



Basic Course Information

Semester:	Fall 2022	Instructor Name:	Jose Bernardo Olmedo
Course Title & #:	ART 160 Graphic Design	Email:	jose.olmedo@imperial.edu
CRN #:	10214	Webpage:	N/A
Classroom:	801	Office #:	TBA
Class Dates:	August 15 - December 10	Office Hours:	TBA
Class Days:	Tuesdays & Thursdays	Office Phone #:	TBA
Class Times:	6:00 - 8:30 pm	Emergency Contact:	N/A
Units:	3.0	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)

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

Art 120 Drawing

Student Learning Outcomes

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



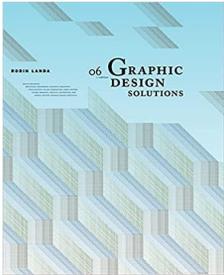
and an ability to communicate graphic design concepts.



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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 Link



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 via cloud. Students will need a desktop or laptop computer to install the programs. Some tablets are compatible with the programs. Chromebooks don't run Adobe software provided by school.

Students will have to wait to get authorized by IVC to download Adobe software. The process might take a week or two. Be patient.

Course Requirements and Instructional Methods

- Audio Visual, Computer Assisted • Instruction • Video 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 class is face to face, but all students will be using **Canvas** for multiple class matters. Students are responsible to be checking the class canvas page and to upload homework assignments, projects, etc.

2–The teacher will post on the class **Canvas page**, class content, video/lecture demonstrations and assignments.

3– For each module, the teacher will present to the class a project written description, each project will be posted on **Canvas modules under assignments**.



4- Projects should be completed, uploaded to the class canvas page 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. If projects are not able to be seen they will not be graded.**

5- 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.

6- 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**.

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. Students

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.

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



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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. Three main aspects will be taken in consideration in order to grade projects; concept, design, and craft. Projects equals 50 Percent/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

Class rules

- Respect between all class members will prevail.
- At any time, disrupting students will be asked to leave the classroom.
- The instructor will penalize any action according to his criteria by taking away points from any student or students under Participation and criteria.
- Plagiarism will be judged according to IVC rules.

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 file copies of his or her projects ready to be revised just if the case is needed.

Disabled students

Students with a documented disability should notify the instructor about their needs so they can complete the class with no obstacles.

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 November 5, 2021.**



Other Course Information

Office Hours are planned to be offered Fridays 1:00 to 3:00 pm via zoom. On Canvas go to “Office Hours” (Top of the page) to click the link. Office hours and meeting form may be subject to changes.

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.



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Anticipated Class
Schedule/Calendar

Module Week and date	Topic, Assignments	Due Dates and Exams
Module 0 Week 1 August 15-20	Orientation, Syllabus.	Discussion "A" Due Aug Fri 19
Module 1 Week 2 August 21-27 Week 3 August 28-Sept 3	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.	-Class Activity 1 Module Due Fri Sep 2 Pro1 due Saturday September 3
Module 2 Week 4 September 4-10 Week 5 September 11-17	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.	Pro1 Crit/Discus due Sun Sep 5 -Class Activity Module2 Due Fri Sep 17 Written Report 1 Th Sep 15 Pro2 due Saturday Sept 17
Module 3 Week 6 September 18-24 Week 7 September 26- October 1	Graphic Design Principles. Logo and logotype definition. Logotype classification. Color wheel and color harmonies.	Pro2 Crit/Discuss. due Sun Sep 19 -Class Activity Module 3 Due Fri Oct 1 Pro3 due Saturday October 2
Module 4 Week 8 October 2-8 Week 9 October 9-15	The Package. Templates. Guidelines. Color Theory.	Pro 3 Crit/Dis. due Sun Oct 4 Discussion "B" Due Wed Oct 9 Pro4 due Sat October 15 -Class Activity Module 4 Due Oct Fri 15
Module 5 Week 10 October 16-22 Week 11 October 23- 29	Advertisement, Elements of an Ad,	Pro4 Critique/Discuss due Tue 18 -Class Act/Discussion Module due 5 Fri Oct 21 EXAM #1 Tue Oct 23 Pro 5 due Sat Oct 29



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<p>Module 6 Week 12 October 30- November 5 Week 13 November 6-12</p>	<p>Motion. Animated Ads. The Storyboard. Color meanings.</p>	<p>Pro 5 Crit/Discuss due Tue Nov 1 Written Report 2 due Thu Nov 10 -Class Act Module 6 Due May Fri 12 Pro6 due Sat Nov 12</p>
<p>Module 7 Week 14 November 13-19 Week 15 November 20-26 Week 16 November 27 - December 3 Week 17 December 4-10</p>	<p>Visual Identity. Typography. Typographic classification. Mockups.</p>	<p>Pro 6 Crit/Discuss. due Tue Nov 15 Exam 2 Fri Dec 3 Discussion "C" Due Wed Dec 8 Final Pro 7 due Thu Dec 8 Pro7 Crit/Discuss. Thu Dec 8</p>

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