

**LANEY COLLEGE**  
**Overview of Graphic Design**  
**GRART 231**

Instructor: Carol Squicci

Credits: 3 college units

Course meets **Mondays**, 6:00 p.m. - 8:50 p.m., through May 21<sup>st</sup>.

*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: bring pencil, scissors and glue*

**Week 2 Typography**

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

Assignments:

Name project

Categorizing type

**Week 3 Design**

Work with principles of art and elements of design.

Creative exploration, use of line & space.

Assignments:

Thumbnail sketches

3-Line Design

Article on line design

Begin thumbnail sketches for monogram

*Note: bring thin black marker*

**Week 4 Design Application**

Design sequence; thumbnails, roughs, comprehensives.

Using graphics language to describe & critique work.

Assignment:

Design monogram

*Note: last day to drop without "W"*

**Week 5 Holiday, Washington's birthday; no class.**

Assignments:

Logo match; complete monogram

News article due

**Week 6 Alignment**

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

Assignments:

analysis of logo characteristics; logo fragments

Recognize alignment options

**Week 7 Traditional Mechanical Skills & Layout**

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

Assignments:

Center ad layout

Article on Balance

**Week 8 Introduction to InDesign**

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

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

## Assignments:

Design business stationery

Business card critique

**Week 9** Color, Photo Usage & Press Operations

History of print; press production; web press, sheet-fed, silkscreen; signatures, die-cuts, embossing/foil, bindery; quantity vs quality; job flow.

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

Discuss paper and paper production.

## Assignments:

Press diagram

Signature

Examples of color &amp; photo usage in print graphics

**Week 10** Field Trip or guest speaker

Print production or paper production

Assignment: participation

**Week 11** Spring Break, no class

Complete any missing assignments

**Week 12** Photoshop

Introduction to bitmap program, uses and purpose.

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

## Assignments:

Complete photo touch up

Complete layering exercise

*Last day to turn in make-up work***Week 13** Adobe Illustrator

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

## Assignments:

Basic line exercises

Complete Illustration exercises

*Note: purchase flash drive***Week 14** 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 15** InDesign/ Layout & Design

Apply design skills to layout exercise; use basic tools

such as type tool (text box), polygon, &amp; scale; also margins &amp; columns, text flow; arrange/group &amp; place applications; import images.

## Assignments:

Spa print ad

Introduce final project: concept development

Homework: produce roughs

*Note: 04/30, Last day to withdraw and receive "W"***Week 16** Personal Stationery/Identity Package

Development of final project &amp; design exploration.

Specifics of project, materials and expectations for final.

Present project rubric. Introduce parameters, InDesign format; also functions multiple paste, step &amp; repeat.

## Assignments:

Develop personal letterhead, envelope and business card

*Note: purchase matte board; prepare to print outside of class***Week 17** Intro to Web Design; Lab time

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

## Assignments:

Article

Web site analysis worksheet

*Note: "open" lab closes May 17th***Week 18** FINAL PROJECT DUE

Oral project presentation

Self-assessment/critique

**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 random absences. No passing grade will be given if final project is not submitted.*

<i>Needed supplies:</i>	<i>Other optional materials:</i>
<b>flash drive</b>	<b>Text: <u>Pocket Pal</u></b>
<b>pencil w/eraser</b>	kneaded eraser
<b>white glue/glue stick</b>	set of Prismacolors (color pencils)
<b>scissors</b>	clear tape
<b>fine-tip black markers</b>	set of Pentels (color markers)
<b>black matte board</b>	x-acto knife
<b>cost of outside color print</b>	white drawing paper
❖	black construction paper
<b>Carol Squicci</b>	sketch book
<b>csquicci@peralta.edu</b>	vellum (tracing paper)
<b>rm ph #464.3263</b>	sheet of bristol
Conference period,	
5:30 - 6:00 p.m.	