GRAPHIC DESIGN 1
TUESDAY AND THURSDAY 3:10pm–4:40pm
COURSE INFORMATION https://d2l.depaul.edu

PROFESSOR CHRIS KALIS
EMAIL: ckalis@cdm.depaul.edu

OFFICE HOURS:
Tuesdays and Thursdays 1:30pm – 3pm
CDM Office, Room 478

TEXTBOOKS:
Graphic Design: The New Basics;
Ellen Lupton and Jennifer Cole Phillips,
2008. Princeton Architectural Press.

SUPPLIED READINGS FROM:
Introduction to Two-Dimensional Design:
Understanding Form and Function;
John Bowers. 2008. Wiley Press.

SUPPLIES:
– Sketchbook, 8" × 10" or larger
– Pens, pencils, to sketch with.
– Memory hard drive or usb stick,
  4gb or larger

  Always bring supplies to class

WRITING EXPECTATIONS:
Students will be expected to complete
a minimum of 5-7 pages of writing
for this course.

SOFTWARE:
Adobe Illustrator
Adobe InDesign
Adobe Photoshop

SOFTWARE TRAINING:
DePaul students, faculty, and staff
can login to lynda.com for unlimited
access to a vast online library of
instructional videos covering the latest
software, creative, and business skills.
Lynda.com is a high-quality resource
for students, faculty, and staff looking
to develop skills in Microsoft Office,
Adobe Creative Suite, social media,
web design, animation, photography,
audio and video production, project
management, and a wide range of
other topics.

http://offices.depaul.edu/is/services/
technology-training/Pages/
online-training.aspx

DESCRIPTION
Graphic Design 1 introduces you to the concepts, structures, materials and techniques in a social and art historical context. Methodologies of research and problem solving will be examined, with an emphasis on the role of analysis, conceptual thinking and visual production as the primary tasks of the graphic designer. The materials and techniques of two dimensional design will be taught and incorporated into class projects. Projects will combine words, images and graphic elements to create meaningful solutions that give your audience new understanding and experiences.

COURSE OBJECTIVES / LEARNING GOALS
The goals of the class will be to learn what it means to create well crafted design elements and to combine those elements into compositions that clearly communicate the ideas expressed in the content. In successful design, the visual composition of a piece should always reflect and support the underlying idea, not obscure or ignore it.

• Conceptual, logical, visual and critical thinking within research-driven design projects
• Pre-planning, sketchbook renderings and preliminary visualization before implementation
• Composition and manipulation of type and image elements
• Basic layout and compositing with Illustrator, Photoshop, and InDesign
• Hand skills and craftsmanship
• Verbal, Written, and Visual presentation of your work

The structure of this course is designed to foster a strong work ethic and sense of self initiative. We will split class time between lectures/demos, workshops/in-class work, and various forms of individual and group critique. There will be studio projects, each requiring different amounts of in-class and outside work time in regard to production. Please be sure to stay on top of your work.

LEARNING DOMAIN DESCRIPTION
GD 200: GRAPHIC DESIGN 1 is included in the Liberal Studies program as a course with credit in the Arts and Literature domain. Courses in the Arts and Literature domain ask students to extend their knowledge and experience of the arts by developing their critical and reflective abilities. In these courses, students interpret and analyze particular creative works, investigate the relations of form and meaning and through critical and/or creative activity to come to experience art with greater openness, insight, and enjoyment. These courses focus on works of literature, art, theatre, or music as such, though the process of analysis may also include social and cultural issues. Students who take course in this domain choose three courses from such choices as literature, the visual arts, media arts, music, and theater. No more than two courses can be chosen from one department or program

A & L LEARNING GOALS
1. Students will be able to explain, in well-written prose, what a work of art is about and/or how it was produced.

2. Students will be able to comment on the relationship between form and content in a work.

3. Students will be able to assess the formal aspects of their subject and put those qualities into words, using, when appropriate, specialized vocabulary employed in class and readings.

4. Students will be able to contextualize a work of art. They will be able to do so with respect to other works of art in terms of defining its place within a broader style or genre. They will also be able to contextualize a work of art in terms of contemporaneous aesthetic, social, or political concerns, discussing how these might shape the work's reception and how that reception might differ amongst various peoples and historical periods.

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ATTENDANCE This is an applied, hands-on studio art class, with class lectures, demonstrations, and peer critiques, which are vital and cannot be duplicated. Attendance is crucial. Class will begin promptly at **3:10pm.** A tardy means arriving more than 10 minutes late to class (12pm), leaving before class is dismissed, or leaving class to retrieve forgotten supplies or assignments.

An unexcused absence includes any absence without documentation. Excused absences include any absence that is cleared with me at least one week in advance via email, as well as any documented illness, hospitalization, or family emergency. Your final grade will be lowered as follows when unexcused absences and tardies occur: one absence (excused or unexcused is permitted without grade penalty.

Every unexcused absence thereafter results in cumulative five point grade deduction from your final grade (on the second unexcused absence, your final grade is lowered by five full points; on the third unexcused absence, your final grade is lowered by ten full points, the equivalent of one full letter grade). **On the fourth unexcused absence I reserve the right to fail you from the class.** Two tardies (tardies start at five minutes late) equal one absence. Showing up more than twenty minutes late to class constitutes one full absence. An unexcused absence on project duedates/final critiques will constitute as both an absence and a late assignment, which is subject to a loss of five points from the project's final grade for every late class session, in addition to the aforementioned absenteeism penalty.

If a student is absent, she or he is responsible for catching up—lectures will not be repeated. Contact me to schedule an appointment to meet during my office hours.
An absence on "final exam day" still counts as an absence; and, in addition, the student forfeits any and all participation points for the day. Students are responsible for keeping track of their attendance. If they are not sure what their status is, they may ask the instructor via email. **Students are not required to tell me why they are absent.** If, however, you choose to tell me why you were absent, this does not excuse the absence.

CLASS POLICIES

CLEAN UP
Clean-up is Everyone's Responsibility. In order for class to be dismissed on time, clean-up will begin 10 minutes prior to the end of class. Failure to participate in cleaning will result in warning and will be reflected in your project grade.

LAB USAGE
Remember, food and drinks are not allowed in the computer labs and may result in a fine. Please feel free to use the studio and computer lab outside of class during open lab hours. Please look for signage around the labs and halls regarding the hours of operation.

STUDIO SAFETY
Spray fixatives and solvents must be used outside or in designated spray booths (you are not allowed to spray in this room). For cryin' in the mud, just use a dry mount adhesive instead! Practice extreme caution when using utility knives and x-acto blades (so, no headphones while cutting). Open music is not allowed. Please be aware that many of the materials you'll be using in class are messy. Label all materials and containers with your name to avoid theft. Familiarize yourself with emergency exit and stairwells in the event of a fire alarm. For more info on emergency response and evacuation procedures, please visit the Office of Risk Management and Environmental Health and Safety website at rmehs.depaul.edu

PROJECT EVALUATION
This is a highly rigorous course that will require outside work, in-class work and verbal critique. Work as hard as you can and to the best of your abilities. Come to class with all supplies and work due. Partially completed work will not be critiqued.

I will evaluate your progress work while you are developing a project, as well as during all intermediate and final critiques. All projects will culminate in a 100 point-based grading rubric. Please remember that any comments toward your work from myself or a fellow student should not be taken personally, but viewed as constructive criticism geared toward making your work stronger and more refined. Final grades will be evaluated on the following criteria:

• **CRAFT** Is a neat and well made piece with attention paid to details

• **WORK ETHIC/CREATIVITY** Did you push yourself, and then push yourself further?

• **ADHERENCE TO GUIDELINES** Did you follow all the guidelines of the assignment?

• **CRITIQUE PROFESSIONALISM** Did you speak up during critique and remain positive/constructive?

• **IMPROVEMENT** Did you take the critique of your peers into consideration? Did you revise your work when new techniques were learned

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SUCCESS IN THIS COURSE

•Do not shortcut any of the steps outlined in the project descriptions—as there are no shortcuts to making good design.

•Be present for each class. Check d2l for updates on assignments, fresh links for inspiration,
and to engage in conversations with classmates.

• Be prepared each class to present and talk about your project progress and decision making.Everyone is expected to speak aloud and share opinions during each class.

• Make informed, well-researched design decisions and to be able to articulate and present those decisions in your work. Surf the internet on your own time, no amount of social media will make you a better designer.

• Do not eat in the classroom during class time.

• Turn off all cellphones and instant messaging programs while in the classroom and labs.

If you are going to miss class when an assignment is due, you are still required to post your homework by the assigned due date.

GRADING AND EVALUATION

93–100%	A	EXERCISES	**10%**
90–92%	A-	MID-TERM PROJECT	30%
87–89%	B+	DESIGN ESSAY	25%
83–86%	B	FINAL PROJECT	35%
80–82%	B-		
77–79%	C+		
73–76%	C	Grades are like money in a bank account—	
70–72%	C-	you only have what you put in.	
67–69%	D+		
60–66%	D		
59–0%	F		

A is given for work of consistently exceptional quality and craft, along with the demonstrated quality and quantity of research and investigation which produced those solutions

B is given for work of overall good quality and craft, along with class participation and attendance demonstrative of a consistent understanding and application of the concepts being presented.

C is given for work of average quality and craft, and the minimum amount of research done to complete the projects and/or an inconsistent demonstration of your understanding of the concepts being presented and/or poor attendance/lateness.

D will be given for work that is of poor quality and craft and where the projects are incomplete or missing and/ or consistently poor attendance/lateness.

F stands for "fail"—it merely restates and confirms that a student "failed" to complete the assignment.

TURNING IN WORK

• Unless I tell you otherwise, all assignments must be completed and submitted through d2L on the date and time specified under each assignment posted.

• Depending on the assignment, your project files will most likely be in .ai, .psd, .pdf + .indd formats

• While not ideal, handing in something unfinished is better than handing in nothing at all. If you would like more feedback on your work that you receive in class, arrange to meet with me during my office hours.

LATE WORK POLICY

Projects that are submitted before the due date and time are considered "on time."
If a project is submitted after the due date and time, this is technically submitted late. There is a 10 % grade reduction for every day late, in addition to being graded on criteria. For same day, late assignments, 5% reduction. A student has 7 days after the given due date and time to turn in the project, otherwise it will be past due and zero points will be earned. Turning a project in late is better than not turning it in at all. Some points are better than none! All the points add up to determine what the student has earned for their final grade for the class. THE LOWEST PROJECT SCORE OF THE TERM WILL BE THROWN OUT.
This does not apply to "F" work, incomplete or missing work—but work that was completed and earned at least D+. Students who turn projects in on time will earn comments / feedback in class critiques or written comments on D2L. STUDENTS WHO TURN PROJECTS IN LATE WILL NOT EARN COMMENTS. This is to reward students who meet deadlines and develop good work ethics.

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ABOUT YOUR PROFESSOR

Christopher Kalis received an MFA in Graphic Design from the University of Illinois at Chicago in 2008, and has two certificates from the Hochschule für Gestaltung and Kunst in Basel, Switzerland. He is a co-founder of Plural Design LLC, and has been an active musician since 2006, as co-founder of electronic music project, Chandeliers. Christopher works in identity, print, web, motion, film, interactive, sound, and installation design. His Master's thesis and personal work has to do with the synthesis of visual and aural forms, finding new alternatives to musical identities and experiences. Christopher is a member of the Chicago Design Archive, and his work has won awards from the Society of Typographic Arts, the American Graphic Design Awards 2008, and HOW Magazine. He has been teaching Graphic Design and Motion Graphics since 2008 and has been an adjunct faculty member at UIC, Columbia College, Harrington College of Design, and the School of the Art Institute of Chicago. His work has been exhibited at Typeforce, Notre Dame, TypeCon and Public Works.

CRITIQUES AND CLASS PARTICIPATION

There will be class critiques of student projects. This process if common in art / studio related classes. This is intended to be constructive, and allows another way in which the material can be applied. This process is not meant to be offensive or "mean." This process also allows students to learn from other students, share ideas and receive feedback. Due to time constraints, we might not have critique every week. If we do have a critique, we might not be able to look at everyone's work (again, due to time constraints). This will be determined through out the quarter. If a student wishes to volunteer in class to have their work critiqued, they are encouraged to do so.

PHONES, LAPTOPS, HEADPHONES

Phones, laptops computer use, headphones, and other devices are not allowed in class unless otherwise stated. Please turn your phone off before class starts. Keep your phone in your bag, not in your pocket or on the desk. Phones are distracting to the individual in class, the professor, and to others sitting around the student.

Students will be instructed to turn their monitors off and turn their monitors around to face the instructor to communicate that they are not using the computer, and to decrease temptation for using the computer.

If you need to make an important call, please leave the classroom. Any student using the above in class will be told to stop and subject to a 5% grade reduction for the quarter.

PROFESSIONALISM

A professional and academic attitude is expected throughout this course. Measurable examples of non-academic or unprofessional attitude include but are not limited to: talking to others when the instructor is speaking, mocking another's opinion, cell phones ringing, emailing, texting or using the internet whether on a phone or computer.

If any issues arise a student may be asked to leave the classroom. The professor will work with the Dean of Students Office to navigate such student issues. Please do not speak to the person next to you during class. This is distracting to the professor as well as other people around you. Such behavior demonstrates a lack of respect for the instructor, the class, and fellow students. If a student has something to say (related to the subject at hand) they are encouraged to raise their hand and wait to be called on. Otherwise, please keep comments to yourself.

GD200 GRAPHIC DESIGN I
WINTER 2015 SEC 501
DEPAUL UNIVERSITY CDM BUILDING
243 S. WABASH ROOM 526

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RESOURCES FOR STUDENTS WITH DISABILITIES

Students who feel they may need an accommodation based on the impact of a disability should contact the instructor privately to discuss their specific needs. All discussions will remain confidential. To ensure that you receive the most appropriate accommodation based on your needs, contact the instructor as early as possible in the quarter (preferably within the first week of class), and make sure that you have contacted either the PLuS Program (for ld, ad/hd) or The Office for Students with Disabilities (for all other disabilities) at:

student center, lpc, suite #370
phone number: (773) 325.1677
fax: (773) 325.3720
tty: (773) 325.7296

SCHOOL POLICIES

ONLINE INSTRUCTOR EVALUATION

Evaluations are a way for students to provide valuable feedback regarding their instructor and the course. Detailed feedback will enable the instructor to continuously tailor teaching methods and course content to meet the learning goals of the course and the academic needs of the students. They are a requirement of the course and are key to continue to provide you with the highest quality of teaching. The evaluations are anonymous; the instructor and administration do not track who entered what responses. A program is used to check if the student completed the evaluations, but the evaluation is completely separate from the student's identity. Since 100% participation is our goal, students are sent periodic reminders over two weeks. Students do not receive reminders once they complete the evaluation. Students complete the evaluation online at
https://mycti.cti.depaul.edu/mycti

EMAIL

Email is the primary means of communication between faculty and students enrolled in this course outside of class time. Students should be sure their email listed under "demographic information" at CampusConnect is correct.

ACADEMIC INTEGRITY POLICY

This course will be subject to the academic integrity policy passed by faculty. More information can be found at http://academicintegrity.depaul.edu/

PLAGIARISM

The university and school policy on plagiarism can be summarized as follows: Students in this course should be aware of the strong sanctions that can be imposed against someone guilty of plagiarism. If proven, a charge of plagiarism could result in an automatic F in the course and possible expulsion. The strongest of sanctions will be imposed on anyone who submits as his/her own work any assignment which has been prepared by someone else. If you have any questions or doubts about what plagiarism entails or how to properly acknowledge source materials be sure to consult the instructor.

INCOMPLETE

An incomplete grade is given only for an exceptional reason such as a death in the family, a serious illness, etc. Any such reason must be documented. Any incomplete request must be made at least two weeks before the final, and approved by the Dean of the College of Computing and Digital Media. Any consequences resulting from a poor grade for the course will not be considered as valid reasons for such a request.

CHANGES TO SYLLABUS

With the exception of the departmental policies, this syllabus is subject to change in order to accommodate the activities and progress of the studio. In the event of a change, students will be notified in class or via email.

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MONTH	TUE	THUR	LECTURE/SUBJECT	READING	SOFTWARE	PROJECTS + ESSAY
JAN	6		INTRODUCTION	POINT, LINE, AND PLANE 12	ILLUSTRATOR	**DISCUSSION POST 1**
		8	FUNDAMENTALS AI: PEN TOOL	SCALE 40 PAUL RAND PDF		**EX 1:** SILHOUETTE
		13	FUNDAMENTALS	FIGURE/GROUND 84	ILLUSTRATOR	**DISCUSSION POST 2**
		15	AI: PATTERN / SHAPE	PATTERN 184		**EX 2:** PATTERN
	20		BASIC TYPOGRAPHY	FRAMING 100	ILLUSTRATOR	**DISCUSSION POST 3**
		22	AI: MASKS / TYPE / LAYERS			**EX 3:** COMPOSITION- TYPE + MASKS (AI)
	27		TYPE AND IMAGE	LAYERS 126	PHOTOSHOP	**DISCUSSION POST 4**
		29	PS: LAYERS / MASKS / BLENDS / COLOR	TEXTURE 52		**EX 4:** COMPOSITION- TRANSPARENCY & TEXTURE (PS)
FEB	3		RESEARCH LAYOUT	TRANSPARENCY 146	PHOTOSHOP	**ESSAY:** TOPIC DUE
		5	LAYOUT STUDIO / LAB	GRID 174	INDESIGN	**MID TERM:** PORTFOLIO LAYOUT
		10	LAYOUT STUDIO / LAB	MODULARITY 158	INDESIGN	
		12	BASIC ANIMATION	RHYTHM AND BALANCE	PHOTOSHOP	**FINAL PROJECT:** ASSIGNED
	17		POSTER DESIGN			**ESSAY:** ROUGH DRAFT DUE
		19	STUDIO / LAB			**FINAL PROJECT:** PART A DUE
	24		POSTER DESIGN	MEGGS		
		26	STUDIO / LAB			**FINAL PROJECT:** PART B DUE
MAR	3		PUBLICATION DESIGN	Paul Rand		
		5	STUDIO / LAB			**FINAL PROJECT** CRITIQUE 1
	10		PRESENTATION DESIGN			
		12	STUDIO / LAB			**FINAL PROJECT** CRITIQUE 2 **ESSAY:** FINAL DRAFT DUE
	17		FINAL EXAM DAY 2:45PM			**FINAL PROJECT PRESENTATIONS + CRITIQUE**

PLEASE NOTE:
Instructor reserves the right to change this schedule at any time.
Students will be notified immediatley following any changes.

TUE & THU WEEKLY SCHEDULE
official due dates and project details
will be posted on d2l throughout the term