

Course Syllabus

Edit

ART2003 | GRAPHIC DESIGN 1

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OFFICE: Keller 104 / *Email for appointment*

CLASS SCHEDULE: Tuesday / Thursday, 12:20–2:40 pm (*hybrid of synchronous and asynchronous*)

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:

1. Utilize the fundamental principals and elements of graphic design in the creation of five major projects.
2. Distinguish between the various Gestalt principals of perception and apply them to create dynamic graphic forms.

3. Employ the professional language and terminology of graphic design and typography.
4. Exhibit competency using both the traditional and digital tools of graphic design.

COURSE STRUCTURE:

Exploration of graphic design practice, aesthetics,

and history will be pursued from a variety of directions including the following:

- 5 projects involving hypothetical design problem-solving.
- Asynchronous assignments and exercises.
- Lectures/discussions/videos
- Quizzes on various material covered in lectures and discussions.
- Student presentations and writing assignments.

GRADING:

Grades are based on a percentage of points accumulated during 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. 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.

12%: Project 1: (100 pts.)

12%: Project 2: (100 pts.)

12%: Project 3: (100 pts.)

12%: Project 4: (100 pts.)

12%: Project 5: (100 pts.)

10%: Presentation: (100 pts.)

10%: Participation: (50 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

SUPPLIES:

- Computer (Instruction will be given from a Mac)

- Adobe Creative Suite / Creative Cloud subscription
If you do not have the necessary technology this Fall, please email: student-tech-request@pointloma.edu
- Sketchbook (8.5 x 11 minimum)
- Metal (cork or foam back) ruler
- Sharpies (thick & thin)
- Tracing paper
- Liquid white-out
- X-Acto or utility knife
- Spray mount (repositionable)

ATTENDANCE:

Attendance is required. You are allowed 2 unexcused absences. Each additional absence will result in a 5 pt. deduction from your final participation grade. If you are absent from a required ZOOM class session, you are responsible to find out from your peers what information you missed. If you arrive more than 5 minutes after or leave more than 5 minutes prior to a required synchronous ZOOM session, you are late. Two late-arrivals or early-departures equal one absence. If you are more than 30 minutes late for a required synchronous session, you will be marked absent.

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 which 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. Excessive absences may result in you being dropped from the course. (See *PLNU catalog attendance policy*)

ONLINE RULES AND ETIQUETTE:

Just as if we were meeting face to face, you are expected to be professional and respectful when attending class on Zoom. The following are class policies for our meetings with Zoom. Please read carefully, these policies are effective immediately and apply for the remainder of the semester. All students are expected to adhere to the policies. *NOTE: Class meetings on Zoom (including video, audio, and chat text) may be recorded.*

General Rules:

- Sign in to the meeting on time. We have limited time to meet as a group and accomplish the session tasks. Please make sure to both sign in to zoom by the scheduled time, and come prepared for the session. This means that any homework or other assigned preparation for a given zoom session is completed prior to the zoom session.
- Stay focused. Please stay engaged in class activities. Close any apps on your devices that are not relevant and turn off notifications.
- If you need technical help contact the IT Help Desk at help@pointloma.edu or 619-848-2222

Video:

- Keep it clean. Don't share anything you wouldn't put up on the projector in class!
- Turn on your video if possible. It is helpful to be able to see each other, just as in an in-person class.
 - If you have limited internet bandwidth or don't have a webcam, it is ok to not use video.
 - If you're unable to find an environment without a lot of visual distractions, it is also ok to turn off your video.

Audio:

- Mute your microphone when you are not talking. This helps eliminate background noise.
- Use a headset when possible. If you own headphones with a microphone, please use them. This improves audio quality.
- If possible, find a quiet, distraction-free place to log in. Turn off any music, videos, etc. in the background.

Chat:

- Stay on topic. Use the chat window for questions and comments that are relevant to the class. The chat window is not a place for socializing or posting comments that distract from the course activities. If you fill it up with random comments, I will be unable to sort through the information quickly to address students' questions/concerns about the course.

- No disrespect or hate speech, please. Just like in our in-person class, respectful behavior is expected. Consider Zoom a professional environment, and act like you're at a job interview, even when you're typing in the chat.

[Tentative Course Schedule](#)

[PLNU Catalog Policies](#)

[Technology and System Requirements](#)