

ARTS Graphic Design Course Syllabus

Spring 2018
Instructor: Mr. Joe Suarez
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About the Course:

Thursdays 5:00 pm to 8:00 pm for 8 consecutive weeks
April 5 – May 24, 2018
Room: 405

Prerequisite(s):

None

Course Description: Students learn and apply fundamentals of various software applications (such as Illustrator and Photoshop), web design, image editing, drawing and graphic advertising and marketing projects coordinate technical skills with organization, management, communication, ethics and hardwork.

Instructional Philosophy: Students will be given challenging real world projects and assignments typical of the graphic design industry. High quality work is expected and students will be given opportunities to redo work until it meets standards specified during instruction. Classroom activities will include reading, research, projects, and problem solving.

Learning Outcomes:

1. Demonstrate a thorough understanding of the elements of graphic design.
2. Read, understand and communicate in the language of graphic design.
3. Use technology such as Photoshop, Illustrator, etc. and Internet Explorer.
4. Students will learn to demonstrate positive work behavior.
5. Students will learn to solve problems using critical thinking.

Instructional Hours/Credits:

Lecture – **8 Week Course**

Textbook:

None-Students will only need to bring a flash drive.

Instructional Materials and References:

Be sure to login to your @na.edu email account and the class website on a regular basis. Additional course information will be posted on <https://sites.google.com/a/na.edu/arts1311/>

Attendance/Tardy Policy:

NAU requires 90 percent attendance. Students are expected to attend class and to let the instructor know by email if they have to be absent for any reason.

Although it is the responsibility of the student to drop a course for non-attendance, the instructor has the authority to drop a student for excessive absences.

A student may be dropped from a course for absenteeism after the student has accumulated absences in excess of 12.5 percent of the hours of instruction (including lecture and laboratory time).

Participation: Each student is expected to participate actively in class activities. Active participation involves coming to class prepared, responding to questions, and engaging in class activities and assignments.

Late Submission Policy: The professor will provide specific due dates for all assignments. Late assignments will be reduced by one letter grade from the grade earned.

Technology Policy: Please discontinue the use of all electronic devices for the duration of each class meeting. Cell phones are NOT permitted in class. If you have an emergency, you should step out into the hall so as to not disturb others in the class. If you are using your cell phone instead of paying attention in class, I will ask you to put it away. If the problem persists, I may ask you to leave class.

Homework Expectation:

Students are expected to spend approximately six (6) hours a week, on average, completing homework assignments in order to achieve the learning objectives for this 15-week lecture course. This meets the Federal Government's expectation of two hours of homework for each hour of lecture.

Academic Honesty:

Each student assumes the responsibilities of being a member of the NAU academic community. All acts of plagiarism are not tolerated including: cheating, claiming one's work as their own, fabrication and helping one to commit any of these acts. Any violations of academic honesty will receive strict disciplinary action, which can include suspension and even expulsion from NAU.

Violations: Possible punishments for academic dishonesty may include a grade of "0" or "F" on the particular assignment, failure in the course, and/or recommendation for probation or dismissal. A recommendation for suspension or expulsion will be referred to the College Dean of Student Development for disciplinary disposition.

Instructional Methods:

Class discussions, PowerPoint, YouTube, demonstration, teacher modeling, group activities, peer feedback, and individual feedback.

Accommodations:

Students that require any accommodation (such are students with disabilities, religious conflicts, etc...) should notify the instructor as early as possible and accommodations will be made on an individual basis in adherence with the regulations outlined in the Student Handbook.

Course Outline:

Class	Date	Subject	Assignments Due/Class Session Preparation
WK1		<ul style="list-style-type: none"> • Introduction to the course • Overview of assignments and expectations 	*PLEASE BRING YOUR FLASH DRIVE TO ALL CLASSES
		<ul style="list-style-type: none"> • Review and incorporating usage of technology of important concepts of GRAPHIC DESIGN. Introduce Software to be used and how to correct submit assignments 	<ul style="list-style-type: none"> • Introduce the first project due by the end of week 1
		<ul style="list-style-type: none"> • Element of Design: Students learn about design elements through projects such as; creating examples of color schemes using graphic software and usage of color, line, Shape, Space and Texture 	<ul style="list-style-type: none"> • Begin and help students understand to complete the Project "Newsletter" using graphic software and filters.
WK2		<ul style="list-style-type: none"> • (cont.) Element of Design: Line 	<ul style="list-style-type: none"> • Introduce the second project due by the end of week 2
		<ul style="list-style-type: none"> • Element of Design: Layout/Schemes 	<ul style="list-style-type: none"> • Begin and help students understand to complete the Project "Product Marketing Ads" using graphic software and design concepts.
WK3		<ul style="list-style-type: none"> • Element of Design: Students learn the principles of design through projects such as; posters, creating original 	<ul style="list-style-type: none"> • Introduce the third project due by the end of week 3

		designs that reflect an emotion, magazine covers, product ads, cereal box prototypes, candy wrappers etc	
		Element of Design: Proportion, Repetition/Pattern, Unity, Variety	<ul style="list-style-type: none"> Begin and help students understand to complete the Project "Product Labeling" using graphic software and design concepts.
WK4		<ul style="list-style-type: none"> Element of Design: Students learn when to use particular image formats for individual projects. They create collages, logos, business cards, etc 	<ul style="list-style-type: none"> Introduce the fourth project due by the end of week 4
		Element of Design: Formats, Resolution, Raster Vs Vector	<ul style="list-style-type: none"> Begin and help students understand to complete the Project "Self-Marketing/Business card idea" using graphic software and design concepts.
WK5		<ul style="list-style-type: none"> Elements of Design Student will learn the concepts of Editing and restoring Images. 	<ul style="list-style-type: none"> Introduce the fifth project due by the end of week 5
		<ul style="list-style-type: none"> (cont.) Elements of Design: Balance, Contrast, saturation, rubber stamp, Emphasis/Dominance 	<ul style="list-style-type: none"> Begin and help students understand to complete the Project "Restore damaged photographs" using graphic software and design concepts.
WK6		<ul style="list-style-type: none"> Elements of Design Student will learn the concepts of story boards and using graphic software to create a children's story book. 	<ul style="list-style-type: none"> Introduce the sixth project due by the end of week 6
		<ul style="list-style-type: none"> Elements of Design: Text, layout, Background, Perspective 	<ul style="list-style-type: none"> Begin and help students understand to complete the Project "Children's story book" using graphic software and design concepts.

WK7		<ul style="list-style-type: none"> Elements of Design:The Principles of Architecture/Perspective 	<ul style="list-style-type: none"> Introduce the seventh project due by the end of week 7
		<ul style="list-style-type: none"> (cont.) The Principles of Architecture/Perspective 	<ul style="list-style-type: none"> Begin and help students understand to complete the Project "Architectural 3D Modeling" using graphic software and design concepts.
WK8		Final Week <ul style="list-style-type: none"> Online Porfolio 	<ul style="list-style-type: none"> Introduce the eighth project due by the end of week 8 (Final Week)
			<ul style="list-style-type: none"> Begin and help students understand to complete the Final Project "Online Portfolio" using graphic software and design concepts. The students will build a web page and will upload all of their digital art work from the term.

*** All dates and assignments are subject to change by the instructor in class. Students are responsible for all changes ***

Assessment Criteria and Methods of Evaluating Students:

Assignment	Weight
Participation	10%
Attendance	10%
Digital Artwork	40%
Online Portfolio (Website)	40%
TOTAL	100 %

Letter grades will be calculated as follows:

A	96-100
A-	91-95
B+	86-90
B	81-85

B-	76-80
C+	71-75
C	66-70
C-	61-65
D+	56-60
D	50-55
F	Below 50