Graphics for Design   GDS238.01

Department of Graphic Design
Tuesdays 9:30—12:00 and 2:00—4:30pm
Large Conference Room, Design Studio

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http://www.thestudio-site.com/ed/gfd2_17.html
myCIA Graphics for Design

Course Description and Key Topics

This is the second half of a year-long course that gives Graphic and Communication Design training to non-majors. In this section of the course, students create presentation materials including standard stationary (business cards, resumes, etc), portfolios and presentation boards. Methods and means of communicating their abilities and talents to professionals in their disciplines are explored throughout the semester.

Course Goals and Learning Objectives

The goal of this course is to provide an introduction to Graphic and Communication Design tools and skills to non-majors. At the end of this second semester, students will have a complete presentation package, including portfolio, process book, stationary, installation boards and self-promotional collateral.

Course Schedule

Jan. 17   Introduction to the semester and First Assignment
                 Assignment 1: Marketing Campaign

Jan. 24   **Present Marketing**
                 Assignment 2: Portfolio, revisit your style guide
                 Have materials collected that show projects, research and process
                 Start Portfolio, layout iterations, collection of materials
                 Revisit Style Guide

Jan. 31   **Portfolio:**
                 In-Class work (start buiding out layout). Have grid ideas,
                 page designs, concepts as well as content);
                 Bring Identity and Process Book, Sketchbook

Feb 7   Portfolio: Ten pages printed to size, with established
grid, cover
(All students get sign off from instructors)

Feb 14   Front and back cover, plus 1/2 portfolio complete
Online portfolio begun (Coroflot, Behance, etc)

Feb 21   Work day and individual meetings
Template and More Web Options - Adobe Portfolio

Feb 28   **Assignment 3: Portfolio to date on Behance or Coroflot
Portfolio (black and white)** pages due with covers
Resizing PDF Portfolios
Review the possibility of interactive portfolios, file size, and security

Mar 7   **Final PDFs of portfolio due (email) along with link to online
work** - Coroflot, Behance and the start of a portfolio site if you wish

Mar 14   SPRING BREAK

Mar 21   **Final Presentation of Assignments 2 and 3**
complete portfolio in print and online and email PDFs;
Joint-class critique
Assignment 4: Spring Show Boards
Start layout of boards and SS area.

Mar 28   **Review Resume, Letterhead, and Business Card**
Revise and refine in accordance with what you have learned this semester to present a
complete "package" of yourself as a designer
Present Board Layouts; work day

Apr 4   **Boards**
Layout and Print B/W Tile
Print Color Minis

Apr 11   **Work Day** Boards and Presentation Package.

Apr 18   **Bring in and present refined package** with resume,
business card, letterhead, envelope, portfolio, process booklets, and mini of boards

Apr 25   Spring Show week (dates TBD and may change). Reviews in show.

May 2   **Joint Final Critique**
All final work due:
- complete files uploaded to Google Drive

- portfolio = 1 copy
- color minis of boards
- business cards = 10 quantity
- letterhead = 3 copies
- resume = 3 copies
- envelopes = 1 copy

Recommended Reading/Viewing

- Thinking with Type - Ellen Lupton

- Getting It Right With Type - Victoria Squire

- Grid Systems - Kimberly Elam

- Resonate: Present Visual Stories That Transform Audiences - Nancy Duarte

- A History of Graphic Design - Phillip Meggs

- Helvetica: the movie

Student Responsibilities

Meeting the responsibilities below is critical in achieving best results in both the quality of the student's design work and grades. Over the next semester, each student is responsible for the following:

- Weekly class assignments and presentations (in case of an absence, the material covered during that class is the student's responsibility)

- Completing research and initial designs ("sketches") as required for class. This part of the design process is vitally important, therefore sketches must be reviewed by your instructor before finishing projects. Projects not seen in process will not be graded.

- Completing projects as scheduled: work will be accepted at the beginning of class in the required form. Late work will be lowered one full letter grade and will only be accepted during class meetings.

- Attending class for the entire scheduled time, attending meetings, and maintaining email/checking Schoology

- Class is the best place for critical feedback from both the instructor and student peers. (Contact the instructor in case of an emergency that would prevent you from attending class)

- Class participation (attendance, participation in critique, careful articulation of ideas, opinions, and criticism)

Class Trips Policy from the Course Catalog:

Faculty may conduct instruction-related trips or tours that require students to travel away from the Institute and be absent from scheduled class times for courses other than the one for which the excursion is intended. Students must notify all faculty whose courses will be missed. In addition, all students must sign an approved release form, in advance of the trip, that declares that they will not make a claim against the Institute or its personnel/representatives for injury or damage sustained while on the trip. Release forms should be returned to the faculty member leading the trip before the event. All CIA policies are in effect during sponsored excursions away from campus.

CIA Attendance Policy:

It is in students' best interest to attend all sessions of the classes in which they are registered and to attend all associated lecture programs and meetings. Progress as an artist depends not only on completion of assignments but also on full participation in dialogue with studio and academic classes. Each faculty member has discretion in taking attendance and penalizing habitual absences or tardiness, and will advise the class about what will be considered acceptable attendance for the purpose of grading.

Students who expect to miss classes or activities due to religious observances should speak with their faculty members well before the expected absence. Students are responsible for the missed work, and it is up to the faculty member to determine how they will "count" that absence.

Three weeks of class absences may result in failure. Four weeks of absences will result in failure. Students must notify their faculty member if they will miss a class, and Academic Services if they will miss more than one class. If a student has a problem with missed classes, they should meet with an Academic Services staff member to discuss options.

Individual faculty members may require written documentation of a student's illness or injury. Note that Student Health Services (SHS) does not provide documentation for class excuses. Under certain circumstances, UHS will give you written verification of the date of a visit to their office. A student who is hospitalized or has an extended illness is asked to give HIPPA permission to a specific advisor in Academic Services so they can communicate with UHS and the hospital regarding the student's illness and assist as needed. Students should contact their instructor(s) as soon as possible after an unavoidable absence. An unexcused absence from a final critique or exam will result in automatic failure of the course. Students are required to notify a staff member in the Office of Academic Services prior to missing a final exam or critique.

CIA Grade Descriptions and Grading Policy from the Course Catalog:

Policy on Minimum Grade in Studio Major Courses:

Consistent with CIA's long-standing tradition of excellence in all levels of art and design education, effective Fall 2014, all students must earn a grade of at least "C" in all studio and core courses required by the major in which they are enrolled. This minimum requirement does not pertain to Liberal Arts, Foundation, or studio electives taken in another major. Any student earning a "C-" or lower will be required to repeat that course at CIA and attain a "C" or better grade.

Letter Grades

Letter grades are a means by which faculty members communicate their professional assessment of students' work. The primary purpose of assigning grades is to provide a realistic standard of reference by which students can measure their progress while enrolled at CIA.

Grades are reported twice each semester: mid-term grades after the first eight weeks and final grades at the close of the term. The mid-term grade is a preliminary indication of your progress to date.

Semester and cumulative grade point averages are reviewed by Academic Services each term to determine each student's academic status. Each transcript includes the semester Grade Point Average (GPA) and the cumulative GPA.

Letter grades have the following meaning:

A, A-: Work of consistently outstanding quality, which displays originality, and often goes beyond course requirements

B+, B, B-: Work of consistently good quality, demonstrating a high level of proficiency, knowledge and skills in all aspects of the course

C+, C: Satisfactory work that meets the requirements of the course and conforms to the standards for graduation

Per the minimum grade policy (above), a C– or lower grade in a studio course required for the major will not be accepted toward the degree, and the course must be repeated.

C-: For studio courses required by the major, any student earning a C- or lower must repeat the class. In Foundation, Liberal Studies and Elective Studio Classes, a C- is a satisfactory grade for passing the class.

D+, D, D-: Work deficient in concept or execution but acceptable for course credit

F: Work unacceptable for course credit and does not meet the standards for graduation

CIA Course Evaluation Policy

Your evaluation of this course is extremely important to the Institute and will help improve the course content and instruction. Your thoughts matter. Please take a moment to respond to the evaluation at the end of the semester.

Remember:

• Faculty use information from course evaluations to improve their courses and teaching methods, and to determine whether course content is meeting the needs of their students.

• Department chairs review course evaluation data to assess both their faculty, and the value of courses offered in their department.

• University committees include course evaluation data as part of faculty reviews, to determine promotion and tenure.

CIA Policy on Plagiarism and Academic Dishonesty from the Student Handbook:

All acts of academic dishonesty diminish the integrity of the Institute and are taken very seriously by the school. Students being accused of Academic Dishonestly will participate in our judicial process and if found responsible, will be subject to appropriate sanctions. Sanctions may include, but are not limited to any one or a combination of the following:

• Formal warning/censure/academic alert.

• Reduced grade including a failing grade for the assignment.

• Reduced grade including a failing grade for the entire course.

• Forfeiture of student leadership positions, and/or restrictions on participation in Institute activities.

• Academic probation

• Suspension

• Expulsion from the Institute