

Graphic Design II ART308 Fall 2009

3 Credit Hours

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, 10-11:30 a.m. in VA 13A

Office Phone: 7581

Semester overview

This course will build on Graphic Design I by helping students apply what they have already learned about typography, hierarchy and composition on a more advanced level and in a more comprehensive way. Design projects will include concept-building exercises, working with grids and designing corporate symbols, product literature, annual reports and product/packaging pieces. Emphasis will also be put on the function, meaning and purpose of design.

It is important for graphic designers to be able to use their classroom learning in “real-world” contexts. Consequently, part of this course will be dedicated to helping students prepare their work to present to potential clients or employers.

Course text:

- *What is Graphic Design For?* by Alice Twemlow
- Additional resources and reading materials will be posted on 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:

- 10% Class participation
- 40% Sketchbooks and in-class exercises
- 50% Assignments and projects

Sketchbooks

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

Process Books

Students will also maintain process books during the semester. These are intended to help organize GD II projects into a formal structure that students can subsequently present to clients or potential employers as a means of showing work. Additional details to follow.

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.

**Graphic Design II
ART308 Fall 2009****3 Credit Hours****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, frequently 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.

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 (i.e., 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 generate several design concepts for each assignment
- Students will be able to discuss their creative development process
- Students will be able to develop/hone their writing skills
- Students will be comfortable working with grid systems
- Students will be able to develop and apply practical (production) skills
- 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 calendar

Weeks 1-3	<ul style="list-style-type: none"> • Introduction to GD II and overview of the semester • Typography, hierarchy and grid systems (review) • Begin developing templates for process books
Weeks 3-7	<ul style="list-style-type: none"> • Annual report (research, conceptual development) • Continued focus on typography and grid systems
Week 7-8	Transition from 2D to 3D <ul style="list-style-type: none"> • Paper engineering • Packaging • Environmental graphics
Week 8-9	MID-TERM BREAK
Weeks 9-12	Continue working with 2D and 3D design Begin comprehensive design project (working with one concept in a variety of design applications) <ul style="list-style-type: none"> • Logo/identity system • Packaging/promotion • Environmental graphics
Weeks 13-16	<ul style="list-style-type: none"> • Finish comprehensive design project • Organize work and build portfolios • Put process documents together
FINAL	<ul style="list-style-type: none"> • Portfolio review with feedback from working professionals

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	09.13	David Baker and Jerry Catania, 3:30 p.m.
Tuesday	10.13	New Art Faculty, 2 p.m.
Sunday	11.01	Nicholas Hill, 3:30 p.m.