



Don Petrilli, Instructor
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Section Code: 41798

Hours:

Thursday Lecture:
8:00 a.m. - 8:50 a.m.
Tuesday Lab:
8:00 a.m.- 10:50 a.m.
Thursday Lab:
9:00 a.m.- 11:50 a.m.

Office Hours:

Mon.-Thurs.: 1:00-1:50

Laney College
GRAPHIC ARTS DEPARTMENT

APPLIED GRAPHIC DESIGN 121

Course: GRART 121, Applied Graphic Design 1

Fall 2012

Units: 3

Pre-requisites: GrArts 112 113 **Recommended Preparation:** GrArts 111

Note: Course syllabus and Assignment Sheets/Lecture Handouts along with other materials can be found at "http://elaney.org/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.

Recommended Preparation: GrArts 230, 131 or 132. Experience with Page Layout (QuarkXPress or InDesign), Drawing (Illustrator), Painting (Photoshop) Software. Basic freehand sketching is advantageous but not mandatory.

Mandatory Text: *Graphic Design Solutions*, Robin Landa, Thomson/Delmar Learning, ISBN 1-4018-8154-8

Materials: Estimated Cost \$60 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. All projects will be expected to be presented showing the highest professional crafting level possible as compared with industry standards. Students are encouraged to purchase these materials on an "as needed" basis throughout the semester.

1. Various felt tip or ruling pens, color and black
2. Presentation "matte" boards of various sizes.
3. Knife and blades, X-acto, No. 16 or Olfa
4. Colored Pencil set
5. Various paints
6. Colored papers
7. Copies, color, black & white and Fiery/Laser Outputs
8. Artists Portfolio
9. C-Thru brand graphic arts ruler or equivalent and various drafting tools such as a 30/60 Triangle (Metal is best), french curves, circle guides, etc

Purpose: Applied Graphic Design 1 GrArt 121 provides "hands-on" experiences to increase the students knowledge of graphic design principles and processes while reinforcing communication concepts. Students will develop the basic skills of graphic designers, use accepted problem solving techniques and generate creative designs through the design sequence. Typographical layout will be used to accomplish project specific objectives. Visualization skills will be refined while students learn the practical steps to effective use of type in graphic design.

Student Learning Outcomes:

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

1. Understand and manage graphic design elements and principles to create effective graphic designs.
2. Use type only to create visual solutions to graphic design needs.

Objective: The basic principles, elements and techniques of design will be applied through several project units emphasizing typographic concepts. Impact of type on the audience, type composition, layout, emphasis, and characteristics for impact on readability, legibility and graphic design aesthetics and use of computer page layout software for project completion will be emphasized. Heavy emphasis will be placed on problem solving, originality, creativity, and quality.

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Course Content:

LECTURE CONTENT:	List Percents	LAB CONTENT:	List Percents
Cover design requirements	25%	Project construction and completion	50%
Poster design and placement	35%	Computer typesetting	15%
Type and color	15%	Presentation art and display	15%
Type and images	25%	Verbal presentation	10%
		Critique and review	10%

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 course grade will be determined by the following criteria:

• Projects	— 70%	and will be assigned according to the following scale:	A = 100%	— 91%
• Lecture	— 15%		B = 90%	— 81%
• Presentation/			C = 80%	— 71%
Participation	— 7.5%		D = 70%	— 61%
• Lab Attendance	— 5%		D- = 60%	— 21%
• Open Lab	— 2.5%		F = 20%	— 0%

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.

Assignments grades are based on two considerations. Consideration 1: Most assignments have multiple requirements for completion. A grade is given for the exactness of completing both the number of requirements and following the specifications of the requirements. Consideration 2: Grades are given for the quality level of the completed work.

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. 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 scheduled days thereafter unless otherwise designated by the instructor. Presentations and/or lectures will not be repeated for any individual for any reason. **Students missing 3 or more lectures will not receive a grade above a “C”.** Doctor or dental appointments of non-emergency nature are not legitimate reasons to miss class presentations or lectures. Students must “sign-in” on the appropriate role sheet and account for their personal hours of attendance. No postdated sign-ins will be accepted. **Any classes missed due to late enrollment will be counted as an absence.**

Add and Drop Policy: It is an individual students responsibility to add or drop if necessary. 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. If a class is fully enrolled any student missing class within the first hour of the first day of class will be dropped 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 forgetting to sign-in will be counted absent without exception. 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 email the instructor if you know you will be late or absent. (Limited absences may be excused if the instructor is notified **prior** to a class session.)
- Arrangements can be made for alternative participation in special circumstances but only if circumstance is reported prior to the class session, (i.e. childcare problems, work conflicts, dependant illness, etc.).
- Class begins promptly on the hour.
- Food and drink will be kept in the “break area” only. 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 of a Laney College computer (except temporary individual “student files”) to external 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.
- Students will have additional lab time and will be enrolled automatically in a Graphic Arts 501 - 0 unit, non credit lab. Individual instructors will give you an initialed and dated 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. After sign-in on the special GrArt501 sheet your I.D. should be placed picture side up on the desk while working in the lab.
- Cell phone use is strictly forbidden while in the Graphic Arts facility. 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 and exit the classroom before you begin to speak.
- 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. Internet use for playing games or checking personal email is forbidden.
- Use of peripheral devices such as printers, scanners, graphic tablets may be done only after receiving permission from the instructor in charge of the lab. Printers are for use for Graphic Arts class assignments only.

Laney College
GRAPHIC ARTS DEPARTMENT
GrArt 121 - Applied Graphic Design 1 Section 41798

Fall 2012 CLASS SCHEDULE

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The following schedule may be modified to meet class/student requirements. Topics may carry-over depending on need of participants.

Aug. 21 & 23 FIRST WEEK (Introduction, Review the Process)

Tues. 8/21: **Introduction:** Course Overview: Student responsibility, grading policy, attendance policy, class schedule, projects

Thur. 8/23: **Review:** Design Sequence, Project Solutions/Creative Brief/Design Concept/Thumbnails.

New Assignment: Assignment #1 "Book Dust Jacket"
Write the Process & Thumbnails.

Lab: Work on Assignment #1, Design Process

Aug. 28 & 30 SECOND WEEK (Image Development)

Tue. 8/28: **Lab:** Work on Assignment #1, Design Process & Thumbnails.

Thur. 8/30: **Roundtable Discussion:** Present Process Forms
Instruction: Quality Thumbnails and Roughs

New Assignment: Assignment #2 & 3 Research information about thumbnails and roughs on the web., Create Thumbnails (Assn.2) and Rough(s) (Assn.3) for Assignment#1

Lab: Work on Assignment #2 & 3, Thumbnails and Roughs

Sept. 4 & 6 THIRD WEEK (Comps & Presentations)

Tue. 9/4: **Lab:** Work on Assignment #3, Roughs

Thur. 9/6: **Roundtable Discussion:** Show Thumbs and Roughs

Instruction: Quality Comps & Presentations
New Assignment: Assignment#4 Research information about comps on the web. Write a paragraph on your research (50 to 100 Words), Create Comps for Assignment#1

Lab: Work on Assignment #4, Comps. & Presentation

Sept. 11 & 13 FOURTH WEEK (Presentation)

Tue. 9/11: **Lab:** Work on Assignment #4, Comps. & Presentation

Thur. 9/13: **Presentations** Present Assignment #1-4

Turn In: Assignment #1-4

New Assignment: Assignment #5 Read Chapter 4 in Text, Pgs. 73-99, Do **Exercise 4-1** Page 100 (Do not do Project 4-1)

Lab: Work on Assignment#5 Exercise 4-1 from Text

Sept. 18 & 20 FIFTH WEEK (Personality in Type)

Tue. 9/18: **Lab:** Work on Assignment#5 Exercise 4-1 from Text

Thur. 9/20: **Turn In:** Assignment #5

Lecture: Talking Type Part 1

New Assignment: Assignment #6 Talking Type

Lab: Work on Assignment #6 Part 1

Sept. 25 & 27 SIXTH WEEK (Talking Type)

Tue. 9/25: **Lab:** Work on Assignment #6 Part 1

Thur. 9/27: **Lecture:** Talking Type Part 2

Lab: Work on Assignment #6 Part 2

Oct. 2 & 4 SEVENTH WEEK (Live Design)

Tue. 10/2: **Lab:** Work on Assignment #6 Part 2

Thur.10/4: **Presentations:** Present Assignment #6

Instructions: Laney Schedule Covers

New Assignment: Assignment #7 Laney Schedule Cover

Lab: Work on Assignment #7

Oct. 9 & 11 EIGHTH WEEK (Schedule Covers, Planning)

Tue. 10/9 **Lab:** Work on Assignment #7

Thur.10/11: **Progress Check:** Roundtable on Solution Form & Thumbs, Assignment #7

Lab: Work on Assignment #7

Oct. 16 & 18 NINTH WEEK (Schedule Cover, Roughs)

Tue. 10/16 **Lab:** Work on Assignment #7

Thur.10/18: **Progress Check:** Roundtable on Roughs, Assignment #7

Lab: Work on Assignment #7

Oct. 23 & 25 TENTH WEEK (Refining)

Tue. 10/23 **Lab:** Work on Assignment #7

Thur.10/25 **Presentation:** Class Critique of Assignment #7

Lab: Refine Comps Assignment #7

Turn In: Assignment #7

Oct. 30 & Nov. 1 ELEVENTH WEEK (Sign Graphics)

Tue. 10/30 **Lab:** Refine Comps Assignment #7

Thur. 11/1: **New Assignment:** Assignment #8 "Graphic Arts Department Sign"

Lab: Work on Assignment #8

Nov. 6 & 8 TWELFTH WEEK (Team Work)

Tue. 11/6 **Lab:** Work on Assignment #8

Thur. 11/8 **Presentation:** Assignment #8

Turn In: Assignment #8

Instruction: Working with a Team

New Assignment: Assignment #9 "The Design Team"

Lab: Meet with team, Work on Assignment #9

Nov. 13 & 15 THIRTEENTH WEEK (Team Work)

Tue. 11/13 **Lab:** Meet with team, Work on Assignment #9

Thur. 11/15 **Progress Check:** Assignment #9, Meet with instructor.

Lab: Meet with team, Work on Assignment #9

Nov. 20 & 22 FOURTEENTH WEEK (Design Team Review)

Tue. 11/20 **Lab:** Meet with team, Work on Assignment #9

Thur. 11/22 **NO SCHOOL- THANKSGIVING DAY HOLIDAY**

NOV. 27 & 29 FIFTEENTH WEEK (Prepare Presentations)

Tue. 11/27 **Lab:** Meet with team, Work on Assignment #9

Thur. 11/29 **Progress Check:** Assignment #9, Meet with instructor.

Lab: Meet with team, Work on Assignment #9

Dec. 4 & 6 SIXTEENTH WEEK (Final Presentation)

Tue. 12/4 **Lab:** Meet with team, Work on Assignment #9

Thur. 12/6 **Presentations:** Final Project Team Presentations

Turn In: Assignment #9

Dec. 11 SEVENTEENTH WEEK (Grade Checks)

Thur. 12/11 **Student grade checks**

* **Assignment Submittal Requirements**

1. All assignment submittals will;
 - a. Depending on the type of submission necessary as explained on the "Assignment Sheet", will be contained in either a pocket folder type notebook or mounted on a quality presentation board cut to specifications.
 - b. **Be accompanied by a typewritten paragraph of 100 words or less**, (You may use InDesign or Word), describing what new elements, principles or techniques were learned while completing the assignment and how you might apply them in the future. (See item 4 below for complete instructions.) This will be mounted on the back of a presentation board submittal or as a hard copy print placed in the pocket folder.
 - c. Clearly legible have placed on the back of a presentation board or on each page of the assignment in a pocket folder submission:
 1. The student's name,
 2. The class name and number (example: GrArts 111),
 3. The assignment number and section or part (example: Assignment 1 Section A Part A)
2. No assignments will be graded or be considered as "turned in" if not
 - a. in a pocket folder notebook or mounted to specifications
 - b. clearly and legibly labeled as described in section "c" above.
3. All assignments will be submitted in a neatly organized presentation. Each part or section must be clearly labeled on the back.
4. Each assignment will be accompanied with a statement of 100 typewritten words or less explaining;
 - a. Any complications encountered while doing the project.
 - b. Skills learned in this project.
 - c. Problems with, or helpful information from class instruction.
 - d. How you can apply the skills learned from this lesson 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 not be given a letter grade but will be recorded only as "turned in".
6. "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 "A" or "B" on all of your assignment (and your attendance is alright) you will not receive a grade better than a "C" for the course. Poor attendance would drop this grade even lower.
7. See Page 2 of this syllabus for other factors that can affect your final grade.