

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

TH/Sp'14

Instructor: Carol Squicci

Credits: 3 college units

Course meets **Thursdays**, 1:00 p.m. - 3:50 p.m., through May 22nd.

*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*

1. Students will know the principles of design and the elements of art. Furthermore, they will know practical applications of these concepts.
2. Students will know components of typography: categories, data and terminology. Furthermore, they will know correct usage of typographical styles.
3. Students will understand the purpose and use of sequential problem solving techniques as applied to graphic design projects.

**OUTCOMES:**

1. Students will apply appropriate components of the principles of design and the elements of art to a series of design projects and exercises.
2. Students will identify and apply correct type-usage.
3. Students will demonstrate sequential graphic design techniques.

*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 (1/23)**

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 field  
"Graphics in the News"\* *due wk. 5*

Lettering practice

*Note: beginning week 2, bring pencil, scissors and glue*

**Week 2 Typography (1/30)**

Typographical data, six major style categories; usage and terminology, (*obj #2*).

Assignments:

Categorizing type: *this assignment is a foundation requirement and must be completed to pass the course.*

*Note: last day to drop 02/02 without "W"*

**Week 3 Design (2/6)**

Work with principles of art and elements of design, (*obj #1*).

Creative exploration, use of two elements: line & space.

Assignments:

Thumbnail sketches

3-Line Design

Article on line design

*Note: Week 4, bring thin black marker*

**Week 4 Design Application (2/13)**

Design sequence (*obj #3*); thumbnails, roughs, comprehensives.

Using graphics language to describe & critique work.

**Week 4 Assignments:**

Design monogram

**Week 5 Alignment (2/20)**

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

Assignments:

Logo fragments

\* "Graphics in the News" due

Recognize alignment options

**Week 6 Traditional Mechanical Skills & Layout (2/27)**

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

Assignments:

Center ad layout

Article on Balance

**Week 7 Introduction to InDesign (3/6)**

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.

Type usage review.

Assignments:

Design business stationery

Business card critique

*Week 9 will be last day to turn in make-up work*

**Week 8 Color, Photo Usage & Press Operations (3/13)**

History of print; press production; web press, sheet-fed; signatures, bindery; quantity vs quality; job flow.

Pantone colors; CMYK, RGB, spot, duotones, screen

tints/gradients, color separations; photographic elements,

usage & terminology; paper and paper production.

Assignments:

Press diagram

Signature

Examples of color & photo usage in print graphics

### **Week 9** Photoshop (3/20)

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

*Last day to turn in make-up work*

### **Week 10** Field Trip or guest speaker (3/27)

Print production or paper production

Assignment: participation

### **Week 11** Adobe Illustrator (4/3)

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

Assignments:

Basic line exercises

Complete Illustration exercises

*Note: purchase flash drive*

### **Week 12** Illustrator: drawing application (4/10)

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** Spring Break/no class (4/17)

### **Week 14** InDesign/ Layout & Design (4/24)

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 (5/1)

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*

*Also note: last day to drop with W, 5/03*

### **Week 16** Lab time; Into to Web Design (5/8)

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; Lab time (5/15)

Complete final project

Assignment:

Print color copy; mount for presentation

*Note: Laney graphics lab closed the week of May 19*

### **Week 18** Final project due/presentation (5/22)

Critique/evaluation

Oral presentation

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## **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.*

*Passing grade can only be earned with presentation of final project.*

<p><i>Needed supplies:</i></p> <p><b>flash drive</b>  <b>pencil w/eraser</b>  <b>white glue/glue stick</b>  <b>scissors</b>  <b>fine-tip black markers</b>  <b>black matte board</b>  <b>cost of outside color print</b></p>	<p><i>Optional:</i></p> <p>Text: <u>Pocket Pal</u>  kneaded eraser  x-acto knife  sketch book</p> <p style="text-align: center;">❖</p> <p style="text-align: center;"><b>Carol Squicci</b>  <b>csquicci@peralta.edu</b>  <b>rm ph #464.3263</b>  Conference period, rm A152  12:30 - 1:00 p.m.</p>
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