

## GRDS 171 INTRODUCTION TO GRAPHIC DESIGN I Fall 2002

**Sections 01:** M/W 8:10 - 10:00  
**Class Room** CAC-A13

**Section 02 :** T/R 8:00 - 9:50

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**Office Phone:** 876-5186

**Office Hours:** see door of faculty office

*Note:* students are welcome to come any time during office hours - If, however you need or wish to set an appointment with me, you must sign up in the book on my door.

**Final Exam:**       *See Semester Overview for dates*

### COURSE DESCRIPTION

This is Part I of a two part course introducing the student to the field of Graphic Design. This is a Black & White Class, so to speak. No color issues are part of this semester - but value studies are. As an introductory course several varied issues are covered: 1. What is meant by Graphic Design and why study it., 2. Presentation of work. Before your work is seen, how you present it is., 3. Critical discussion of work. and 4. Basic design principles and how to apply them.

A major component of this course is the development of skills essential to bringing together conceptual and formal elements of design in the production of effective solutions. Emphasis is placed on developing BOTH technical and conceptual skills. Usage of the computer is not part of this class and will not be accepted as a tool for solutions to projects, except in the writing of papers. There are no prerequisites for this course. We start at the beginning.

### COURSE GOALS & OBJECTIVES

- To begin developing an overview and understanding of what the field of Graphic Design is.
- To develop an understanding and usage of a critical language.
- To develop a problem-solving approach for successful solutions to visual problems.
- To develop an understanding of basic elements of visual language such as line, shape & value.
- To introduce the student to a variety of basic tools and techniques associated with the production of two-dimensional visual communication.
- To develop fundamental presentation skills for the display of finished works.
- Research, research, research (the backbone of good design)

**TEXTS required** (available in the bookstore)

Required: *Ways of Seeing* by John Berger— need to purchase first week. Readings begin August 26.

**SUPPLIES NEEDED:** *See Separate sheet for list*

Must be purchased and ready for use by August 29. Bring all to class first class day in September. (Tuesday the 3rd or Wednesday the 4th)

### COURSE FORMAT:

This course is a combination of studio work, lecture & discussion, presentation & critique. Over the semester a combination of lectures, demonstrations, quizzes and critiques make up the class along with work time. Homework assignments and various projects bring the course issues into focus. Most projects will begin with a demonstration of the tools or lay out expectations in class and a practice project. When possible final projects will begin in class and finished as homework. The completion of each final project will result in a critique in various formats. Students are expected to remain for the entire class. Always bring the appropriate materials to class. You will not be excused to go home to get them.

### **ATTENDANCE, TARDINESS & LEAVING EARLY:**

Students are expected to attend all classes, arriving on time in a prepared manner. This is an 8:00 (or 8:10) morning class unless you are previously notified of a change. It last 1 hour & 50 minutes, so the ending time is 9:50 (or 10:00). You are responsible for the material covered each day in class. If you miss a class when new information is given out, a copy of the current pass-out will be available either outside my office door or on the web. As this is a discussion & studio course *with a great deal of discussion, demonstration and critiquing during the class*, it is impossible for a lecture, discussion, demo or critique, once missed, to be re-given. Therefore, excessive absence *more than three* may result in your being asked to withdraw from the course. Coming to class late (after the first 10 minutes) will result in your receiving one grade lower on the current project. More than three late arrivals will result in a lower final semester grade. Leaving early, more than 10 minutes before class is over will follow the same guidelines as tardiness.

PREPARED MEANS that you arrive with your work finished to the point expected. Always come to class WITH YOUR MATERIALS. Because critiques are an important part of this class, not having work to present and critique on the days due, will limit yourself and your peers in their learning, it will also result in your receiving an F on the assignment for that day and in the critique. You will be asked to leave class during the crit time.

Should an unavoidable absence occur, the student is responsible for obtaining the information covered during the missed session. In order to be considered an excused absence I need to be notified - before class. Notify me by calling the Art Department office: 876-5224 and having a message placed in my mail box - include your Name, the Date and Time of your call and situation or send an detailed e-mail message. **Do Not** slip messages under my office door, taped to my office door, etc. for they will be discarded.

### **TESTS/QUIZZES**

Tests & quizzes are part of this course. Be prepared.

**OUTSIDE CLASS TRIPS/EVENTS** See information as posted in department.

1. New York City: dates to be posted in the Art Department. An excellent opportunity to be exposed to a variety of art and design. I encourage you to participate.
2. Students are to attend all Art Department events. The Foundations class usually requires that you obtain signatures from faculty at these events, a COPY of that form is to be turned in for this class.
3. Any Design Related function that may be offered during the semester here at Shepherd requires your attendance. Student AIGA meetings, when held should be attended.

**PROJECT/COURSE INFORMATION:** Due to the pace of each course, re-doing a project for a higher grade is usually not possible. Instead, put your improved skills into the production of the next project. If you are consistently working and improving your skills, it will show in the work & will be noticed.

There is NO Extra Credit work. If you are doing badly, additional projects are not what you need. Concentrating and improving with each project is where you should be channeling your efforts. If the work load is too easy, then creatively strive to increase the expectations of the project. You will get out of this class what you put in.

Incompletes at the end of the semester are also not a consideration. If you are doing badly throughout the semester, re-taking the course is the only option.

**RESEARCH PROJECT:** Each student is required to research and present a topic to the class. Details on Separate sheet.

### **CAMPUS RESOURCES YOU WILL NEED FOR THIS CLASS:**

1. Information Technology - Support Desk. Campus Extension: 5457.

You will need to have an on-campus e-mail address. You should have gotten this when you registered. You will need to know both your USERNAME & Password. Call the above extension for answers to your questions about your account. Student Labs are located in White Hall. Room 203 is an Open Lab - hours are posted for usage. You will need your Username and Password for access. Rooms 204 & 209 are classrooms. They may be used when a class is not in session. If you do not own a computer then the Open Lab is where you will need to go to write your papers for this class. In addition, there are a few computers available in the library. All are PC platform and have word processing and printing available.

2. Scarborough Library located in the center of campus on King Street across from the College Center. Become familiar with their Art and Design Sections both in book and periodical forms. You will have a research paper due this fall semester. Using the Library is mandatory. The class as a whole will have an orientation there one day.

3. Writing Center, Campus Extension: 5293

Your Research Paper will need to show proof of usage of the Writing Center. It is located in Knutti Hall. Become familiar with its services and how to utilize them. Details on the Writing Center will be discussed in class.

**GRADING POLICY: ALL ASSIGNMENTS MUST BE COMPLETED TO PASS THE COURSE.**

Unless otherwise stated, ALL projects are due at the beginning of class - *not in the middle or at the end*. Work turned in late will be lowered to a grade of D to begin with.

Even if you do not do well on a particular assignment, you must still attempt it. *NOTE:* this is a basic requirement in order to pass this class. The last day of classes for Fall 2002 is Friday, December 6th. Final exams begin directly after this date. No semester work will be accepted after the last day of class.

You are graded on a 5 Point Scale. You will receive two grades for each project. One for craftsmanship & one for concept. **BE SURE TO SUBMIT YOUR GRADE SHEET WITH THE WORK.** I will not grade work that does not include this form. *Taped to the back of the work, clipped with the work, etc.*

Grades are as follows:

A	B	C	D	F
4	3	2	1	0

The **C** category is for work that satisfies the project specifications. An understanding of the assignment is apparent. All necessary aspects of the project have been dealt with in a satisfactory fashion. The work was turned in on time and presented appropriately. This is the average grade.

The **B** category is for work that meets the level of the **C** but goes beyond. Concept and craftsmanship are well done, showing time and effort in the project. Additional research into the problem, tools or presentation is evident.

The **A** category is for work that goes above and beyond the project specifications necessary for either a **C** or **B**. Concept and craftsmanship are superior. Excellent attention to detail has been made. Creative solutions to problems have been clearly and thoroughly investigated.

The **D** category is for work that indicates a below average understanding and/or execution of the project. Concept and/or craftsmanship are poorly done, showing little time and effort in the project. The work was turned in late.

The **F** category is for work that fails to satisfy the project specifications. Concept and/or craftsmanship are poorly done, if attempted at all. Little time or effort is apparent in the work. No understanding of the assignment is apparent. This is not the same grade that is given for work not turned in at all. That grade is a Zero. An **F** does indicate that the project was attempted.

Critiques & Events are graded on a 3 Grade Scale.

A	C	F
✓ +	✓	✓ -

✓ +: exceeding expectations, on time, verbally discussing work without being called on, etc.

✓ -: meeting expectations of crit/trip/event, discussing work only after being called on, etc.

✓ -: failing to meet any of the criterion/expectations of the crit/trip/event, not able to discuss work if called on, etc.

**Additional Policies to know:**

1. Not following the directions- work will be returned not graded.
2. No name, no grade, No grade sheet, no grade.
3. Late work will receive a D, or lower.
4. Illustration or Mat Board not white, work returned not graded.
5. All written work to be turned in **MUST BE TYPED**. Hand written papers will be returned not graded and the typed paper will then be considered late. This includes your research paper, any written critiques, info lists, etc.

You grade will be lowered by one grade for each of the following:

6. No TP (tracing paper) over your work &/or the TP not being the correct size: (too small, too large, many sheets taped together, etc.)
7. TP wrapped around work as a present, returned not graded. *Should be folded over top and taped on back with small piece of tape at bottom folded under.*

**Supplies:** *See attached list.* All materials needed by the second week of classes - (week of August 26).

Purchase your supplies at either the College Bookstore or Shepherdstown Paint & Art on German Street in downtown Shepherdstown. Both places have been given the supply list and have ordered the appropriate materials.

**Vocabulary:**

As you develop your visual skills, you will also need to develop your vocabulary. A running assignment for this class is the development of a glossary of terms. You will find this to be a great aid for this class, as well as other visual classes you may take in the future.

Use your class sketchbook for these terms: both a definition and illustration of them, *as well as your idea development for your projects.* Define each term for yourself first **before** you look it up in a dictionary (except when otherwise indicated.) As these and other terms are used in class, add to and/or modify your definitions. As you discuss your work and critique each others work, it is from these terms/concepts that you will find the words to explain your ideas.

Beginning terms, due in your sketch books by: September 3rd or 4th, depending which class you are in. After this check I may not specify various terms that you should be adding to your sketchbook - I will expect each of you to select various terms from each assignment to be included. Random check of your book will occur during the semester. Be sure to always be prepared.

abstraction	emphasis	petroglyph	trademark
balance	figure	pictograph	unity
color	focal point	repetition texture	variety
composition	ground	rhythm	viewing angle
contrast	ideograph	value	viewing distance
controlled attention	line	scale	zeitgeist
critique	logo	spontaneous interaction	
design	monogram shape	symbol	

## CLASS ITINERARY/GRDS 171—FALL 2002

We will begin the semester looking at who and what is graphic design. This will lead directly into the basics of critiquing. Before we move on to the process of design and various principles we will start at the ending - how to present the finished piece. Developing skills with various tools will be added and finally we will design! After the first couple of weeks where each topic is introduced individually, the various topics will become intertwined with each other. The first half of the semester is more about building foundations the later half is more about production and presentation. Below is an overview of the semester, mostly showing dates of school specific and/or department related events. Some dates such as when we begin discussion on how to present, when the mid-term is due and when is the final are listed. Other class project & event dates will be given as the project is introduced. Often time the dynamics of the actual class determine the actual pace of projects.

### SEMESTER OVERVIEW & IMPORTANT DATES:

Week of:(or specific dates)

July - September 6: Art from Spain trip 2002, students and faculty

08/19-20 1st Class/Overview of expectations/Syllabus/Attendance  
Begin the semester discussing what Design is (and what part Graphic Design makes up) as well as develop skills in the area of Critiquing.

08/26 Begin assignment in Berger: *Ways of Seeing*

08/29 All materials for class must be purchased by this date.

09/02 Labor Day: No School

09/03 & 04 Bring all supplies to class. Overview of tools, Begin Presentation Projects  
First set of Vocabulary Terms should be defined at this time. Bring to class for checking.

September 9 - October 4: Art Faculty Exhibit, reception Monday, September 9, 6-8 pm

09/09 Information on Research Project to be Discussed

**September 26: Matthew Carter, Johanna Drucker & Steve Heller at UMBC/AIGA**

**October 3: Wolfgang Weingart at UMBC/AIGA**

10/07-10 Mid-Terms: Research Paper and Projects due.

October 8 - 18: Panoramic Landscape Photography, reception Tuesday, October 8, 6-9 pm

**October 9: Robbie Conal at York College in York Pennsylvania/AIGA**

Tuesday, October 15 - Student Proposals Due see info posted in department

**October 16: Baltimore AIGA's Pulp, Ink & Hops 2002/AIGA**

October 21 - November 21: Student Competitive Exhibitions reception dates & times TBA

October 24 and/or 25 - Department trip to New York City see info posted in department

10/30 — 11/06 Academic Advisement: Will be conducted in Class, as a group. Do not sign up for an advisement time. The actual day to bring all materials to class will be announced.

Week of 11-24 Thanksgiving Recess: No School

December 2 - 14: Advance Studio Exhibition, reception Monday, December 3, 6-?? pm

12/06 Last Class

12/09-13 Finals

**M/W:** Wednesday, December 11 from 9:00 - 11:00 am

**T/R:** Tuesday, December 10 from 9:00 - 11:00 am