

ARS 230 Intro to Graphic Design {Spring 2008}

Keith Jones, Associate Professor of Art, Graphic Design Area

Office Hours are from 5:00 pm until 6:00 pm. Monday and Wednesday

Contact Information: email-joneskt@uah.edu. My office phone number is 256.824.2590 or the Art & Art History Department at 256.824.6114 for an appointment.

{Class: Monday-Wednesday Time: 6:00 am until 8:30 pm}

A. General Information:

ARS 230 Introduction to Graphic Design

ARS 230 is an introduction to graphic design theories, design principles, and tools, with instruction in the basics of graphic design through practical understanding of visual communications and logistics of advertising media, stressing traditional and electronic techniques. Students will also become familiar with the Macintosh platform and digital layout methods, using software applications currently used in the industry.

Grade Assessment/Percentages: ARS 230 is assessed through the grading of (7) projects with a value of 40%, (2) tests with a value of 20%, a term paper with a value of 25%, and class participation with a value of 15%. Each objective is graded on a 100 points scale. **Please Note:** All student information is kept confidential in compliance with FERPA.

Grading Breakdown:

(7) Projects: All scores are added together and divided by the number of projects assigned.

The averaged score is then multiplied by 40% for a value.

(2) Test: Both scores are added and divided by the number of tests. The averaged score is multiplied by 20% for value.

(1) Term Paper: A grade is earned. The score is multiplied by 25% for a value.

CRV Briefs, Class Participation and Planning: All scores are added together and divided by the number of objectives assigned.

The averaged score is multiplied by 15% for a value.

Semester Grade: All values are added together for a final semester grade.

Note: Some projects will include more than one component. Each component will be averaged for a final project grade.

PREREQUISITE: You must have completed Art Studio- ARS 160 and ARS 123 or approval of the instructor.

Web Cognate-Student must have completed ARS 123. **LAB FEE:** Level 3 for the Academic Year of 2007-2008.

B. Introduction to ARS 230:

ARS 230 is a study of graphic design foundations, software application, the Macintosh environment, and creativity exploration in design. Students will learn methods in conceptual thinking that will be applied to practice advertising theory. This course does not teach you how to use a computer but enhances your basic knowledge of computer logistics by teaching students how to use the Macintosh platform. **Note:** MIS 146 is a recommended course for students who are not skilled in using the computer.

Goal:

The goal of ARS 230 is to teach students how to develop a design foundation, concept ideas, and develop a career path in graphic design.

C. Attendance Policy, Critique, and Classroom Policy:

Roll is taken by signing in each day. It is the student's responsibility to inform the professor of any late arrivals. Please wait until lecture is finished to sign in as tardy.

For every three absences you will lose 5 points on your final semester grade.

Three tardy arrivals to class will equal (1) absence.

You are required to attend and participate in all critiques on time. Students who do not attend critique will be considered late with their project. Late arrivals will not be accepted as being on time nor will they be allowed to post work for critique.

Breaks: Breaks are allowed anytime after lecture. Students who do not return after break in a reasonable time frame will be considered absent.

Lecture: I will begin at 6:00 pm with lecture. The second half of class will be studio work time. If you are tardy, please do not disrupt the class or walk in front of me during lecture. Please be prepared for class with all materials ready for each work period.

Please do not surf on the web, talk to your neighbor, or work on projects during lecture. There will one warning before you are asked to leave class for the day.

Special Note-Cross platform with PC's: The main platform of the graphic design industry is the Macintosh. Students are responsible for late work due to crossing platforms issues or problems. All projects will be deleted from all computers in the graphic design lab at the end of the semester.

D. Deadlines and late work:

All work is due at the call of deadline by the professor. Work that is late will lose (15) points for each day the project is late up to three days. Work will not be accepted after three days. All late work will have to be turned in to the professor personally.

E. Grade Allocation:

Students are expected to work five or more hours outside of class to meet assignment objectives. Details will be covered pertaining to our lock system on the lab.

Expectations to meet: Excel in design philosophy, creative thinking, and craftsmanship for this course level.

Grade Distribution and Expectations:

- A's: 100 to 90 Works that demonstrate **superior to excellent** skill level in all areas.
- B's: 89 to 80 Works that demonstrate **excellent to above average** skill level in all areas.
- C's: 79 to 70 Works that demonstrate **an average** skill level, craftsmanship, and understanding of materials.
- D's: 69 to 65 Works that demonstrate **a deficient** skill level, craftsmanship, and understanding of materials.
- F's: 64 to 0 Works that **fail in** skill, conceptual thinking, craftsmanship, and understanding of materials.

NOTE: + and- notations are allocated to grades.

F. Course Outline:

This class will consist of lecture, terminology, hands on demonstration, class critique, and individual help. In order to optimize learning, it is important that students take notes during class. Projects are outlined on project sheet handouts. Software covered in this course is Adobe Photoshop. A web site has been prepared to include technical information used in class. The site is www.ad4group.com/stuff.

Week 1, 2 & 3 (Week 2 paper topics will be discussed.)

An Introduction to the Macintosh computer system, file allocation, folder management, graphic design principles, the design process, creative trends, creative methods of exploring graphics, project planning, and basic Adobe Photoshop methods. You will also cover basic layout techniques, scanning, and image collage basics. Items covered include creative methods in using Photoshop layers, and layer masks.

Project 1: Image Collage.

Project 1 Due: Wednesday, Jan. 23, 2008

Week 4 & 5 (Week 4 Abstract is Due, and Week 5 Test 1)

During this series you will learn how to handle basic typography, image relationships, and layout using Adobe Photoshop. Special lecture will cover techniques using image adjustments, balancing pictures, and image improvements using Photoshop. During week 5 you will also learn how to professionally mount for presentation.

Project 2: Stamp Design Project.

Project 2 Due: Monday, Feb. 11, 2008

Week 6 & 7 (Week 6 first portfolio turn in.)

You will learn how to properly use typography and use layout creative for optimum visual impact. Lecture will cover type relationships, theory, and using typography to design a cool, and creative poster. Photoshop techniques in typography will be covered in detail.

Project 3: Poster Project.

Project Due: Wednesday, Feb. 27, 2008

Week 8 & 9

You will learn retouching techniques in Photoshop. A lot of fun and a lot to cover during this session!

Project 4: Imaging Project.

Project 4 Due: Wednesday, Mar. 12, 2008

Week 10& 11

During Week 8 & 9 you will learn how to plan and create comprehensives (presentations) for design of the web. This series will cover Do's and Don'ts in handling web design. Intermediate techniques in Photoshop will be covered that pertain to image manipulation. Lecture will include "Can web design be creative? — A creative approach to web development."

Project 5: Web Comp.

Project 5 Due: Monday, Apr. 7, 2008

Week 12, 13 & 14 (Term paper is due in week 13)

Using intermediate Photoshop and some basic HTML in Adobe/macromedia Dreamweaver you will learn how to create a simple, but creative web site. This project will teach you how to plan for multiple pages and reinforce design structure. Lecture will include "How to Design using more than one application and approach to web design."

Project 6&7: Web Project.

Project 6-7 Due: Monday, Apr. 28, 2008

Exam Period 6:30 pm-9:00 pm: Final Project due Monday, April 28, 2008 at 6:30 pm.

Work will not be accepted after this time.

G. Materials and Rules:

Recommended Book for reference: Adobe Photoshop CS 2 Quick Start Book.

Highly Recommended Subscriptions:

Communication Arts, Print or Equal Trade Magazines.

Materials:

- _____ 1. Pencils (2) 4b, and (1) white.
 - _____ 2. 9 x 12 inch tracing or layout pad.
 - _____ 3. (1) 18" or 24" metal ruler
 - _____ 4. (4) Sheets of Rives BFK Paper.
 - _____ 5. (1) Stick Memory Drive 256 MB to 1 GB (megabytes) min.
 - _____ 6. (1) Small pack of (5) CD's 700 MB (megabytes)
 - _____ 7. (1) Number (11) X-acto knife with a (5) pack of blades
 - _____ 8. 8" x 10" glossy or semi-glossy ink jet paper-as needed (Wal-mart brand seems to work well)
 - _____ 9. (7) sheets of Black Lextra Max presentation board. (UAH Bookstore)
 - _____ 10. 1" binder with dividers and notebook paper
 - _____ 11. Smaller container for your stuff!
- Cost of materials are estimated to be \$95.00 +/-

Sources for Materials: Discount stores, *Hobby Lobby, Michael's, UAH Bookstore, Alabama Art Supply, and Off Campus Bookstore. Estimated Cost Approx: \$95.00+/-.

Special supplies may be requested during the semester.

H. Lab Rules:

1. Please **do not** eat or Drink in Rooms 328 or 329 of the Graphic Design computer lab. Please use the lounge for food and drink.
Do not eat or leave food or drink in the halls.
2. Please keep lab clean of any mess and cut only in allocated areas.
3. Printers are to be used for class projects and academic purposes only.
4. Guest and children are not allowed to use the Graphic Design computer lab.
5. Students are responsible for removing work from computer folders. Computer files are cleaned-off during the semester.
6. **Please do not spray glue in lab.** Use only the allocated area for this task.
7. Web access is used for academic purposes only. Please do not surf or work on projects during lecture.
8. Electronic device will need to be set on vibrate.

Emergency Only: If you receive an emergency call, walk out in the hall to accept your call.

I. Plagiarism and Special Note:

Is the act of stealing work or project ideas from someone in class or industry. When caught you will fail the assigned project and possibly the course depending upon the act. All accounts of plagiarism will be reported to the Administration of UAH and the Department of Art.

Special Note: The professor has the right to adjust the course as needed during the semester.