

ARS 331 Graphic Design I {Spring 2008}

Keith Jones, Associate Professor of Art, Graphic Design Area

Office Hours are from 10:00 a.m. until 11:00 a.m. Tuesday and Thursday

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: Tuesday-Thursday Time: 11:30 am until 2:00 pm}

A. General Information:

ARS 331 Graphic Design II is a continuation of ARS 230 with close attention to contemporary graphic design production techniques, problems solving, and creative solutions. Students will learn effective methods of page layout, print production, typography, and logistics using current software applications.

Grade Assessment/Percentages: ARS 331 is assessed through the grading of (5) projects plus (1) final project with a value of 50%, (2) tests with a value of 30%, and CRV brief, class participation, and planning with a value of 20%. Each objective is graded on a 100 points scale. **Please Note:** All student information is kept confidential in compliance with FERPA.

Grading Breakdown:

(5) Projects plus (1) final project: All scores are added together and divided by the number of projects assigned.

The averaged score is then multiplied by 50% for a value.

(2) Test: Both scores are added and divided by the number of tests. The averaged score is multiplied by 30% 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 20% 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 added and averaged for a final project grade.

PREREQUISITE: You must have completed Art Studio- ARS 230 or approval of the instructor. **LAB FEE:** Level 3 for the Academic Year of 2007-2008.

B. Introduction to ARS 331:

ARS 331 emphasizes creative exploration in design, and the fascinating area of offset printing. This course was developed to help students learn how to communicate with printers and prepare work for press. Students will learn how to create "Camera Ready Artwork" for the use of mass printing. ARS 331 will teach students how to use layout software, develop the knowledge for print, and further the student's creative exploration in digital media. This course is challenging and will require time outside of class in order to cover the materials presented during the semester. ARS 331 is fun and exciting as students learn how to take their work from the digital environment to paper.

Goal:

The goal of ARS 331 is to teach students industry software, printing principles for production, and further the creative development of the Graphic Design Student's ideology. This course will also focus on print production and related media as a tool for printing and creative methods in graphic design problem solving.

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 11:30 am 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 Illustrator and In Design of the semester. A web site has been prepared to include technical information used in class. The site is www.ad4group.com/graphics.

Week 1 & 2

You will begin an in depth exploration into typography. Lecture will include "Dressing your design for the right occasion", and "Look Mom No Hands — Reacting on type decisions".

Project 1: Type Only Poster Design.

Project 1 Due: Thursday, Jan. 17, 2008

Week 3 & 4

During this series you will learn how to design Baaaaad-attitude ads using type only. You will learn how to design with specific goals for your target market. Lecture will also cover print production basics of newspapers.

Project 2: Designing Ads with Type Only.

Project 2 Due: Thursday, Jan. 31, 2008

Week 5 & 6

You will learn how to develop a creative logo design, develop a direction for your symbol, and define a creative identity for your client. Lecture will include creative symbol design using flat shape, developing a direction for your market, and creative letterhead, envelope, and business card design. We will also cover paper, correct color allocation for limited color, and

Project 3a: Symbol and Logo Design.

Project 3a Due: Thursday, Feb. 21, 2008

Project 3b: Creative Identity Design.

Project 3b Due: Thursday, Feb. 21, 2008

Week 7 & 8 (Week 7 Test 1)

You will experience more intermediate typography philosophy advance and progressive design applications. We will discuss the importance of clear, creative, and conceptual sound design. Lecture will include PMS vs. CMYK applications of printing. We will cover Adobe In Design and advance paper usage.

Project 4: Brochure Project.

Project 4 Due: Thursday, Mar. 13, 2008

Week 9, 10 & 11

During this series you will be designing for high-end magazine applications including a billboard for support. Lecture will include image style as it relates to typography choices. We will discuss art directing, developing a campaign, and working in different formats using the same ad concept.

Project 5a: Advance Ad Design.

Project 5a Due: Thursday, Apr. 3, 2007

Project 5b: Billboard Design.

Project 5b Due: Thursday, Apr. 3, 2007

Week 12, 13 (Test 2) & 15

This series will further your Photoshop exploration, and introducing you to special printing techniques used in packaging. Lecture will include designing for maximum visual impact and dynamics in product design.

Project 6a: Package Design.

Project 6a Due: Tuesday, Apr. 24, 2007

Project 6b: Container Design.

Project 6b Due: Tuesday, Apr. 24, 2007

Project 6c: Hang Tag Design.

Project 6c Due: Tuesday, Apr. 24, 2007

Exam Period 11:30 am-2:30 pm: Final Project due Thursday, April 24, 2008 at 11:30 pm.

Work will not be accepted after this time.

G. Materials and Rules:

Reference Books: Adobe Illustrator and In design 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. (1) Stick Memory Drive 1 GB or more.
- _____ 5. (1) Small pack of (5) CD's 700 MB (megabytes).
- _____ 6. (1) Number (11) X-acto knife with a (5) pack of blades
- _____ 7. 8" x 10" glossy or semi-glossy ink jet paper-as needed (Wal-mart brand seems to work well).
- _____ 8. (7) sheets of Black Lextra Max presentation board. (UAH Bookstore).
- _____ 9. 1" binder with dividers and notebook paper of your choice.
- _____ 10. Money for stock photography.
- _____ 11. Smaller container for your stuff!

Cost of materials are estimated to be \$65.00 +/-

Sources for Materials:

Discount stores, *Hobby Lobby, Michael's, UAH Bookstore, Alabama Art Supply, and Off Campus Bookstore. Estimated Cost Approx: \$65.00+/- . **Notice:** 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:

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.