



Graphic Design, College of Arts, Humanities

Art 2002 Intro to Computer Graphics

Number of Units: 3

Fall 2023

Meets Tuesday and Thursday 3:30-5:50pm

Meeting location Ryan Library 216 (LW 216)

Final Exam: Tuesday, 12/12, 4:30 – 7:00 pm)

Instructor title and name:	Matthew Turney
Phone:	858-349-6370 (Text first)
Email:	mturney@pointloma.edu
Office location and hours:	Ryan Library after class.

PLNU Mission

To Teach ~ To Shape ~ To Send

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service is an expression of

faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

Foundational Explorations Mission

PLNU provides a foundational course of study in the liberal arts informed by the life, death, and resurrection of Jesus Christ. In keeping with the Wesleyan tradition, the curriculum equips students with a broad range of knowledge and skills within and across disciplines to enrich major study, lifelong learning, and vocational service as Christ-like participants in the world's diverse societies and culture.

Course Description

“Introductory experiences in the creation and production of computer-generated images. Includes the use of graphics software to combine image, text and technology; including Adobe Illustrator, Adobe InDesign and Adobe Photoshop.” [FROM CATALOG]

As a designer you will come to use, on a daily basis, one or all of the programs that we will be covering in this class. It is likely that they will become some of the primary “tools” with which you create. It is therefore imperative that you are efficient and effective in your use of these programs. That said, these tools will not design for you, and you should not rely on your abilities (or inabilities) with these tools to solve (or not solve) a design problem. Being efficient and effective means making these tools work to your thoughtful “designed” end. These tools can limit you as a designer, but they can also feed your imagination.

Program and Course Learning Outcomes

Upon completion of this course, you will be able to:

- Demonstrate effective and efficient use of the three primary graphic design Adobe software tools (InDesign, Illustrator, and Photoshop)
- Identify and define key terminology specific to the software and contemporary design production
- Produce an original, thoughtful, and creative graphic design that is built to industry standards using the three primary graphic design tools
- Explain and discuss design decisions, as well as thoughtfully and respectfully critique the work of fellow students

Required Texts and Recommended Study Resources

- Worksheets with vocabulary, tools, and tutorials will be provided.

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. Specific details about how the class meets the credit hour requirement can be provided upon request. (Based on 37.5 hours of student engagement per credit hour.)

Distribution of Student Learning Hours

Category	Time Expectation in Hours
Participation in Discussions etc.	34
Design Assignments	75
Quizzes, Surveys	3.5
Total Hours	112.5

Assessment and Grading⊕

POINTS BREAKDOWN

- SOFTWARE KNOWLEDGE EXAMS (75) **Three exams worth 3x25pts each*
- THREE CORE DESIGN PROJECTS (150) **Three projects worth 3x50pts each*
- MINI PROJECTS (Must be in class the day of) /Discussions turned in (140)
- FINISHED BEHANCE PROJECT (50) **Journal of design process uploaded*
- GETTING TO KNOW YOU QUIZ (10)

GRADING

Each Project will be graded on Process, Concept, Presentation, Function, and Effort.

CORE DESIGN PROJECT RUBRIC

(20%) Process:

Thorough research, thumbnail sketches, observation, and exploration.

(20%) Concept:

Concept generation, originality, and creativity.

(20%) Presentation:

Craft, professionalism, and mastery of design tools

(20%) Function:

communication, legibility, and concept execution.

(20%) Effort:

turned in on time, and pushed yourself to experiment

Use of stock templates or clip art in place of student design work will be prohibited and will result in an automatic F. If there are any questions about this, see me. (Stock photos are ok for approved assignments)

Grades will be based on the following:

Standard Grade Scale Based on Percentages

A	B	C	D	F
A 93-100	B+ 87-89	C+ 77-79	D+ 67-69	F Less than 59
A- 90-92	B 83-86	C 73-76	D 63-66	
	B- 80-82	C- 70-72	D- 60-62	

Grades will be based on the following:

Sample Standard Grade Scale Based on Percentages

A	B	C	D	F
A 93-100	B+ 87-89	C+ 77-79	D+ 67-69	F Less than 59
A- 90-92	B 83-86	C 73-76	D 63-66	
	B- 80-82	C- 70-72	D- 60-62	

Final Examination Policy

Successful completion of this class requires taking the final examination on its scheduled day. The final examination schedule is posted on the [Class Schedules](#) site. If you find yourself scheduled for three (3) or more final examinations on the same day, you are authorized to contact each professor to arrange a different time for one of those exams. However, unless you have three (3) or more exams on the same

Incompletes and Late Assignments

All assignments are to be submitted/turned in by the end of the class session when they are due—including assignments posted in Canvas. Critiques will be due at the beginning of the class on the assigned dates. Incompletes will only be assigned in extremely unusual circumstances.

Spiritual Care

Please be aware PLNU strives to be a place where you grow as whole persons. To this end, we provide resources for our students to encounter God and grow in their Christian faith.

If students have questions, a desire to meet with the chaplain or have prayer requests you can contact your professor or the [Office of Spiritual Life and Formation](#).

State Authorization

State authorization is a formal determination by a state that Point Loma Nazarene University is approved to conduct activities regulated by that state. In certain states outside California, Point Loma Nazarene University is not authorized to enroll online (distance education) students. If a student moves to another state after admission to the program and/or enrollment in an online course, continuation within the program and/or course will depend on whether Point Loma Nazarene University is authorized to offer distance education courses in that state. It is the student's responsibility to notify the institution of any change in his or her physical location. Refer to the map on [State Authorization](#) to view which states allow online (distance education) outside of California.

PLNU Copyright Policy

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

PLNU Academic Honesty Policy

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog. See [Academic Policies](#) for definitions of kinds of academic dishonesty and for further policy information.

Artificial Intelligence (AI) Policy

You are allowed to use Artificial Intelligence (AI) tools (e.g, ChatGPT, iA Writer, Marmot, Botowski) to generate ideas, but you are not allowed to use AI tools to generate content (text, video, audio, images) that will end up in any work submitted to be graded for this course. If you have any doubts about using AI, please gain permission from the instructor.

PLNU Academic Accommodations Policy

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities. Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center (EAC@pointloma.edu or 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will issue an

academic accommodation plan (“AP”) to all faculty who teach courses in which the student is enrolled each semester.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course and/or if they do not wish to utilize some or all of the elements of their AP in that course.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. It is the student’s responsibility to make the first contact with the EAC.

Language and Belonging

Point Loma Nazarene University faculty are committed to helping create a safe and hospitable learning environment for all students. As Christian scholars we are keenly aware of the power of language and believe in treating others with dignity. As such, it is important that our language be equitable, inclusive, and prejudice free. Inclusive/Bias-free language is the standard outlined by all major academic style guides, including MLA, APA, and Chicago, and it is the expected norm in university-level work. Good writing and speaking do not use unsubstantiated or irrelevant generalizations about personal qualities such as age, disability, economic class, ethnicity, marital status, parentage, political or religious beliefs, race, gender, sex, or sexual orientation. Inclusive language also avoids using stereotypes or terminology that demeans persons or groups based on age, disability, class, ethnicity, gender, race, language, or national origin. Respectful use of language is particularly important when referring to those outside of the religious and lifestyle commitments of those in the PLNU community. By working toward precision and clarity of language, we mark ourselves as serious and respectful scholars, and we model the Christ-like quality of hospitality.

You may report an incident(s) using the [Bias Incident Reporting Form](#).

Sexual Misconduct and Discrimination

In support of a safe learning environment, if you (or someone you know) have experienced any form of sexual discrimination or misconduct, including sexual assault, dating or domestic violence, or stalking, know that accommodations and resources are available through the Title IX Office at pointloma.edu/Title-IX. Please be aware that under Title IX of the Education Amendments of 1972, faculty and staff are required to disclose information about such misconduct to the Title IX Office.

If you wish to speak to a confidential employee who does not have this reporting responsibility, you can contact Counseling Services at counselingservices@pointloma.edu or find a list of campus pastors at pointloma.edu/title-ix.

PLNU Attendance and Participation Policy

Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions, the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university withdrawal date or, after that date, receive an “F” grade.

Assignments At-A-Glance

THREE CORE DESIGN PROJECTS

At the beginning of each section, one design project will be assigned. You will be expected to work through this project as we move through that section. Each project will have one deliverable date at the end of that section (see class schedule). At these deliverable dates, we will have an in-class critique. Thoughtful participation in the critiques is mandatory.

SEVERAL SMALL IN CLASS EXERCISES AND PROJECTS

Unless previously excused these are mandatory in-class assignments. In Each design program we will be learning new skills. It's important to explore these skills on your own through small project to help them set in and be memorable.

THREE EXAMS One exam will be given for each software section of the class. These exams will be covering material from in class sessions and reading. **Let me know if you are unable to attend class on day of an exam.**