrates consistent problems with comprehension, organization, critical thinking, and supporting details. In addition, an "F" grade reflects a student's inability to articulate his or her learning. Students are strongly urged to discuss this grade with their instructor and advisor.

## ATTENDANCE POLICY:

\*Each class is worth 2 points of your final grade in this class. If you are late, 1 point will be taken, if you are absent with a valid excuse, no points will be taken from your grade.\*

Regular attendance and participation in classes are essential components of a student's success in college and are completion requirements for courses at CCV. Please be aware that missing more than three (3) classes will result in a non-satisfactory grade. A pattern of late arrival or early departure will constitute absence at the instructor's discretion.

It is the responsibility of the student to acquire missed materials and information, to complete all assignments, and make up any in class exercises or projects. Extensions are available for excused absences and emergencies. An excused absence is for valid medical or personal reasons that are documented and communicated to the instructor, preferably prior to class if at all possible.



**Deadlines are essential** for success in any graphic design profession. With that in mind, please make every effort to hand in all projects and assignments on deadline. Projects will NOT be Accepted past DUE DATE unless prior arrangements have been discussed with me.

## 10 RULES OF CREATIVITY

★THANKS CREATIVITY OF THE MIND!

1. DON'T GO WITH THE FLOW, CREATE YOUR OWN CURRENT.
2. DON'T LET THE SKY STOP YOU.
3. DARE TO BE DIFFERENT.
4. DON'T SAY IT CAN'T BE DONE.
5. OTHERS HAVE GOOD IDEAS TOO!
6. LET YOUR IMAGINATION SOAR.
7. DARE TO BE WACKY, WEIRD & OUTRAGEOUS.
8. ANYTHING THAT CAN BE DONE, CAN BE DONE BETTER.
9. EXPLORE THE UNKNOWN.
10. ASK WHY NOT?

**GOOD BOOKS  
BUILD  
CHARACTER**

there are dozens of graphic design books available online through **HARTNESS LIBRARY-** You can do a general search like "graphic design" - select your books, order them to be delivered to your house for

**FREE!**

**TIPS, TRICKS & HELP?**

our CCV LEARNING CENTER can help - computer skills, researching, you name it!

**SUPPLIES FOR CLASS**  
- PAPER & PENCIL/PEN FOR NOTES/  
SKETCHING- UNLINED PAPER IS  
BEST.

- USB, 15 GB