

LANEY COLLEGE
Overview of Graphic Design
GRART 231

Instructor: Carol Squicci

Credits: 3 college units

Course meets **Thursdays**, 1:00 p.m. - 3:50 p.m., Aug. 23rd through Dec. 13th .

This course will present an overview of the most important information on design and technical considerations for print graphics, web designers and anyone who creates images for multi-media. The instruction is designed for persons without formal training and will explore the basis of good graphic design and project planning used in these industries.

OBJECTIVES:

Upon completion of Graphic Arts 231

Students will know the principles of design and the elements of art. Furthermore, they will know practical applications of these concepts.

Students will know components of typography: categories, data and terminology. Furthermore, they will know correct usage of typographical styles.

Students will understand the purpose and use of sequential problem solving techniques as applied to graphic design projects.

Students will be aware of career options in the current graphics-related job market.

Students will understand the purpose & functions of basic drawing, photo & page-layout applications and be able to apply this knowledge to projects & exercises.

OUTCOMES:

Students will apply appropriate components of the principles of design and the elements of art to a series of design projects and exercises.

Students will identify and apply correct type-usage.

Students will demonstrate sequential graphic design techniques.

Students will investigate and report on graphic career options.

Students will produce computer-generated illustrations, manipulate photos and produce layouts using appropriate graphic applications.

The following syllabus may be modified or adjusted to meet class/student needs. Topics may carry over at the instructor's discretion.

Week 1 Overview

Introduction to course, procedures; overview of careers and components of graphic design; also, interrelationships of fine arts to technology and the printing industry.

Begin "type talk": visual letter spacing, proportion, form, stroke weight and style.

Assignments:

Graphics are everywhere

Careers in graphics art field

Graphics in the news

Prep guidelines; practice sheet

Note: Week 2, bring pencil, scissors and glue

Week 2 Typography

Typographical data, six major style categories; usage and terminology.

Assignments:

Name project

Categorizing type

Last day to drop without "W" & receive refund 9/1

Week 3 Design

Work with principles of art and elements of design.

Creative exploration, use of line & space.

Assignments:

Thumbnail sketches

3-Line Design; read article on line design

Begin thumbnail sketches for monogram

Note: Week 4, bring thin black marker

Week 4 Design Application

Design sequence; thumbnails, roughs, comprehensives.

Using graphics language to describe & critique work.

Assignments:

Design monogram

Logo match

News article due

Week 5 Alignment

Recognize various alignment options. Identify characteristics of good logo design.

Assignments:

Analysis of logo characteristics; logo fragments

Recognize alignment options

Week 6 Traditional Mechanical Skills & Layout

Work with layout, balance, flow, focus; ad components; visual organization; traditional tools & printer's marks.

Assignments:

Center ad layout

Read article on Balance

Week 7 Color, Photo Usage & Press Operations

History of print; press production; bindery; paper selection & variances; quantity vs quality; job flow.

Pantone colors; CYMK, RGB, spot, duotones, screen tints/gradients, color separations; photographic elements, usage & terminology.

Assignments:

Press diagram

Signature

Examples of color & photo usage in print graphics

Week 8 Field Study to print industry.

Assignment: participation

Week 9 Introduction to InDesign

Look at business letterheads; apply design, typography, alignment & layout skills to two letterhead variations.

Introduction to InDesign, basic tools, text boxes, font selection, alignment features, selection tools, and grouping.

Assignment:

Design business stationery

Business card critique

Week 10 Photoshop

Introduction to bitmap program, uses and purpose.

Learn basic tools: selection, marquis, bandaid, clone, smudge & typing; history, layers & filters.

Assignments:

Complete photo touch up

Complete layering exercise

Note: Last day to turn in make-up work

Week 11 Adobe Illustrator

Introduction to vector-based application, use and purpose. Introduction to selection tool, pen tool, polygon, scale, rotation tools; color swatches.

Assignments:

Basic line exercises

Complete Illustration exercises

Week 12 Illustrator: drawing application

Create design using Adobe Illustrator software program; introduction to additional tools and menu selections as needed for individual projects.

Assignments:

Create individual monogram

Replicate logo project

Week 13 InDesign/ Layout & Design

Apply design skills to layout exercise; use basic tools such as type tool (text box), polygon, & scale; also margins & columns, text flow; arrange/group & place applications; import images.

Assignments:

Spa print ad

Introduce final project: concept development

Homework: produce roughs

11/17, Last day to withdraw and receive "W"

Week 14 Holiday/Thanksgiving

Note: purchase flash drive

Week 15 Personal Stationery Packet

Development of final project & design exploration

Specifics of project, materials and expectations for final. Present project rubric. Introduce parameters & InDesign format; also functions multiple paste, step & repeat.

Assignments:

Develop personal letterhead, envelope and business card

Note: purchase matte board; prepare to print outside of class

Week 16 Lab time; Intro to Web Design

Introduction to multimedia; web sites, Web design do's and don'ts; critique. Consultation on final project

Assignments:

Article

Web site analysis worksheet

Week 17 Final Project Presentation

Assignments:

Final project due/presentation



**See CLASS PROCEDURES for attendance
and missed assignment policies.**

Students will be dropped after three consecutive
absences.

*No grade higher than "C" is possible with three or
more absences.*

Final project must be completed for passing grade.



<p><i>Needed supplies:</i></p> <ul style="list-style-type: none"> flash drive pencil w/eraser white glue/glue stick scissors fine-tip black markers black matte board cost of color print for final <p style="text-align: center;">❖</p> <p>Carol Squicci csquicci@peralta.edu rm ph #464.3263 Conference period, 12:30 - 1:00 p.m.</p>	<p><i>Other optional materials:</i></p> <p>Text: <u>Pocket Pal</u></p> <ul style="list-style-type: none"> kneaded eraser set of Prismacolors (color pencils) 18" metal ruler set of Pentels (color markers) x-acto knife white drawing paper black construction paper sketch book vellum (tracing paper) sheet of bristol
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