

# Graphics for Design CDS237.01

Department of Graphic Design, Design Environment  
Tuesdays 9:00–12:00 studio Room G105 and G106

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Schoology: <http://schoology.cia.edu/course/6733827/materials>  
<http://www.thestudio-site.com/ed/gfd2.html>

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## 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.

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## Course Schedule

<b>Jan. 15</b>	Introduction to the semester and First Assignment <b>Assignment One: Poster</b>
<b>Jan. 22</b>	<b>Present Poster</b> <b>Assignment Two: Portfolio</b> , revisit your style guide Presentation of materials collected/researched
<b>Jan. 29</b>	<b>Portfolio:</b> In-Class work (bring in at least 6–12 ideas/research for layout and content for portfolio);
<b>Feb. 5</b>	Portfolio: Two black and white spreads, to size, with established grid, cover and binding ideas for portfolio – to get sign off from instructors

<b>Feb. 12</b>	Front and back cover, plus 1/2 portfolio complete
<b>Feb. 19</b>	Work day and individual meetings
<b>Feb. 26</b>	<b>Final portfolio</b> (black and white) bound due; PDF Portfolios Introduced Review the possibility of interactive portfolios, file size, and security
<b>Mar 5</b>	<b>Final Presentation of Assignment One</b> (complete portfolio) Joint-class critique
<b>Mar 12</b>	SPRING BREAK
<b>Mar 19</b>	Review PDFs; <b>Assignment Three:</b> introduced Create a Teaser to give away at Spring Show Review resume, letterhead, and business card from first semester. Revise and refine in accordance with what you have learned this semester to present a complete “package” of yourself as a designer
<b>Mar 26</b>	<b>Final PDFs of portfolio due (email);</b> work day Present teaser ideas; work day; Assignment ideas
<b>Apr. 2</b>	<b>Assignment Four:</b> Spring Show Boards
<b>Apr. 9</b>	<b>Present final teaser,</b> must have a quantity of five.
<b>Apr. 16</b>	<b>Bring in and present refined package</b> with resume, business card, letterhead, envelope, teaser, portfolio, process booklets, and mini of boards.
<b>Apr. 23</b>	Spring Show week (dates TBD and may change).
<b>Apr. 30</b>	Joint Final Critique All final work due: - complete files on disk = 1 copy - portfolio = 2 copies - teaser = 10 copies - business cards = 10 quantity - letterhead = 3 copies - resume = 3 copies - envelopes = 3 copies

## **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
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## **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)
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### **Class Trips Policy from the 2012-13 School 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 the faculty of course meetings that 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 your faculty member at least a week before the trip. All CIA policies are in effect during sponsored excursions away from campus.

### **CIA Attendance Policy from the 2012-13 School Catalog:**

It is in your best interest to attend all sessions of the classes in which you are registered and to attend all associated lecture programs and meetings. Your 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.

More than three weeks of class absences may result in failure. Four weeks of absences will result in failure. You must notify your faculty member if you will miss a class, and Academic Services if you will miss more than one class. If you have a problem with missed classes, meet with an Academic Services staff member to discuss your options.

Individual faculty members may require written documentation of your illness or injury. Note that Student Health Services (SHS) does not provide documentation for class excuses. Under certain circumstances, SHS will give you written verification of the date of your visit to their office. If you are hospitalized or have an extended illness, you should give permission to a staff member in Academic Services so they can communicate with SHS and the hospital regarding your illness and assist you.

You should contact your 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. You 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 2012-13 School Catalog:**

Letter grades are a means by which the faculty member communicates his/her professional assessment of your performance. The primary purpose of assigning grades is to provide you with a realistic standard of reference by which you can measure your 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. Only the final grade is entered into your official record. A dual grading system permits faculty to measure your accomplishment and effort separately.

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

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

\*Additional Grading Policy:

## **CIA Policy on Plagiarism and Academic Dishonesty from the 2011-12 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 Dishonesty 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.Services.

