IMPERIAL VALLEY COLLEGE

Basic Course Information

Semester:	Fall 2023	Instructor Name:	Jose Bernardo Olmedo
Course Title & #:	Graphic Design ART 160	Email:	Jose.olmedo@imperial.edu
CRN #:	10214	Webpage (optional):	N/A
Classroom:	901	Office #:	N/A
Class Dates:	14 Aug 23 - 9 Dec 23	Office Hours:	Friday 1:00 - 4:00 PM (zoom)
Class Days:	Tuesdays & Thursdays	Office Phone #:	N/A
Class Times:	6:00 - 8:30 PM	Emergency Contact:	(760) 234 3515
Units:	3.0	Class Format/Modality:	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 logos reflecting 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
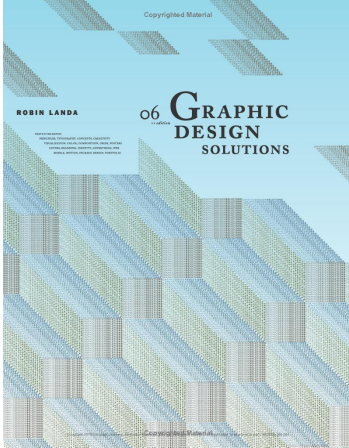
Graphic Design Solutions Sixth Edition Robin Landa ISBN-13: 978-1337554053
Recommended Books: Illustrator CC: Visual QuickStart Guide, Elaine Weinmann and Peter Lourekas.
Photoshop CC: Visual QuickStart Guide, Elaine Weinmann and Peter Lourekas.
Adobe Photoshop and Illustrator software will be provided 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 class is face to face, but all students will be usingCanvasfor multiple class matters. Students Are responsible for checking the class canvas page and to upload homework assignments, projects, etc.

2−The teacher will post on the classCanvas 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 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.

MATERIALS: Sketchbook (paper or digital), Memory to store projects, external USB or google drive. Digital camera Cell phone camera is an Ok, Laptop or PC, Chromebooks do not work. Some projects might need to be printed.

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)---10pts.
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   70-79pts=C   60-69 pts=D   0-59 pts=F

Academic Honesty (Artificial Intelligence -AI)

IVC values critical thinking and communication skills and considers academic integrity essential to learning. Using AI tools as a replacement for your own thinking, writing, or quantitative reasoning goes against both our mission and academic honesty policy and will be considered academic dishonesty, or plagiarism unless you have been instructed to do so by your instructor. In case of any uncertainty regarding the ethical use of AI tools, students are encouraged to reach out to their instructors for clarification.

Course Policies

All students will use CANVAS. Class content, Project, homework instructions and announcements will be published on CANVAS. It is the responsibility of the student to log in often.

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

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

LATE SUBMISSION AND LOSING POINTS:

●Projects turned in late will automatically lose one point.
●Students cannot 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.
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●Sending Projects or Written Reports in the wrong formats lose one point.
●Sending late assignments and wrong formats combined lose two points.

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.
It is important that the student keeps all of his or her projects together clean and ready to be revised just if the case is needed. Keeping your artwork In order to prevent misunderstanding.

ABSENCES: Missing four class periods will cause the loss of one point. Also three tardies will make the student lose one point.

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 4th 2023.

Anticipated Class Schedule/Calendar

Module Week and date	Topic, Assignments	Due Dates and Exams
Module 0 Week 1 August 15-19	Introduction to Class, Syllabus.	Discussion "A" Due Aug Sat 19
Module 1 Week 2 August 20-26 Week 3 August 27-Sept 2	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 Mod. Due Fri Sep 1 **Pro 1 due Saturday September 2**
Module 2 Week 4 September 3-9 Week 5 September 10-16	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.	**Pro 1 Crit/Discus due Mon Sep 4** -Class Activity Mod. 2 Due Fri Sep 15 Written Report 1 Th Sep 14 **Pro 2 due Saturday Sept 16**
Module 3 Week 6 September 17-23 Week 7 September 24- 30	Graphic Design Principles.Logo and logotype definition. Logotype classification.Color wheel and color harmonies.	**Pro2 Crit/Discuss. due Mon Sep 18** -Class Activity Mod. 3 Due Fri Sep 23 **Pro 3 due Saturday September 30**
Module 4 Week 8 October 1-7 Week 9 October 8-14	The Package. Templates. Guidelines. Color Theory.	**Pro 3 Crit/Dis. due Mon Oct 2** Discussion "B" Due Wed Oct 4 -Class Activity Mod. 4 Due Oct Fri 13 **Pro 4 due Sat October 14**
Module 5 Week 10 October 15-21 Week 11 October 22- 28	Advertisement, Elements of an Ad	**Pro 4 Critique/Discuss due Mon 16** -Class Act/Disc. Mod. due 5 Fri Oct 20 **EXAM #1 Tue Oct 24** **Pro 5 due Sat Oct 28**

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Module 6 Week 12 October 29- November 4 Week 13 November 5-11	Advertisement, Elements of an Ad, Motion. Animated Ads. The Storyboard. Color meanings.	**Pro 5 Crit/Discuss due Mon Oct 30** Written Report 2 due Thu Nov 2 -Class Act Mod 6 Due Nov Fri 10 **Pro 6 due Sat Nov 11**
Module 7 Week 14 November 12-18 Week 15 November 19-25 Week 16 November 26 - December 2 Week 17 December 3-7	Visual Identity. Typography. Typographic classification. Mockups.	**Pro 6 Crit/Discuss. due Mon Nov 13** **Exam 2 Fri Dec 3** Discussion "C'' Due Mon Dec 4 **Final Pro 7 due Thu Dec 7** **Pro7 Crit/Discuss. Thu Dec 8**

Subject to change without prior notice