



## Basic Course Information

|                   |                          |                     |                          |
|-------------------|--------------------------|---------------------|--------------------------|
| Semester:         | Winter 2023              | Instructor Name:    | Jose B. Olmedo           |
| Course Title & #: | Graphic Design Art 160   | Email:              | jose.olmedo@imperial.edu |
| CRN #:            | 15168                    | Webpage (optional): | N/A                      |
| Classroom:        | 402 & 901                | Office #:           | N/A                      |
| Class Dates:      | January 03 - February 03 | Office Hours:       | TBA                      |
| Class Days:       | Monday - Friday          | Office Phone #:     | N/A                      |
| Class Times:      | 6:00 - 9:40 pm           | Emergency Contact:  | Canvas inbox or Email    |
| Units:            | 3.00                     | 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.

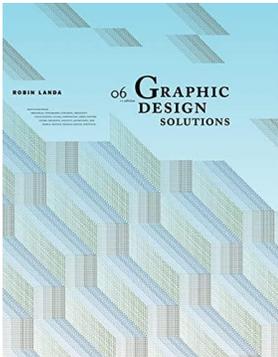
## Textbooks & Other Resources or Links

### 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

### INSTRUCTIONAL METHODS:

- Lecture
- Audio Visual
- Instruction
- Computer Assisted
- Demonstration

- Discussion
- Group Activity
- Individual Assistance

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 2 a semester. WASC has adopted a similar requirement.

#### **CLASS PROCEDURE:**

**Canvas will be the only platform used for class purposes, the student should know how to use it. The student is responsible to log in daily to Canvas.**

- 1– The teacher will give lectures and demos during class. Class concepts will be available in Canvas Modules.
- 2– The teacher will present to class a project written description, each project will be posted on each Canvas module. Video demonstrations on how to create projects will be published in Canvas.
- 3– Projects should be completed and uploaded to Canvas punctually on the specified date. **Sketches and references should be added** to the project page. 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, 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 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 & DISCUSSIONS:** During the semester the teacher will assign class activities and discussions so the student practices and becomes familiar with concepts. Activities and Discussions count as participation too.

**EXAMS:** During the semester two exams will be given. Each exam has ten questions, true and false and multiple choice.

**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.

**PARTICIPATION IN CLASS:** Students are required to present their projects during a critique and also comment on classmates' projects too. Participating during class counts as participation.

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

|   |                                   |
|---|-----------------------------------|
| Projects, 5 projects of 10 points each-----                       | 50 pts.                           |
| Two exams 10 points each-----                                     | 20 pts.                           |
| Class Activities/Discussions-----                                 | 10 pts.                           |
| Written Reports (5 points each)-----                              | 10 pts.                           |
| Participation (Class, Critiques, Discussions and Activities)----- | 10 pts. = <b>100 points total</b> |

**Some extra points will be possible to get at some point during the semester.**

**GRADING SCALE:**

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

**Course Policies**

**CONTACT METHOD:**

Use Canvas inbox to contact the instructor. If you contact the instructor via email, do not use personal email accounts to contact the instructor, **use your IVC email.**

**LATE SUBMISSIONS:**

- Projects and Reports can be turned in late. Projects and reports 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 Reports and wrong formats combined lose two points.

**Keeping your artwork:** In order to prevent misunderstandings it is important that the student keeps a copy of all his/her projects **PSD and AI files**. Keep a copy of everything.

**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” Thursday January 26, 2023.**

### 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 and Week                      | Concepts and Theory  | Due Dates  |
|--------------------------------------|--|--|
| <b>Modules 0-1</b><br>Week 1 Jan 3-7 | Orientation, Class procedure.<br><br>Defining Graphic Design and the design procedure.<br><br>Formal elements of two-dimensional Design.<br><br>Adobe illustrator intro to toolbox, menus and layers, etc.<br><br>Pictogram definition and applications. | Discussion #1 due Fri Jan 6th<br><br>Activity #1 due Sat Jan 7th |



|   |   |   |
|---|---|---|
| <p><b>Module 2</b><br/>Week 2 Jan 8-14</p>  | <p>Composition, layout and the grid, The Poster. Adobe Photoshop intro to toolbox menus and layers, etc. Color wheel, and color harmonies, CMYK and RGB, Type tool, fonts and manipulation of text.</p> | <p><b>Pro 1 Critique Mon Jan 9th</b><br/>Activity 2 Thursday Jan 12th<br/>Discussion 2 Fri Jan 13<br/><b>Documentary Report 1 Sat Jan 14th</b></p>  |
| <p><b>Module 3</b><br/>Week 3 Jan 15-21</p> | <p>Graphic Design Principles, The Package, using guidelines.</p>  | <p><b>Pro 2 Critique Tuesday Jan 17th</b><br/>Discussion Thursday Jan 19th<br/>Activity 3 Friday Jan 20th<br/><b>Exam 1 Friday Jan 20th</b></p>   |
| <p><b>Module 4</b><br/>Week 4 Jan 22-28</p> | <p>Advertisements, Logo and Logotype, Magazine ad elements.<br/><br/>The Storyboard, Motion, Web animated ads. Animating gifs.</p>  | <p><b>Pro 3 Critique Monday Jan 23rd</b><br/>Discussion 4 Thursday Jan 26th<br/><b>Deadline drop "W" Thursday Jan 26th</b><br/>Activity 4 Friday Jan 27th<br/><b>Documentary Report 2 Sat Jan 28th</b></p>        |
| <p><b>Module 5</b><br/>Week 5 Feb 29-3</p>  | <p>Visual Identity and Branding, Color meanings.<br/><br/>Promotional items &amp; Mockups.</p>  | <p><b>Pro 4 Critique Monday Jan 30th</b><br/>Discussion 5 Wednesday February 1st<br/>Discussion 6 Thursday February 2nd<br/><b>Exam 2 Thursday February 2nd</b><br/><b>Pro 5 Critique Friday February 3rd</b></p> |

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