Graphic Design I   **3 Credit Hours**
ART208 Spring 2010

Note: Syllabus dates and assignments may change. Keep notes about updates as assigned.

Instructor: Anne H. Berry

Contact information

E-mail: annehb@goshen.edu
Office Hours: T/TH, 10 a.m.-12 p.m. in VA 13A
Office Phone: 7581

Semester overview

This course will help students apply both their technical computer skills and knowledge of design elements and principles toward the development of design graphics. Assignments will include concept-building exercises with particular emphasis on typography. Emphasis will also be placed on the function, meaning and purpose of design.

Course texts:

• *Typographic Design: Form and Communication* by Rob Carter, Ben Day and Philip B. Meggs
• Additional resources and reading materials will be accessible via Moodle.

Grading

Individual project grades are based on a variety of criteria including concept, developmental processes, presentation, craftsmanship and meeting project deadlines.

Final semester grades will be determined based on the following components:

• 5%   General preparedness
• 10%   Class participation
• 35%   Sketchbooks and in-class exercises
• 50%   Assignments and projects

Each assignment will consist of two letter grades, one for design/concept and one for craft.

Sketchbooks

Students are required to maintain sketchbooks for specific assignments and help document process development. The sketchbooks should be comprised of students' drawings and studies, but may also include notes, inspiration and any other resources that aid creative development. Students are free to organize their books according to personal preference.

Journals

In addition to sketchbooks, students are required to maintain journals for written reflections and observations throughout the course of the semester. (Journal entries may be included as part of a student's sketchbook, but the sections should be kept separate.)

Materials

Students should keep general art supplies on hand—pencils, markers, X-acto knives and blades, drawing paper, tracing paper, artists tape, spray mount, etc.—and are encouraged to split resources with one another whenever possible. Any additional materials will be announced as needed.

Moodle

Assignments and resources will be posted via Moodle, so students will be expected to visit the course site on a regular basis.

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Attendance

Attendance is mandatory. This course, which is a collaborative effort on the part of both the instructor and students, involves discussions, critiques and exercises that require class participation. Consequently, unexcused absences and continually arriving late and leaving early will negatively affect a student's final grade at the end of the semester.

Illness, family emergencies or pre-approved activities related to another class, such as class trips, are considered excused absences and will not impact a student's grade. (Please notify me ahead of time if you will be missing class.)

Late assignments

Assignments are due at the beginning of class on their specified due dates. Any work turned in ten minutes after class has started is considered late and will be lowered one letter grade. Projects that have not been handed in by the end of the class period (on the day they are due) will not be given a grade.

E-mail policy

I am more than happy to address questions or concerns via e-mail. Please be aware, however, that I will be unable to respond to messages sent after 8 p.m. (Monday-Thursday) until the following day. Likewise, I will respond to messages sent over the weekend the following Monday.

If you would like to meet with me in person, please stop by during my office hours or schedule a meeting time.

Classroom ethos

The classroom is meant to be a safe environment where students are free to express their thoughts and opinions without being disparaged. Criticism is an important aspect of constructive, artistic discussion, but feedback should be respectfully given and received. Anything less has the potential to disrupt the spirit of collaborative learning and may negatively impact a student's semester grade.

Electronic devices

As a general rule, electronic devices—including cell phones, PDAs and iPods—must be turned off, silenced or put away during class.

Plagiarism

Papers you submit in this course will be checked for plagiarized material copied from the web, other student papers, and selected on-line databases. Cases of plagiarism are reported to the Associate Dean. Penalties for plagiarism are listed in the college catalog and range from redoing the assignment to dismissal from the college.

Statement regarding disability accommodations

Goshen College wants to help all students be as academically successful as possible. If you have a disability and require accommodations, please contact the instructor or Director of the Academic Resource and Writing Center, Lois Martin, early in the semester so that your learning needs may be appropriately met. In order to receive accommodations, documentation concerning your disability must be on file with the Academic Resource and Writing Center, GL113, x7576, lmartin@goshen.edu. All information will be held in the strictest confidence.

The Academic Resource and Writing Center offers tutoring and writing assistance for all students. For further information please see www.goshen.edu/studentlife/arwc/.

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Core competencies

• Students will be able to develop design concepts
• Students will be able to develop critical thinking skills
• Students will be able to discuss their creative development process
• Students will be able to provide and receive constructive feedback
• Students will be comfortable working with type and grid systems
• Students will be able to relate their learning to GC's core values
• Students will be able to conceive of design in a larger/global context

Course overview

In addition to four major design problems, students will be given smaller, supplementary exercises and assignments throughout the semester. (Refer to "Semester schedule" handout for additional details.)

Week 01-03 **Design problem 1: Point and Line**
Objective: To help students understand the characteristics of point and line (and plane) which constitute the building blocks of design.

Week 03-07 **Design problem 2: Letterforms**
Objective: To help students explore the nuances of different letters and typefaces as well as the concept of "type as image."

Week 07-12 **Design problem 3: Poster/Hierarchy**
Objective: To help students use their knowledge of typography, grid systems and design elements and principles to communicate content in ways that reflect interesting, engaging design.

Week 05-13 **Research paper** (preliminary research for Type specimen book)

Week 12-16 **Design problem 4: Type Specimen Book**
Objective: To reaffirm students' understanding about the important role typography plays in solving design problems, and to reflect general knowledge about typography and the history of various typefaces and designers.

Topics and Issues

Attendance at Topics and Issues events is **required**. If you cannot attend, videos of the events will be available for you to view. Check Moodle for updates on times and locations.

Sunday   Ben Reed and Sue Hershberger Yoder
01.17.10   3:30 p.m., Hershberger Gallery

Sunday   Terry Evans
02.07.10   2:30 p.m., Reith Recital Hall

Wednesday   Kevin Koch and Janelle Koch
03.24.10   12 p.m., Ad 28