

LANEY COLLEGE
Overview of Graphic Design
GRART 231

TH/F'14

Instructor: Carol Squicci

Credits: 3 college units

Course meets **Thursdays**, 1:00 p.m. - 3:50 p.m., through Dec 11th.

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 (8/21)

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 (8/28)

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 8/30 without "W"

Week 3 Design (9/4)

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 (9/11)

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

Using graphics language to describe & critique work.

Week 4 Assignments:

Design monogram

Week 5 Alignment (9/18)

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 (9/25)

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 (10/2)

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 (10/9)
History of print; press production; web press, sheet- fed; signatures, bindery; quantity vs quality; job flow.
Pantone colors; CYMK, 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 (10/16)

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 Adobe Illustrator (10/23)

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

Week 11 Illustrator: drawing application (10/30)

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

Note: purchase flash drive

Week 12 InDesign/ Layout & Design (11/6)

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 13 Personal Stationery/Identity Package (11/13)

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, 11/15

Week 14 Lab time; Into to Web Design (11/20)

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

Assignments:

Article

Web site analysis worksheet

Week 15 Holiday/no class (11/27)

Week 16 Final Project; Lab time (12/4)

Complete final project

Assignment:

Print color copy; mount for presentation

Note: Laney graphics lab closed the week of Dec. 8th

Week 17 Final project due/presentation (12/11)

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.

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

Needed supplies:

**flash drive
pencil w/eraser
white glue/glue stick
scissors
fine-tip black markers
black matte board
cost of outside color print**

Optional:

Text: Pocket Pal
18" ruler
kneaded eraser
x-acto knife
sketch book



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Conference period, rm A152

12:30 - 1:00 p.m.