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 May18th.

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 (1/26)
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*

Note: beginning week 2, bring pencil, scissors and glue
Also note: last day to drop 2/1 without "W"

Week 2 Typography (2/2)
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.*

Week 3 Design (2/9)
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 5, bring thin black marker

Week 4 Holiday, no class (2/16)

Week 5 Design Application (2/23)
Design sequence *(obj #3)*; thumbnails, roughs, comprehensives.
Using graphics language to describe & critique work.
Week 4 Assignments:
Design monogram
* "Graphics in the News" due

Week 6 Alignment (3/2)
Recognize various alignment options. Identify characteristics of good logo desgin.
Assignments:
Logo fragments
Recognize alignment options

Week 7 Traditional Mechanical Skills & Layout (3/9)
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 (3/16)
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 10 will be last day to turn in make-up work

Week 9 Color, Photo Usage & Press Operations (3/23)
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 10 Holiday, no class (3/30)

Week 11 Photoshop (4/6)
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 12 Adobe Illustrator (4/13)
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 13 Illustrator: drawing application (4/20)
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
Also note: last day to drop with W, 4/25

Week 14 InDesign/ Layout & Design (4/27)
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 (11/17)
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 Consultation on final project; Lab time (5/11)
Complete final project
Assignment:
Print color copy; mount for presentation
Web critique (optional)
Note: Laney graphics lab closed the week of May 18th

Week 17 Final project due/presentation (5/18)
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:	*Optional:*
flash drive	Text: Pocket Pal
pencil w/eraser	18" ruler
white glue/glue stick	kneaded eraser
scissors	x-acto knife
fine-tip black markers	sketch book
black matte board	❖
cost of outside color print	

Carol Squicci
csquicci@peralta.edu
rm ph #464.3263
Conference period; rm. A152
5:30 - 6:00 p.m.