



Don Petrilli, Instructor
Phone: 464-3263
Email: dpetrilli@peralta.edu

Section Code: 21303

Hours:

Thursday Lecture:

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

Thursday Lab:

9:00 a.m. - 10:50 a.m.

Tuesday Lab:

9:00 a.m. - 10:50 a.m.

Office Hours:

Tues. 1:00–2:50PM

Thurs. 1:00–2:50PM

Laney College
GRAPHIC ARTS DEPARTMENT

APPLIED GRAPHIC DESIGN 3

Course: GRART 123, Applied Graphic Design 3

Spring 2012

Units: 3

Prerequisites: GrArts 111, 112 113

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

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. Presentation "matte" boards of various sizes.
2. Copies, color, black & white and Fiery/Laser Outputs
3. C-Thru brand graphic arts ruler.

Purpose: Applied Graphic Design 3 GrArt 123 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 Poster Design, Branding, Business Graphics and Logo/Marks 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 presentation 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.
- Positive critique, self and group
- Portfolio preparation

cont'd. on back page

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/ 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.

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 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 students 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
GrArt 123 Applied Graphic Design 3

Spring 2012 CLASS SCHEDULE

Don Petrilli, Instructor

Office A151

Phone: 464-3263

Email: dpetrilli@peralta.edu

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

Jan. 24 & 26 FIRST WEEK (Introduction)

Tues. 1/24: **Lab:** Course Overview: Student responsibility, grading policy, attendance policy, class schedule, projects

Thur. 1/26: **Review:** Review Design Elements and Principles, Design Sequence, Project Solutions/Creative Brief/Thumbnails.

Instruction: Poster Design

New Assignment: Assignment #1 "Posters"

Lab: Work on Assignment #1 Design Sequence

Jan. 31 & Feb. 2 SECOND WEEK (Review/Poster Design)

Tues. 1/31: **Lab:** Work on Assignment #1 Design Sequence

Thur. 2/2: **Round Table Discussion:** Discuss Posters Check Project Solutions/Creative Briefs

Instruction: Thumbnails & Rough

Instruction: The Diamond Theory of Design Development, "Simplify"

Lab: Work on Assignment #1 Thumbnails

Feb. 7 & 9 THIRD WEEK (Posters Image Development)

Tues. 2/7: **Lab:** Work on Assignment #1 Thumbnails

Thur. 2/9: **Project Check:** Thumbnails & Rough

Instruction: Comprehensives & Presentations

Lab: Work on Assignment #1 Comprehensives & Presentations

Feb. 14 & 16 FOURTH WEEK (Roughs)

Tues. 2/14: **Lab:** Work on Assignment #1 Comprehensives & Presentations

Thur. 2/16: **Presentation:** Class Critique of Assignment #1

New Assignment: Assignment #2 "Idea Book"

Lab: Finalize Assignment #1, Work on Assignment #2 Idea Book

Turn In: Assignment #1

Feb. 21 & 23 FIFTH WEEK (Comprehensives)

Tues. 2/21: **Lab:** Work on Assignment #2 Idea Book

Thur. 2/23: **Round Table Discussion:** Look at Idea Books

Instruction: Business Graphics "Corporate Identity" "Logos and Marks", Identity Packages

New Assignment: Assignment #3 "Corporate Identity"

Lab: Work on Assignment #3 Part 1 Identity Package, Choose Client, Begin Creative Process - Write a. Client Needs/Problem Scenario b. *NEW!* Project Definition c. Research d. Goal & Design Concept

Turn In: Assignment #2

FEB. 28 & MAR. 1 SIXTH WEEK (Corporate Identity)

Tues. 2/28: **Lab:** Work on Assignment #3 Part 1

Thur. 3/1: **Round Table Discussion:** Look at Creative Process

Lab: Work on Assignment #3 Part 2 Imaging - Logo Thumbnails and Rough

Mar. 6 & 8 SEVENTH WEEK (Imaging)

Tues. 3/6: **Lab:** Work on Assignment #3 Part 2

Thur. 3/8: **Round Table Discussion:** Assignment #3 Part 2 Logo Thumbnails & Rough

New Assignment: Assignment #3 Part 3 "Corporate Identity Package"

Lab: Work on Assignment #3 Part 2 Imaging - Logo Comp, Work on Assignment #3 Part 3 Thumbnails & Rough

Mar. 13 & 15 EIGHTH WEEK (Logos & Marks)

Tues. 3/13: **Lab:** Work on Assignment #3 Part 2 Imaging - Logo Comp, Work on Assignment #3 Part 3 Rough

Thur. 3/15: **Presentation:** Class Critique of Assignment #3 Part 1 - Logo Comp

Round Table Discussion: Assignment #3 Part 3 Identity Package Thumbnails & Rough

Lab: Work on Assignment #3 Part 3 Identity Package Comps

Mar. 20 & 22 NINTH WEEK (Presentations)

Tues. 3/20: **Lab:** Work on Assignment #3 Part 3 Identity Package Comps

Thur. 3/22: **Presentation:** Assignment #3 Part 3 Identity Package

Instruction: Book Cover Design

New Assignment: Assignment #4 "Good News"

Lab: Finalize Assignment #3 Part 3 Identity Package, Work on Assignment #4, Begin Creative Process

Turn In: Assignment #3

Mar. 27 & 29 TENTH WEEK (Identity Package)

Tues. 3/27: **Lab:** Work on Assignment #4, Creative Process

Thur. 3/29: **Round Table Discussion:** Assignment #4, Creative Process

Lab: Finish Work on Assignment #4, Creative Process, Do Thumbnails & Rough

Apr. 3 & 5 ELEVENTH WEEK (Spring Recess)

Tues. 4/3: **Spring Break No Class**

Thur. 4/5: **Spring Break No Class**

Apr. 10 & 12 TWELFTH WEEK (Presentation)

Tues. 4/10: **Lab:** Work on Assignment #4 Identity Package Thumbnails & Rough

Thur. 4/12: **Round Table Discussion:** Assignment #4, Thumbnails & Rough

Lab: Work on Assignment #4, Comps

Apr. 17 & 19 THIRTEENTH WEEK (Outdoor Graphics)

Tues. 4/17: **Lab:** Work on Assignment #4, Comps

Thur. 4/19: **Presentation:** Class Critique of Assignment #4

Instruction: Large Sized Graphics

New Assignment: Assignment #5 "Outdoor Graphics"

Lab: Finalize Assignment #4, Work on Assignment #5 Begin Creative Process

Cont'd. on Back

Apr. 24 & 26 FOURTEENTH WEEK (Good News)

Tues. 4/24: **Lab:** Finalize Assignment #4, Work on Assignment #5 Thumbnails & Roughs

Thur. 4/26: **Presentation:** Assignment #4 to Panel of Judges

Turn In: Assignment #4

Lab: Work on Assignment #5 Electronic Comps

May 1 & 3 FIFTEENTH WEEK (Branding)

Tues. 5/1: **Lab:** Work on Assignment #5 Electronic Comps

Thur. 5/3: **Presentation:** Class Critique of Assignment #5

Instruction: Branding

New Assignment: Assignment #6 "Branding"

Lab: Present to Instructor a Project Proposal for Assignment #6, Do Creative Process

Turn In: Assignment #5

May 8 & 10 SIXTEENTH WEEK (Team Concepts)

Tues. 5/8: **Lab:** Work on Assignment #6 Do Thumbnails & Roughs

Thur. 5/10: **Lab:** Work on Assignment #6, Make Comps

May 15 & 17 SEVENTEENTH WEEK (Lab Work)

Tues. 5/15: **Presentation:** Final Project

Thur. 5/17: **No School - Malcolm X Holiday**

May 24 EIGHTEENTH WEEK (Final Images)

Thur. 5/24: **Review:** Final 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 100 words or less, (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. 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: 112YourNameAssn2PartB.indd
2. No assignments will be graded or be considered as "turned in" if not
 - a. Completed as required on the assignment sheet and these Assignment Submittal Requirements.
 - b. 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. "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 instructor's 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 alright) you will not receive a grade better than a "C" for the course. Poor attendance would drop this grade even lower.

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