



## Basic Course Information

Semester:	Spring 2021	Instructor Name:	Jose Bernardo Olmedo
Course Title & #:	ART 160 Graphic Design	Email:	Jose.olmedo@imperial.edu
CRN #:	20457	Webpage (optional):	N/A
Classroom:	Online	Office #:	Confer Zoom link on Canvas
Class Dates:	February 16 - June 11	Office Hours:	Tue and Th 2:00-3:00pm
Class Days:	Online Asynchronous	Office Phone #:	N/A
Class Times:	N/A	Emergency Contact:	N/A
Units:	3.0	Class Format:	Asynchronous

## Course Description

This is an introductory class in graphic design, with an emphasis on communicating ideas visually through the use of traditional graphic design means (thumbnail sketches, comprehensive layouts, typography, and presentation skills). (C-ID ARTS 250)

## Course Prerequisite(s) and/or Corequisite(s)

Art 120 Drawing

## Student Learning Outcomes

Upon course completion, the successful student will have acquired new skills, knowledge, and or attitudes as demonstrated by being able to: 1. Develop a portfolio of graphic designs suitable for presentation for employment in the field or to a client for freelance work. (LO1, ILO2, ILO3, ILO5) 2. Present, discuss and critique work in a coherent manner. (ILO1, ILO2, ILO5) 3. Write a descriptive essay on a contemporary design. (ISLO1, ISLO3, ISO5)

## Course Objectives

Upon satisfactory completion of the course, students will be able to:

1. The student will produce black and white and/or color advertisements, and collateral and related designs that demonstrate the development of technical skills in the use of Adobe CC Design Softwares
2. The student will demonstrate an understanding of theories and techniques of design and composition through the use of positive and negative shape relationships, grid systems, Graphic Design elements and Principles.
3. The student will develop trademarks and/or logos that reflect an ability to create and implement effective graphic symbols.
4. The student will demonstrate a basic vocabulary related to graphic design, typography, production and printing in exams or essays and during class critiques and discussions.



5. The student will utilize the class critique process to demonstrate an awareness of presentation techniques and an ability to communicate graphic design concepts.
6. The student will demonstrate the ability to define, analyze and solve problems in visual communications through assignments stressing concept development, interpretation of limited parameters, and interpretation of written instructions and visual solutions.
7. Working independently and in team situations, the student will demonstrate concept visualization and execution of a graphic design product.
8. The student will learn concept development as it relates to digital and time-based art.

### **Textbooks & Other Resources or Links**

Graphic Design Solutions, Robin Landa ISBN-13: 978-1337554053

### **Course Requirements and Instructional Methods**

• Audio Visual • Computer Assisted • Instruction • Demonstration • Discussion • Group Activity • Individual Assistance • Lecture.

The Department of Education policy states that one (1) credit hour is the amount of student work that reasonably approximates not less than one hour of class time and two (2) hours of out-of-class time per week over the span of a semester. WASC has adopted a similar requirement.

#### **CLASS PROCEDURE:**

- 1– The teacher will post on Canvas class content and video/lecture demonstrations.
- 2– The teacher will present to the class a project written description, each project will be posted on Canvas modules under assignments.
- 3– Projects should be completed and presented punctually to the class on the specified date. Sketches and references should be added to the project page on canvas. Students will lose 1 point if they do not attach sketches or references.
- 4– Each project will be presented in class and will be discussed by the author, the class and teacher in a discussion critique. Presentation counts as part of the grade. The author should talk about his/her, solutions, ideas, creation process, experiences etc.
- 5– Grades will be posted on canvas.

**PROJECTS:** Three main aspects will be taken into consideration in order to grade projects; **Concept, Design, and Craft.** Projects equals **50%** of the final grade. Each project will be posted on Canvas under assignments. The student is responsible to read them and follow the instructions and requirements. For each project the student will create sketches and they should be uploaded too. Not turning in sketches will cause losing 1 point.

Late projects will automatically **lose 1 point.**



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**PARTICIPATION IN CLASS (DISCUSSIONS):** Students are required to present their projects and also comment on classmates projects too. Some other class topics will also be assigned by the teacher. Participating in discussions counts as participation.

**CLASS ACTIVITIES:** During the semester the teacher will assign class activities and discussions so the student practices design concepts and or discuss them too.

**WRITING ASSIGNMENTS:** Students will be required to complete two writing reports. The instructor will post the writing report guidelines under assignments Writing Report.

**OUT OF CLASS ASSIGNMENTS:** The Department of Education policy states that one credit hour is the amount of student work that reasonably approximates not less than one hour of class time.

**EVALUATION CRITERIA:** The following aspects will be taken in consideration for the final grade.

<b>Projects 50 pts.</b> 6 projects of 6 points each=36 pts + 1 final project of 14 points-----	50 pts.
<b>Two exams</b> 10 points each-----	20 pts.
<b>Class Activities</b> -----	10 pts.
<b>Participation/Discussions</b> -----	10 pts.
<b>Written Reports</b> (5 points each)-----	10 pts. <b>100 points total</b>

During the semester the student can reach the amount of 100 points or more due to the fact that some extra points will be possible to get in one or two projects.

**Grading scale:** 90-100 pts=A 80-89 pts=B 70-79 pts=C 60-69 pts=D 0-59 pts=F

### Course Grading Based on Course Objectives

Class work, homework and participation. Participation in class and during critiques will count as well as the good or bad behavior of the student. Respect is a must between all class members. 1. Class participation, class work , homework, reports and critique participation equals 20 points of the final grade. 2. Two Exams Two exams will be given during the semester. Adding both exams' value is 30 Points of the final grade. 3. Projects Three main aspects will be taken in consideration in order to grade projects; concept, design, and craft. Projects equals 50 Points of the final grade. Upload your projects to canvas. (If projects are not sent as JPEG format the student will lose 1 point, late projects also lose 1 point) Grade scale based on points A=90-100 B=80-89 C=70-79 D=60-69 F=59-0

### Course Policies

#### Late Submissions

- Projects can be turned in late. Projects turned in late will automatically lose one point.



- Students can **not** turn in late discussions, class activities, reports and exams.
- Sending Projects or Written Reports in the wrong formats will also lose two points.
- Sending Late Assignments and wrong formats combined lose two points.

### Keeping your artwork

In order to prevent misunderstandings it is important that the student keeps a PSD or AI copy of his or her projects ready to be revised just if the case is needed.

### Drop Policy

- **During the first week:** Submit the first discussion In order to mark your attendance and secure your spot!
- **Throughout the term:** Submit work regularly to show your active attendance. If you do not submit work for 1 complete module, you may be dropped for non-participation!
- **Deadline** to drop with a “W” Saturday May 15 2021.

### Other Course Information

Office Hours will be offered Tuesdays and Thursdays 2:00 to 3:00 pm. Go to Canvas “Office Hours” Module to get the link.

### IVC Student Resources

IVC wants you to be successful in all aspects of your education. For help, resources, services, and an explanation of policies, visit <http://www.imperial.edu/studentresources> or click the heart icon in Canvas.

### Anticipated Class Schedule/Calendar

Module Week and date	Topic, Assignments	Due Dates and Exams
<b>Module 0</b> Week 1 February 16-20	Orientation, Syllabus.	<b>Discussion “A” Due Feb Sat 20</b>
<b>Module 1</b> Week 2 February 21-27 Week 3 Feb 28-March 6	Defining Graphic Design and the design procedure. Formal elements of two-dimensional Design. Adobe illustrator intro to toolbox, menus and layers, Tracing. Pictogram definition and applications.	Pro1 due March Sat 6 Pro 1 Critique/Discuss. due Sun 7 -Turn Class Activity Module1 Due Mar Fri 5
<b>Module 2</b> Week 4 March 7-13 Week 5 March 14-20	Composition, layout and the grid, The Poster. Adobe Photoshop	<b>*Written Report 1</b> Due Mar Sat 13 Pro2 due March Sat 20



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	intro to toolbox menus and layers, Type tool, fonts and manipulation of text. Creating a collage with Photoshop.	Pro 2 Critique/Discuss. due Sun 22 -Turn Class Activity Module2 Due Mar Fri 19
<b>Module 3</b> Week 6 March 21-27 Week 7 March 28- April 3	Graphic Design Principles. Logo and logotype definition. Logotype classification. Color wheel and color harmonies.	Pro3 due April Sat 3 Pro 3 Critique/Discuss. due Sun 4 -Turn Class Activity Module 3 Due Apr Fri 2
<b>Module 4</b> Week 8 April 4-10 Week 9 April 11-17	The Package. Templates. Guidelines. Color Theory.	Pro 4 due April Sat 17 Pro 4 Critique/Discuss. due Sun 18 <b>Exam 1 April Sat 10</b> <b>Discussion "B" Due Apr Thur 15</b> -Turn Class Activity Module 4 Due Apr Fri 16
<b>Module 5</b> Week 10 April 18-24 Week11 April 25- May 1	Advertisement, Elements of an Ad,	Pro 5 due May Sat 1 Pro 5 Critique/Discuss. due Sun 2 -Turn Class Activity Module 5 Due Apr Fri 30
<b>Module 6</b> Week 12 May 2-8 Week 13 Maay 9-15	Motion. Animated Ads. The Storyboard.	Pro 6 due May Sat 15 Pro 6 Critique/Discuss. due Sun 16 <b>*Written Report 2 Due May Sat 8</b> -Turn Class Activity Module 6 Due May Fri 14
<b>Module 7</b> Week 14 May 16-22 Week 15 May 23-29 Week 16 May 30- June 5 Week 17 June 6-11	Visual Identity. Typography. Typographic classification. Mockups.	-Turn Class Activity Module 7 Due Jun Fri 4 Pro 7 due June Sat 5 Pro 7 Critique/Discuss. due Sun 6 <b>Discussion "C" Due Thur Jun 10</b> <b>Exam 2 Friday June 11.</b>

\*\*\*Subject to change without prior notice\*\*\*



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