

# ART2003 | Graphic Design 1

**PROFESSOR:** David Adey, MFA

**CONTACT:** [dadey@pointloma.edu](mailto:dadey@pointloma.edu) / phone: 619.849.2570

**OFFICE:** Keller 104 (*email for an appointment*)

**SCHEDULE:** Tuesday / Thursday, 12:00–2:20 pm

**ROOM:** Ryan Library 216 (Mac Lab)

**FINAL EXAM:** Tuesday 5/2: 1:30–4:00 pm

[Meet Your Professor](#)

[Weekly Modules](#)

[University Policies](#)

## COURSE DESCRIPTION:

ART203 is an introduction to visual communication in graphic design through the use of symbols, type, and imagery. We will explore various design applications, techniques, concepts, and media, fundamental to the graphic design profession. Combining manual practice and theoretical study, students will explore the nature of graphic design, uncovering the marriage of 'immutable principals' and 'zeitgeist' which combine to create effective graphic forms. The significance of graphic design in contemporary culture and the evolving role of contemporary design will also be discussed. Specific studies in the various facets of layout, typography, and illustration will be introduced.

## LEARNING OUTCOMES:

- - Utilize the fundamental principles and elements of graphic design in the creation of five major projects.

- Distinguish between the various Gestalt principles of perception and apply them to create dynamic graphic forms.
- Employ the professional language and terminology of graphic design and typography.
- Exhibit competency using both the traditional and digital tools of graphic design.

## OVERVIEW:

This is a combination lab/lecture course. Class time may be used for lectures, project introductions, material and technical demonstrations, discussion, and open lab work time. This course is structured into [15 weekly modules](#). All requirements, activities, assignments, and due dates for each project are contained within the corresponding modules. **All homework must be turned in through Canvas to receive credit and will not be accepted late or in person.**

## PROJECTS AND EXERCISES:

There are five major projects. The amount of time given for each project will vary depending upon the complexity of the project. I will publish all of the weekly modules that correspond to each project simultaneously. Exploration of graphic design practice, aesthetics, and history will be pursued from a variety of directions, including the following:

- - Five major projects involving hypothetical design problem-solving
  - Homework assignments and in-class exercises
  - Lectures, discussions, and videos
  - Quizzes on the content covered in lectures and discussions
  - Student presentations and writing assignments

## CRITIQUES AND PARTICIPATION:

At the end of each major project, there will be a group critique. The primary purpose of critique is to practice utilizing the language of design, which is an essential skill for professional artists and designers. Dialogue and constructive criticism also help the artist/designer recognize the strengths and weaknesses of their work. Each student is expected to contribute to the discussion. Your participation grade is based, in part, on your willingness to contribute to the critique. If you are absent from a critique your project will be marked late. (-20 pts) There will be no opportunity to make up for the points lost for missing a critique. Students are given a grade for each critique. 50% of the grade is based upon participation during the critique, and 50% is based upon overall class participation up to that point.

## COURSE CREDIT HOUR INFORMATION:

In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 3-unit class delivered over 15 weeks. It is anticipated that students will spend a minimum of 37.5 participation

hours per credit hour on their coursework. For this course, students will spend an estimated 112.5 total hours meeting the course learning outcomes.

## ATTENDANCE:

### PLNU ATTENDANCE POLICY:

Regular and punctual attendance in all classes is considered essential to optimum academic achievement. If the student is absent from more than 10 percent of class meetings, the faculty member can file a written report which may result in de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation. See [Academic Policies](#) in the Undergraduate Academic Catalog.

### CLASS ATTENDANCE POLICY:

Attendance is required. You are allowed two unexcused absences. Each additional absence will result in a 10-point deduction from your final participation grade. If you are absent, you are responsible to find out from your peers what information you missed. If you arrive more than 5 minutes after the start time or leave more than 5 minutes early from a required class session, you will be marked late. If you miss 30 minutes or more of a required class session, you will be marked absent. Three late arrivals or early departures equal one absence.

Exceptions to the attendance policy will only be made in the event of a family emergency, illness with a doctor's verification, or something of an unexpected, urgent nature that is out of your control. Family vacations, weddings, work schedules, and or travel/flight schedules are not valid excuses for missing a required class session or exam. Excessive absences may result in you being dropped from the course.

- - **1–2 unexcused absences:** *no effect*
  - **3–5 unexcused absences:** *–10 percentage points from participation grade for each unexcused absence beyond 2*
  - **6+ unexcused absences:** *Withdrawal from the course or failure if after the last day to drop*
  - **5+ minutes late:** *Tardy*
  - **30+ minutes late:** *Absent*
  - **3 Tardy:** *Absent*

## GRADING POLICIES:

Final semester grades are based on a percentage of points accumulated in weighted categories throughout the semester. If class sessions must be canceled due to events out of the instructor's control, such as illness, natural disaster, etc., the point total may be reduced, but the percentage assigned to each category will remain the same.

### FINAL GRADE BREAKDOWN:

12%: **Project 1: Graphic Interpretation** (100 pts.)

12%: **Project 2: Zoo Icons** (100 pts.)

12%: **Project 3: Letterforms in Space** (100 pts.)

12%: **Project 4: Word Power** (100 pts.)  
12%: **Project 5: Typographic Book Cover** (100 pts.)  
10%: **Presentation:** (100 pts.)  
10%: **Participation:** (100 pts.)  
10%: **Homework:** (points may vary)  
10%: **3 Quizzes + Final Exam:** (100 pts. combined)

### **GRADE SCALE:**

A = 93 – 100% of possible points  
A- = 90 – 92% of possible points  
B+ = 87 – 89% of possible points  
B = 83 – 86% of possible points  
B- = 80 – 82% of possible points  
C+ = 77 – 79% of possible points  
C = 73 – 76% of possible points  
C- = 70 – 72% of possible points  
D+ = 67 – 69% of possible points  
D = 63 – 66% of possible points  
D- = 60 – 62% of possible points  
F = 0 – 59% of possible points

### **INDIVIDUAL PROJECT GRADES:**

While grading works of art is subjective, I try to approach each student's work as fairly and objectively as possible, taking into account each of the student's circumstances and abilities. Projects turned in late will receive an automatic 20 pt. deduction. You will then have one week from the due date to turn it in. After one week you will receive an F for that project. On-time means that it is uploaded to Canvas by the due date before the assignment closes. All homework assignments must be turned in through Canvas to receive credit, and will not be accepted late. Rubrics will be provided for each major project.

## **MATERIALS AND SAFETY:**

Practicing studio safety is a combination of four factors: having knowledge of the materials you are handling, understanding the environment (space) in which you are working, being aware of emergency procedures, and practicing common sense in any given situation. Most of the materials that you will be using in this class have relatively low levels of toxicity unless ingested. Pay special attention to the following:

- - **Aerosols, including spray fixatives and spray adhesives:** These contain fumes that are both toxic and flammable. They should only be used outside or in a dedicated spray booth. Do not use them in a dormitory or apartment—not even in the hallway. When spraying outside be careful that you are nowhere near a ventilation intake source. Spraying near this will spread the fumes throughout the building. It is also important to know that spraying fixative around an infant or child has been known to cause serious injury or death because of their delicate respiratory system.

- **X-Acto Blades, Utility knives, etc:** Use a cutting board or mat placed on a stable surface. Always cut away from your body, and be sure others are not in the path of the knife should you slip. When throwing a dull blade in the trash, wrap the sharp end of a used blade a few times in some masking tape so that the person dealing with the trash does not get cut.
- **Markers:** When using markers and sharpies for drawing, be careful about the fumes given off by them. If possible, stand/sit near an open window.

## REQUIRED TOOLS AND MATERIALS:

Below is a list of items you will need to purchase.

- - Sketchbook, 8.5 x 11 or larger
  - Black Sharpies, regular medium size, and fine tip
  - Liquid Whiteout (*not whiteout tape*)
  - Canson brand Tracing Paper, 9 x 12 or larger (*art supply store*)
  - Black matt board (*available for purchase in the Art Dept. office*)

## GENERAL POLICIES AND EXPECTATIONS:

- - Arrive on time and be prepared to participate in all class activities, projects, discussions, and critiques.
  - Attend every class and work diligently.
  - Dress appropriately for class.
  - Bring all necessary tools and supplies.
  - Early or late exams/quizzes will not be administered.
  - Late homework assignments will not be accepted.
  - Coming to class unprepared is the same as an absence.
  - Turning in work done by someone else is considered cheating/plagiarism, and University Policy will be enforced.
  - You are expected to purchase the required materials.

## PHONES AND ELECTRONIC DEVICES:

- - Students should remain focused and engaged during class.
  - Phones must be silenced and placed in a designated phone bin during class.
  - Headphones are not allowed during class.
  - Unauthorized use of electronic devices for non-course-related activity is prohibited.
  - Repeated violations of these policies may result in an absence.
  - If you have an emergency or special circumstance, arrangements must be worked out in advance with the professor.

**1st Offense = Warning / 2nd Offense = 1 tardy / 3rd or more = absence for each offense**