Course Description: This course presents the foundation for understanding the discipline of graphic design. Students will gain an understanding of fundamental terminology and technical issues in graphics and design. Presentations and discussions will introduce the incorporation of digital imagery into the disciplines of graphic design, illustration and photography. In addition, students will survey other design disciplines such as product design, industrial design, architecture, etc. This course will utilize Adobe® InDesign® and Illustrator® software applications. Meets Visual and Performing Arts Intellectual Perspective requirement (VP).

Course Outcomes/Objectives: Throughout this course students will learn basic graphic design terminology and how to use the Adobe Suite program: Illustrator, InDesign, and Photoshop. After completing this course, students should be able to recognize the difference between vector and rasterized artwork and have a basic understand of how to create a design document and build around a grid.

At the end of this course the student will be able to:
- Demonstrate knowledge of fundamental topics and terminology in graphic design
- Demonstrate hands on learning using graphic design tools.
- Identify and use various file formats (.jpg, .eps, .pdf, .ai, etc.)
- Communicate and connect verbally and in writing to classmates during class discussion, group projects, and critiques.
- Develop a foundation for graphic design skills to grow if the student chooses.
- Understand the design process and how to show results

Tools and Materials:
- USB Flash Drive at least 4 GB (Required)
- Sketchbook (any size), pens and pencils

Recommended Text:

Paper:
Specialty papers (purchased on an as needed basis), some paper is provided.

Assessment Methods: Grades are based on individual and/or group projects. Grade (point) criteria are evaluated by five major factors: Concept/design, technical understanding, presentation/craft, meeting deadlines, and class participation (this includes critiques, class discussion, meetings with the professor, cooperation with group projects). It is very important that students attend ALL classes if possible. If a class is missed, it is the student’s responsibility to catch up or visit during office hours for a mini-review session (time permitting). All reading assignments should be finished before the start of class.
Grading Policy: Points will be issued for all Projects and Quizzes. Grades are broken down as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Terminology Quiz</td>
<td>25 PTS</td>
</tr>
<tr>
<td>Mini Projects x4</td>
<td>25 PTS each (100 pts total)</td>
</tr>
<tr>
<td>Project 1: Travel Poster Project</td>
<td>100 PTS</td>
</tr>
<tr>
<td>Project 2: Brochure Project</td>
<td>100 PTS</td>
</tr>
<tr>
<td>Project 3: Branding Campaign</td>
<td>100 PTS</td>
</tr>
<tr>
<td>Class Participation</td>
<td>25 PTS</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td>450 PTS</td>
</tr>
</tbody>
</table>

**Project Grading Criteria (Points)**
1. Concept Design (10 PTS) – Sketches, Rough Layouts
2. Technical Understanding (25 PTS) – Research, continued development of idea
3. Presentation/Craft (25 PTS) – Implementation toward final product
4. Meeting Deadlines (15 PTS) – Each step will have a deadline to be met to stay on track
5. Final Project Folder (25 PTS) – Turn in portion of the project

**Grading Scale (Letter grade equivalent):** Typically, the grading scale is: 92-100% = A; 89 - 91.9 = A-; 88-88.9 % = B+ and so on. However, I reserve the right to change the scale depending on how the final grades break.

Policy: Assignments are due at the start of the class. Late assignments are not accepted unless previous arrangements have been made. Examinations and quizzes must be taken during the scheduled class period unless prior arrangements have been made or in documented emergencies. Incomplete grades are given only in rare circumstances and only by prior arrangement with the instructor.

Attendance: Students are required to attend all regularly scheduled classes. Students are allowed a total of (3) unexcused or excused absences for the semester. The final grade is subject to being lowered for being absent after the (3) absences. If the student is absent when an assignment is due, the project must be turned in the next scheduled class meeting.

Class attendance is important to your understanding of the materials presented and you should make every effort to attend class. This is a project-based course and your participation is CRUCIAL. You will be expected to contribute to the class discussion and work!

Tardiness: Students are expected to be on time for the start of class. A combination of (3) occurrences of being late or having to leave early without speaking with the professor will result in a grade penalty.

Classroom etiquette: No food or drink is allowed in the computer lab/classroom. Cell phone use is prohibited. No text messaging. Receiving or sending personal email or inappropriate use of the internet is prohibited. Common courtesy to fellow students is expected at all times, no talking when the teacher is lecturing – there will be one warning before you are asked to leave the class.

Academic Integrity: The theft of intellectual property is taken very seriously in this class. All student work must be original. Plagiarism will be dealt with in the strictest manner according to the college policies outlines in the catalogue. All work must be original in nature and to this course. Work from any other pervious or concurrent course is not acceptable, even if altered. Work cannot be copied. Work of others cannot be claimed as the students own. **ANY infringement will result in an F.**

College Closings: Due to weather or other emergencies will be announced via email or on local radio or TV stations.

Withdrawing from a course: Please refer to “Withdrawal from a Class” in College Catalog.
**Handouts, Assignments, and Email List:** Project sheets and handouts will be distributed in class or via the official class email list.

**In-Class Work Time:** Time will be given after lectures and on specified days to work on projects. During this time students are able to work individually and meet one-on-one with the instructor. If the student chooses to listen to music, please bring headphones as to not disturb classmates.

**Assistance:** If you are having problems with this course, or any other, Westminster College provides several sources of help: 1) The Learning Center (Jamie Kohler, extension 6703), 2) Disability Resources (Faith Craig, extension 7192), and 3) Counseling Services (Glory Pionati, extension 7340).

### Course Content and Schedule (subject to change):

<table>
<thead>
<tr>
<th>Date</th>
<th>Content</th>
<th>Homework Due Next Class</th>
</tr>
</thead>
</table>
| Aug. 28 | - Introduction  
            - Course Overview  
            - Design Overview |                                                        |
| Aug. 30 | - Concept Development  
            - Formstorming Concept Development  
            - Creative Brief and Research | Creative Brief for company chosen by instructor |
| Sept. 4 | - Illustrator introduction  
            - Point, Line, Space, Texture, Form  
            - Mini Project 1 – Pen Tool Exercise (in-class) | Finish Mini Project |
| Sept. 6 | - **Project 1, Travel Poster Assigned**  
            - Color, Hierarchy, Design Principles  
            - Saving Files | Mini-Project 1 Due, turn into D2L |
| Sept. 11 | - Project Development  
            - In Class Research, Formstorming, Creative Brief | Continued Development |
| Sept. 13 | - Typography  
            - Mini Project 2 – Understanding Type | Finish Mini Project 2 |
| Sept. 18 | - In-Class project worktime | Mini-Project 2 Due, turn into D2L |
| Sept. 20 | - Print Lab Workshop  
            - Types of Printing  
            - In-Class Critique – 8.5 x 11 Printed Draft | On track: Project 1 Creative Brief, Formstorming Complete |
| Sept. 25 | - Intro to InDesign  
            - Starting a Project  
            - Using a Grid  
            - In-Class Assignment – Magazine Layout | Turn in Magazine Layout to D2L |
| Sept. 27 | - Legibility and Readability  
            - Scale  
            - Finding/Recreating logos for project  
            - Quiz Overview | Quiz next class |
| Oct. 2 | - Quiz  
| Oct. 4 | - Project Work Day  
| Oct. 9 | - Project 1 Due  
| Oct. 11 | - Project 2 Introduced – Trifold Brochure  
| Oct. 16 | - In-Design Refresh  
| Oct. 18 | - Project Work Day  
| Oct. 23 | - Photoshop Introduction  
| Oct. 25 | - In-Class Critique for Tri-Fold, please print single sided, both sides of brochure to hang in studio  
| Oct. 30 | - Fall Break, no class  
| Nov. 1 | - Project Work Day  
| Nov. 6 | - Project 2 Due – Presentation  
| Nov. 8 | - Project 3 Introduced – Branding  
| Nov. 13 | - Making a moodboard  

Continue work on project
Be prepared to work in class and get help with any questions
Submit Presentation, Packet and Poster to D2L by start of class
Find tri-fold brochure to redesign
Mini-Project 3 (Cookbook) Due, turn into D2L
Print tri-fold for in-class critique next class session
Continue progress on project
Be prepared to work in class and get help with any questions – project due after break (no class in between then)
Submit Presentation, Packet and Tri-Fold to D2L by start of class
Pick company, begin research
Start moodboard, mindmap, and creative brief
<table>
<thead>
<tr>
<th>Date</th>
<th>Task</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov. 15</td>
<td>Sketches - Creating a professional booklet</td>
<td>5 Sketches Prepared to show</td>
</tr>
<tr>
<td>Nov. 20</td>
<td>Advertising Principles - Working with Product Photography -</td>
<td>Mini-Project 4</td>
</tr>
<tr>
<td></td>
<td>Mini-Project 4: Product Advertisement</td>
<td></td>
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<tr>
<td>Nov. 22</td>
<td>Thanksgiving Break</td>
<td>Enjoy! November 21-25</td>
</tr>
<tr>
<td>Nov. 27</td>
<td>Digital Iterations - Project Work Day</td>
<td>Mini-Project 4 Due, turn into D2L</td>
</tr>
<tr>
<td>Nov. 29</td>
<td>Group Critique, digitally</td>
<td>Submit digital progress to D2L by 1:50 PM</td>
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<td>on day of class</td>
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<tr>
<td>Dec. 4</td>
<td>What is a brand standards guide? - How to create one for your brand</td>
<td>Continue work on project</td>
</tr>
<tr>
<td>Dec. 6</td>
<td>Project Work Day</td>
<td>Be prepared to work in class and get help</td>
</tr>
<tr>
<td></td>
<td></td>
<td>with any questions</td>
</tr>
<tr>
<td>Dec. 13</td>
<td>Final Period, 11:30 AM – 2:00 PM</td>
<td>Project 3 Due</td>
</tr>
<tr>
<td></td>
<td></td>
<td>*Submit Packet and brand guide to D2L by</td>
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<tr>
<td></td>
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<td><em>start of class</em></td>
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