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., through May. 24th.

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, interrelation-ships 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
Note: last day to drop 02/16 without "W"

Week 4 Design Application
Design sequence; thumbnails, roughs, comprehensives.

Using graphics language to describe & critique work.
Assignments:
Design monogram
Logo match

Week 5 Alignment
Recognize various alignment options. Identify character-istics of good logo desgin.
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
Article on Balance

Week 7 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; CYMK, RGB, spot, duotones, screen tints/gradients, color separations; photographic elements, usage & terminology.
Discuss paper and paper production.
Assignments:
Press diagram
Signature
Examples of color & photo usage in print graphics

Week8 Field Trip or guest speaker
Print production or paper production
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 and text boxes, font & alignment features, selection tools, and grouping.
Assignments:
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

Week 11 Spring Break/no class
Complete any missing assignments.

Week 12 Adobe Illustrator
Introduction to vector-based application, use and purpose. Introduction to selection tool, pen tool, polygon, scale, & rotation tools; color swatches and pathfinder.
Assignments:
Basic line exercises
Complete Illustration exercises
Last day to turn in make-up work
Note: purchase flash drive

Week 13 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 14 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 for final project.

Week 15 Personal Stationery/Identity Package
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; Into 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
Note: "open" lab closes May 17th

Week 17 Final Project; Lab time
Complete final project
Assignment:
Print color copy; mount for presentation

Week 18 Final project due/presentation
Critique/evaluation
Oral 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 random absences. No passing grade will be given if final project is not submitted.

Needed supplies:	*Other optional materials:*
flash drive	Text: <u>Pocket Pal</u>
pencil w/eraser	kneaded eraser
white glue/glue stick	set of Prismacolors (color
scissors	pencils)
fine-tip black markers	clear tape
black matte board	set of Pentels (color markers)
cost of outside color print	x-acto knife
❖	white drawing paper
Carol Squicci	black construction paper
csquicci@peralta.edu	sketch book
rm ph #464.3263	vellum (tracing paper)
Conference period,	sheet of bristol
12:30 - 1:00 p.m.	