



Don Petrilli, Instructor  
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**Office Hours:**

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

**Section Code:** 41039

**Lecture Hours:**

Tue. 8:00 - 8:50 a.m.

**Lab Hours:**

Tue. 9:00-10:50 p.m.  
Thur. 8:00-11:50 p.m.

Laney College  
GRAPHIC ARTS DEPARTMENT

APPLIED GRAPHIC DESIGN 2

**Course:** GRART 122, Applied Graphic Design 2

Fall 2012

**Units:** 3

**Pre-requisites:** GrArts 111, 112 113 **Recommended Preparation:** GrArts 230, 131 or 132. Experience with Page Layout (QuarkXPress or InDesign), Drawing (Illustrator), Painting (Photoshop) Software. Basic pencil sketching is advantageous but not mandatory.

**Note:** Course syllabus and Assignment Sheets/Lecture Handouts along with other materials can be found at "[http://elaney.org/wp/graphic\\_arts/](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.

**Mandatory Text:** "Graphic Design Solutions" Robin Landa

**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. 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. Presentation "matte" boards of various sizes.
2. 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
3. Copies, color, black & white and Fiery/Laser Outputs

**Purpose:** Applied Graphic Design 2 GrArt 122 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. Teamwork will be introduced in order to accomplish project specific objectives written by the student team. Visualization skills will be refined while students learn the practical steps to effective graphic design.

**Objective:** The basic principles, elements and techniques of design will be applied through several project units emphasizing integrated graphic and typographic concepts. Introductory, advertising art, publication design and packaging design will be emphasized. Heavy emphasis will be placed on problem solving, originality, creativity, and quality.

**Student Learning Outcomes:** Upon satisfactory completion of this course the student will be able to:

- utilize standard situational sequential problem solving techniques in developing creative graphic designs.
- prepare professional quality presentation art.
- deliver a verbal presentaion of prepared design solutions to a group.
- produce a high quality student portfolio of design projects.

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

- Communication objectives and assessment of Graphic Design
- Problem Definition, Project Objectives resulting in Effective Imaging Solutions
- Creative imaging sequence of thumbnails, roughs and comprehensives.
- Problem solution for magazine, newspaper and direct mail advertising, newsletter and magazine page layout, and consumer packaging design.
- Crafting of presentaions.
- Positive critique, self and group
- Portfolio preparation

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**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%	A = 100% — 91%
• Lecture	— 15%	B = 90% — 81%
• Presentation/ Participation	— 7.5%	C = 80% — 71%
• Lab Attendance	— 5%	D = 70% — 61%
• Open Lab	— 2.5%	D- = 60% — 21%
		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 122 - Applied Graphic Design 2 Section 41039**

**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 & Elements & Principles)**

Tues. 8/21: **Lecture:** Course Overview: Student responsibility, grading policy, attendance policy, class schedule, projects  
Design Elements and Principles Review.

**New Assignment:** Assignment #1  
Elements and Principles Samples

**Lab:** Work on Assignment #1

Thur. 8/23: **Lab:** Work on Assignment #1

**Aug. 28 & 30 SECOND WEEK (The Design Sequence)**

Tue. 8/28: **Lecture:** The Design Sequence Review, Graphic Design for a Purpose. What is expected from you.

**New Assignment:** Assignment #2  
The Design Sequence

**Turn In:** Assignment #1

**Lab:** Work on Assignment #2

Thur. 8/30: **Lab:** Work on Assignment #2

**Sept. 4 & 6 THIRD WEEK (Image Development)**

Tue. 9/4: **Lecture:** The Purpose of Preliminary Sketches

**New Assignment:** Assignment #3  
Thumbnail and Rough Practice

**Turn In:** Assignment #2

**Lab:** Work on Assignment #3

Thur. 9/6: **Lab:** Work on Assignment #3

**Sept. 11 & 13 FOURTH WEEK (Advertising Design)**

Tue. 9/11: **Lecture:** Newspaper and Magazine Advertising

**New Assignment:** Assignment #4, Part A & B  
Newspaper and Magazine Ads

**Lab:** Work on Assignment #4, Part A & B

**Turn In:** Assignment #3

Thur. 9/13: **Lab:** Work on Assignment #4, Part A & B

**Sept. 18 & 20 FIFTH WEEK (Newspaper & Magazine Advertisements)**

Tue. 9/18: **Lecture:** Newspaper and Magazine Advertising Review of Roughs

**Lab:** Work on Assignment #4, Part A & B

Thur. 9/20: **Lab:** Work on Assignment #4, Part A & B

**Sept. 25 & 27 SIXTH WEEK (Direct Mail Advertising)**

Tue. 9/25: **Presentation:** Class Critique of Assignment #4, Part A & B

**Turn In:** Assignment #4, Part A & B

**Lecture:** Direct Mail - Teasers and Brochures

**New Assignment:** Assignment #5, Brochures

**Lab:** Work on Assignment #5, A & B

Thur. 9/27: **Lab:** Work on Assignment #5, A & B

**Oct. 2 & 4 SEVENTH WEEK (Brochures and Teasers)**

Tue. 10/2: **Lecture:** Teasers and Brochures Review of Roughs

**Lab:** Work on Assignment #5, Part A & D

Thur. 10/4: **Lab:** Work on Assignment #5, Part A & B

**Oct. 9 & 11 EIGHTH WEEK (Logos)**

Tue. 10/9 **Presentation:** Class Critique of Assn. #5, Part A & B  
**Turn In:** Assignment #5, Part A & B

**Lecture:** Logos

**New Assignment:** Assignment #6, Parts A  
Logo

**Lab:** Work on Assignment #6, Part A

Thur. 10/11: **Lab:** Work on Assignment #6, Part A

**Oct. 16 & 18 NINTH WEEK (Publication Design - Components)**

Tue. 10/16 **Lecture:** Nameplates & Building Blocks.

**New Assignment:** Assignment #6, Part B Nameplates & C The Building Blocks

**Lab:** Work on Assignment #6, Part B & C

Thur. 10/18: **Lab:** Work on Assignment #6, Part B & C, Finish Part B

**Oct. 23 & 25 TENTH WEEK (Page Layout)**

Tue. 10/23 **Lecture:** Page Layout - Grids

**New Assignment:** Assignment #6, Part D  
Design a Newsletter

**Lab:** Work on Assignment #6, Part C & D, Finish Part C

Thur. 10/25 **Lab:** Work on Assignment #6, Part D

**Oct. 30 & Nov. 1 ELEVENTH WEEK (Page Layout, cont'd.)**

Tue. 10/30 **Lecture:** Review of Grid Layouts

**Lab:** Work on Assignment #6, Part D

Thur. 11/1: **Lab:** Work on Assignment #6, Part D, Finish Part D

**Nov. 6 & 8 TWELFTH WEEK (Packaging Design)**

Tue. 11/6 **Presentation:** Class Critique of Assn. #6,

Thur. 11/8 **Clean Up & Turn In:** Assignment #6

**Nov. 13 & 15 THIRTEENTH WEEK (Packaging Graphics)**

Tue. 11/13 **Lecture:** Package Design

**New Assignment:** Assignment #7, Redesign a Package & Package Graphics

**Lab:** Work on Assignment #7. Package Layout

Thur. 11/15 **Lab:** Work on Assignment #7, Package Layout

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

Tue. 11/20 **Lecture:** Review Package Redesign

**Lab:** Work on Assignment #7, Finish Package layout

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

**Nov. 27 & Nov. 29 FIFTEENTH WEEK (Design Review)**

Tue. 11/27 **Lecture:** Package Graphics thumbnails

Thur. 11/29 **Lab:** Work on Assignment #7, Packaging Graphics

**Dec. 4 & 6 SIXTEENTH WEEK (Final Presentation)**

Tue. 12/4 **Presentation:** Class Critique of Assignment #7

**Turn In:** Assignment #7

Thur. 12/6 **Presentation:** Class Critique of Assignment #7,  
FINISH PRESENTATIONS

**Dec. 11 SEVENTEENTH WEEK**

Thur. 12/15 Final Exam - Grade Check, Project Pick-up Day

\* **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 122),
    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.