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**Office Hours:**  
Mon, thru Thur.  
1:00 - 1:50 p.m.

Sections Code: 40926

**Lecture Hours:**  
Mon. 8:00-9:50 a.m.

**Lab Hours:**  
Mon. 10:00-12:50 p.m.

Laney College  
GRAPHIC ARTS DEPARTMENT

Elements & Principles of Graphic Design

Course: GRART 111, Elements & Principles of Graphic Design Fall 2013

Units: 3

Prerequisite: None

Text: None required

**Note:** Course Syllabus and Assignment Sheets/Lecture Handouts along with other materials can be found at "[http://laney.edu/wp/graphic\\_arts/](http://laney.edu/wp/graphic_arts/)". Look for the menu on the righthand side of the Home Page. The Assignment Sheets and Lecture Handouts are password protected. The password is the course number plus computer login word with no spaces.

**Materials:** Estimated Cost - \$50. The following is a list of possible tools and materials a student in this course might use. Actual items will vary with each student's choice of presentation methods but all projects will be expected to be presented showing the highest professional level possible compared with industry standards.

1. 4 Pocket Notebooks/Portfolios
2. 1-128 mb USB Drive
3. Presentation "matte" boards of various sizes.
4. Copies, color, black & white and Fiery/Laser Outputs
5. Sketch Pad & a beginners set of varied lead sketch pencils.
6. C-Thru brand graphic arts ruler or equivalent

**Purpose:** A firm understanding of design fundamentals are the foundation for good design in any age. To be a successful Graphic Designer the student must comprehend the Elements and Principles of design and apply techniques of imaging to communicate a message to their audience.

**Student Learning Outcomes:**

Upon completion of this course the student will be able to:

1. Describe a graphic design element, principle and technique.
2. Apply the elements, principles and techniques to graphic design solutions
3. Use basic computer skills to create graphic design elements, implement graphic design principles and develop graphic imaging techniques. .
4. Understand and manage graphic design elements and principles to create effective graphic designs.

**Objectives:** Students will be able to:

- Utilize the elements, principles and techniques of Graphic Design to create effective graphic design solutions
- Understand the elements, principles and techniques of Graphic Design
- Distinguish between elements, principles and techniques
- Graphically illustrate an element, principle and technique using handdrawn and computer layout skills.

**Course Content:** The following topics will be covered during the semester:

- Elements of design:
  - Conceptual, Visual, Relational
- Principles of Design:
  - Unity, Balance, Emphasis
- Techniques of Design:
  - Proportion. Contrast, Rythum, Illusion, Texture, etc.
- Type and Images

**Grading:** Grading for this course will be determined by a weighted system taking into account the various aspects of the instruction provided. All appropriate instructional methodologies will be employed to give students the best possible opportunity to achieve satisfactory grades. The final grade will be determined by the following criteria:

Attendance -30%  
Projects - 70%

and will be assigned according to the following scale:

A = 100% - 91%  
B = 90% - 81%  
C = 80% - 71%  
D = 70% - 61%  
D- = 60% - 21%  
F = 20% - attendance, not turned in.

A "D-" average will either receive a final mark of "D" or "F" at the discretion of the instructor considering attendance, open lab attendance and number of assignments completed.

**A student must complete all assignments to receive a mark of "A"**

**Any student absent for 3 or more lectures/presentations will not be awarded a final mark greater than a "C."**

**Assignment Deadlines:** All assignments will be due at the time and place designated by the instructor usually indicated in this syllabus but changes may be made during lectures. Missed deadlines will result in a failing grade for the project. Deadline extensions may be discussed with the instructor prior to the deadline (not the day of) but will be difficult to obtain. Student's history of attendance will be considered. Extensions may or may not be granted for personal or dependent minor illness, scheduled court appearances, personal emergencies (this does not include automobile repairs, conferences and appointments, assessments, non-emergency medical issues of self, friends or extended family, etc.). **Extensions may forfeit one grade from the instructor's evaluation grade.**

**Honesty and Integrity:** Students will be held to the standards of the Laney College Academic Integrity Code in addition to the following.

*\*Plagiarism occurs when a student misrepresents the work of another as his or her own work. Plagiarism may consist of using the ideas, sentences, paragraphs, or the whole text of another; images, photographs, drawings, or any other graphic content without appropriate recognition or permission. Plagiarism also includes allowing another person to write or substantially alter work that a student then submits as his or her own. Any assignment found to be plagiarized will be given an "F" mark and could result in an "F" mark in the class. All instances of plagiarism will be reported to the Dean of the Division and further action may be taken by the College.*

\*The basis for this text is taken from the publication titled "Dean's Reminder" attached to "A Fall 2007 Message from the Dean" distributed by Laney College, Office of the Division II Dean, Vocational Technology, authored by Peter L. Crabtree

**Attendance:** Regular and on-time attendance is a course requirement plus proof of one additional hour per week of open lab (except for Saturday classes). "Instructors may drop a student from class if the number of absences during a semester exceeds the times the class meets in two weeks. . ." Absences and tardiness will be reflected in the final grade. In the case of over enrolled classes students missing any one or more of day 1, 2, or 3 without contacting the instructor will be dropped. 10% of the total class days absent can lower your grade one level, i.e. an "A" becomes a "B", a "B" becomes a "C" etc. 3 tardies equal one absence. All students are required to be present for class presentations or lectures which will begin on the first hour of the first day of class and on regularly scheduled days as designated in the "Schedule of Classes" thereafter unless otherwise designated by the instructor. Presentations and/or lectures will not be repeated for any individual for any reason. Doctor or dental appointments of non-emergency nature are not legitimate reasons to miss class presentations or lectures. In order for students to receive credit for attendance, students must "sign-in" on the appropriate role sheet within the first 15 minutes of lecture or lab sessions and personally account for their hours of attendance. Partial attendance credit may be given by the instructor if a student signs in after the first 15 minutes of lecture or lab sessions. No postdated sign-ins will be accepted.

**Add and Drop Policy:** It is an individual student's responsibility to add or drop if necessary. Students not attending class, "no shows", any one of the first three sessions may be dropped from the class by the instructor.

**Classroom Policies:** Classroom policies include but are not limited to the following. The instructor reserves the right to administer classroom policy for the well being of the student, staff and Laney College. The following guides are for your welfare as well as that of other students. Maintaining the best possible educational atmosphere is paramount to the success of all students.

- Attendance will be accounted for daily. Students must sign-in each class in order to receive credit for attendance. Forgetfulness will not be considered as an excuse. Postdating a sign-in is not allowed. Any student signing-in for a classmate will be dropped from the class.
- It is your responsibility to check in with the instructor if you are late.
- Please call or email the instructor if you know you will be late or absent. (Limited absences will be excused if the instructor is notified prior to a class session.)
- Arrangements for alternative participation can be made in special circumstances (i.e. childcare problems, work conflicts, dependant illness, etc.).
- Class begins promptly on the hour, a 15 min. break will occur approximately 2 hours into the session.
- Food and drink in the facility is discouraged. If brought in it will be kept in the "break area" only. Please do not bring food or drink into other parts of the facilities. Student not adhering to this policy will be asked to leave. Repeated offense is grounds for being dropped from the class or expelled from the use of the Graphic Arts facilities.
- Students should plan their workday to remain at task during the whole class session, lecture and lab. Some work stations are limited and may not be available at all times.
- The copying or "down loading" of files to or from the hard drive (except individual student temporary work files) to diskettes or other storage devices is considered stealing and is illegal. Students in violation of this policy will be removed from class with a failing grade for the term. Students may be subject to prosecution by the college.
- Smoking is not permitted on the Laney College campus.
- It is the student's responsibility to drop a class if they so choose. The appropriate procedure must be processed through the Admissions and Records Office before a drop will take place. Nonattendance and/or no work completed in a course not dropped will result in a "fail" on your transcript.
- Students will have additional lab time and will be enrolled automatically in a Graphic Arts 0 unit, non credit lab. Individual instructors will give you a sticker to show proof of enrollment before you will be allowed to use "space available" during other instructor's class times. You will need to have a current Laney College I. D. Card to get your sticker.
- Cell phone use is strictly forbidden while in the Graphic Arts facility. This includes text messages. Phones will be turned off before entering the classroom or lab. Should your phone ring or require answering during class, due to an oversight on your part, leave the facility immediately.
- Students that bring any item, device or electronic storage medium into the lab that causes loss or damage to hardware or software, whether intentional or unintentional, will be held personally liable for all costs of all repair, replacement and/or restitution.
- Any student found altering the interface or operations of any of the Graphic Arts computers, peripherals or other equipment will be removed from participation in any and all Graphic Arts classes and labs.
- Student use of the internet connection is for classroom assignment and instruction only. Unauthorized use of the internet will be strictly controlled and abuse may result in dismissal from participation in any and all Graphic Arts classes and labs.

Laney College  
GRAPHIC ARTS DEPARTMENT

GrArts 111 Elements & Principles of Graphic Design

Fall 2013 CLASS SCHEDULE (Revised 10/28/13)

Don Petrilli, Instructor • Office: A151 • Phone: 464-3263 • Email: dpetrilli@peralta.edu • www.laney.edu/wp/graphic\_arts  
The following schedule may be modified to meet class/student requirements.  
Topics may carry-over depending on need of participants.

**FIRST WEEK (Elements Of Design)**

Mon. 8/19 **Lecture 1:** Course Overview: Student responsibility, Grading policy, attendance policy, class schedule, projects. **Keep notebook/portfolio.** Elements of Design: Conceptual, Visual, Relational  
**New Assignments:** Due Second Week Mon. Assignment #1 "Graphically Illustrating the Design Elements. - Conceptual Elements"  
**Lab:** Work on Assignment #1

**SECOND WEEK (Understanding Visual Elements)**

Mon. 8/26 **Presentations:** Assignment 1 "Graphically Illustrating the Design Elements."  
**Lecture 2:** Visual Shapes  
**New Assignments:** Due Fourth Week Mon. Assignment #2 "Visual Elements"  
**Turn In:** Assignment. #1 "Graphically Illustrating Design Elements"  
**Lab:** Work on Assignment #2

**THIRD WEEK (Understanding Visual Elements, continued)**

Mon. 9/2 **NO SCHOOL, LABOR DAY HOLIDAY.**

**FOURTH WEEK (Understanding Relational Elements).**

Mon. 9/9 **Presentations:** Assignment 2 "Visual Elements."  
**Lecture 3:** Relational and Practical Elements  
**New Assignments:** Due Fifth Week Mon. Assignment #3 "Relational and Practical Elements"  
**Turn In:** Assignment. #2 "Visual Elements"  
**Lab:** Work on Assignment #3

**FIFTH WEEK (Principles of Design (Balance))**

Mon. 9/16 **Presentations:** Assignment 3 "Relational and Practical Elements."  
**Lecture 4:** Introduction to the Principles of Design, 1. Balance  
**New Assignments:** Due Eighth Week Mon. Assignment #4 "Balance"  
**Turn In:** Assignment. #3 "Relational Elements"  
**Lab:** Work on Assignment #4

**SIXTH WEEK (Principles of Design (Emphasis))**

Mon. 9/23 **Lecture 5:** Introduction to the Principles of Design, 2. Emphasis  
**New Assignments:** Due Eighth Week Mon. Assignment #5 "Emphasis"  
**Lab:** Work on Assignment #5

**SEVENTH WEEK (Principles of Design (Unity))**

Mon. 9/30 **Lecture 6:** Introduction to Principles of Design, 3. Unity  
**New Assignments:** Due Eighth Week Mon. Assignment #6 "Unity"  
**Lab:** Work on Assignment #6

**EIGHTH WEEK (Techniques of Design (Proportions))**

Mon. 10/7 **Presentations:** Assignment. #4, 5 & 6 "Balance, Emphasis & Unity"  
**Lecture 7:** Introduction to Techniques of Design, 1. Proportion  
**New Assignments:** Due Eleventh Week Mon. Assignment #7 "Proportion"  
**Turn In:** Assignment. #4, 5 & 6 "Balance, Emphasis & Unity"  
**Lab:** Work on Assignment #7

**NINTH WEEK (Techniques of Design (Opposites))**

Mon. 10/14 **Lecture 8:** Introduction to Techniques of Design, 2. Contrast & 3. Contrary Expectations  
**New Assignments:** Due Eleventh Week Mon. Assignment #8 "Contrast & Contrary Expectations"  
**Lab:** Work on Assignment #8

**TENTH WEEK (Techniques of Design (Similarities))**

Mon. 10/21 **Presentations:** Assignment 7 - 8 "Techniques of Design"  
**Lecture 9:** Introduction to Techniques of Design, 9. Rythum and 10. Illusion  
**New Assignments:** Due Twelfth Week Mon. Assignment #9 "Rythum" and 10. Illusion  
**Lab:** Work on Assignment #9

**ELEVENTH WEEK (Techniques of Design (Illusion))**

Mon. 10/28 **Turn In:** Assignment. 1 through 8 Last day to turn in any late work on assignments 1 through 8  
**Lab:** Work on Assignments #9 and 10

**TWELVETH WEEK (Techniques of Design (Space & Texture))**

Mon. 11/4 **Presentations:** Assignments 9 & 10 "Techniques of Design"  
**Lecture 11:** Introduction to Techniques of Design 11. Positive and Negative Space & 12. Texture  
**New Assignments:** Due Fourteenth Week Mon. Assignment #11 "Pos. & Neg. Space" Assignment #12 "Texture"  
**Lab:** Work on Assignment #11 & #12

Continued on back.

### **THIRTEENTH WEEK (Veteran's Day)**

Mon. 11/11 **NO SCHOOL, VETERAN'S DAY HOLIDAY.**

### **FOURTEENTH WEEK (Graphic Design)**

Mon. 11/18 **Presentations:** Assignments 11 & 12 "Techniques of Design"

**Lecture 13:** The Art of Graphic Design/Color

**New Assignments:** *Due Sixteenth Week Mon.*

Assignment #13 "For Design Sakes"

**Lab:** Work on Assignment #13

### **FIFTEENTH WEEK (Complete the Task)**

Mon. 11/25 **Progress Check:** Student/Instructor Consultation

**Lab:** Work on Assignment #13

### **SIXTEENTH WEEK (More Special Layouts)**

Mon. 12/2 **Presentations:** Assignment 13 "For Design Sake"

**Turn In:** Assignment. #13 "For Design Sake"

### **SEVENTEENTH WEEK (Finals Week)**

Mon. 12/9 **FINAL**

**Activity:** Bring in Notebook/Portfolio and check grades.

## **\* Assignment Submittal Requirements**

1. All assignment submittals will;
  - a. depending on the type of submission necessary as explained on the "Assignment Sheet", either will be contained in a pocket folder type notebook, mounted on a quality presentation board cut to specifications or presented as an electronic presentation.
  - b. be accompanied by a Project Summary consisting of a typewritten paragraph of not less than 25 words nor more than 100 words, (You may use InDesign or Word), (See item 4 below for complete instructions.) This must be mounted on the back of a presentation board submittal or in the pocket folder for non-mounted submissions or if the assignment is submitted electronically only then it will be in electronic file format.
  - c. have clearly legible on the back of the mounting board or on each page of a pocket folder submission,
    1. The student's name,
    2. The class name and number,
    3. The assignment number with each section or part clearly identified
  - d. be submitted to the Petrilli-Drop Box folder on the student computers in the lab. All files included in the folder will have all electronic file names in the following format, first your class number, then your name followed by the assignment number and any Part designation.  
example: **111>YourNameAssn2PartB.indd**
2. No assignments will be graded or be considered as "turned in" if not
  - a. completed and turned in "On Time" as determined by the instructor.
  - b. completed as required on the assignment sheet and these Assignment Submittal Requirements.
  - c. clearly and legibly labeled as described in section "1c" above.
3. All assignments will be submitted in a neatly organized presentation. Each part or section must separated and be clearly labeled on the back (see "1c" above) and in order as listed on the assignment sheet.
4. Each assignment will be accompanied by a Project Summary consisting of a typewritten paragraph of 100 words or less explaining;
  - a. Any complications encountered while doing the project.
  - b. Knowledge and Skills learned in this project.
  - c. Problems with, or helpful information from class instruction.
  - d. How the knowledge and skills learned from this lesson be applied in your future as a graphic designer.
  - e. Any additional information or comments you desire to make.
5. Assignments not turned in on time will be graded at the discretion of the instructor on a time available basis only. If a late assignment is graded by the instructor it will not receive an "A" grade but will start at a reduced level depending on how late the assignment is turned in. If time does not permit grading they will be recorded as "turned in".
6. A "Turned in" assignment will help a final grade in a positive manner. Only assignments turned in on time will have full value in determining the final grade. *Example:* If a student turns in all of their assignments but they are all late, at the instructors discretion, the student might get a "C" in the class if the assignments are sufficiently complete and the work is of "C" or better quality. In any case a student turning all assignments, or a majority of assignments, in late will not receive a grade higher than a "C". This means that if you turn in all of your assignments late and you got an "B" on all of your assignment (and your attendance is acceptable) you will not receive a grade better than a "C" for the course. Poor attendance would drop this grade even lower.

See Page 2 of the syllabus for other factors that can affect your final grade.