![Imperial Valley College logo](IMPERIAL VALLEY COLLEGE)

Basic Course Information

Semester:	SPRING 2021	Instructor Name:	Jose Bernardo Olmedo
Course Title & #:	GRAPHIC DESIGN ART 160	Email:	jose.olmedo@imperial.edu
CRN #:	20209	Webpage (optional):	N/A
Classroom:	801	Office #:	N/A
Class Dates:	February 14 - June 10	Office Hours:	TBA
Class Days:	Tuesdays and Thursdays	Office Phone #:	N/A
Class Times:	6:00 - 8:30 PM	Emergency Contact:	(760) 234-3515
Units:	3	Class Format:	Face to face (On ground)

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) (CSU)

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.
2. Present, discuss and critique work in a coherent manner.
3. Write a descriptive essay on a contemporary design.

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
Sixth Edition
Robin Landa
ISBN-13: 978-1337554053

Recommended Books:
Illustrator CC: Visual QuickStart Guide, Elaine Weinmann and Peter Lourekas.
Photoshop CC: Visual QuickStart Guide, Elaine Weinmann and Peter Lourekas.

Adobe Photoshop and Illustrator software will be provided by the college. The student will access digital programs by using his IVC student account.

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 and give 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.

Course Grading Based on Course Objectives

PROJECTS: Three main aspects will be taken into consideration in order to grade projects; **Concept, Designg, 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.**

Projects in wrong formats will also automatically **lose 1 point.**

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 discusses 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.

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EVALUATION CRITERIA: The following aspects will be taken in consideration for the final grade. **Projects 50 pts.** 6

projects of 6 points each=36 pts + 1 final project of 14 points-----------------50 pts. **Two exams** 10 points

each--- 20 pts.   **Class**

Activities--- 10 pts.

Participation/Discussions-- 10 pts. **Written Reports** (5

points each)---10 pts. **100 points total**

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 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 lose one point.
- 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

-If students miss three consecutive classes without contacting the instructor, he or she may be dropped.

-The instructor is NOT responsible for dropping students. If a student needs to drop the course he or she should do it. If the case is applicable, failing to drop will result in an "F" grade.

-**Deadline** to drop with a "W" Saturday May 14 2022.

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
Module 0 Week 1 FEB 14 - 19	Orientation, Syllabus.	**Discussion "A" Due Feb Sat 19**
Module 1 Week 2 FEB 21 -26 Week 3 FEB 28 - MARCH 5	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 Th March 3 Pro 1 Critique/Discuss. due Sat March 5 -Turn Class Activity Module1 Due Saturday Mar 19
Module 2 Week 4 March 7-13 Week 5 March 14-19	Composition, layout and the grid, The Poster. Adobe Photoshop, intro to toolbox menus and layers, Type tool, fonts and manipulation of text. Creating a collage with Photoshop.	***Written Report 1** Due Mar Sat 12 Pro2 due March Th 17 Pro 2 Critique/Discuss. due Sat March 19 -Turn Class Activity Module2 Due Mar Sat 19

Module 3 Week 6 MARCH 21 - 26 Week 7 MARCH 28 - APRIL 2	Graphic Design Principles. Logo and logotype definition. Logotype classification. Color wheel and color harmonies.	Pro3 due Th March 31 Pro 3 Critique/Discuss. due April Sat 2 -Turn Class Activity Module 3 Due Apr Sat 2
Module 4 Week 8 APRIL 4 - 9 Week 9 APRIL 11 - 16	The Package. Templates. Guidelines. Color Theory.	**Exam 1 Tuesday April 12** Pro 4 due Th April 14 Pro 4 Critique/Discuss. due Saturday 16. **Discussion "B" Due Apr Thur 15** -Turn Class Activity Module 4 Due Saturday Apr 16.
Module 5 Week 10 APRIL 18 - 23 Week 11 APRIL 25 - 30	Advertisement, Elements of an Ad,	Pro 5 due Thursday April 28 Pro5 Critique/Discuss. due Sat April 30 -Turn Class Activity Module 5 Due Saturday Apr 30.
Module 6 Week 12 MAY 2 - 7 Week 13 MAY 9 - 14	Motion. Animated Ads. The Storyboard.	Pro 6 due Thursday May 12 Pro 6 Critique/Discuss. due Sat 14 ***Written Rep. 2** Due May Sat 14 -Turn Class Activity Module 6 Due Saturday May 14.
Module 7 Week 14 MAY 16 - 21 Week 15 MAY 23 - 28 Week 16 MAY 30 - JUNE 3 Week 17 JUNE 6 - 10	Visual Identity. Typography. Typographic classification. Mockups.	**Exam 2** Thursday June 2. **Discussion "C" Due Sat Jun 4** -Turn Class Activity Module 7. Due Saturday June 4. Pro 7 due Thursday June 9. Pro 7 Critique/Discuss Friday due Saturday June 10.

Subject to change without prior notice