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# GRAPHIC DESIGN ONE

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GD200

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DePaul University . Fall 2015  
Loop Campus . 14 East Jackson Room 506 / 501  
Wednesday 5:45pm–9:00pm  
**INFORMATION :** d2l.depaul.edu

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**David Sieren**  
dsieren@cdm.depaul.edu  
**OFFICE :** Loop Campus . CDM 635  
**HOURS :** 9:00–10:30PM Wednesday / by appt.

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## COURSE DESCRIPTION

**GRAPHIC DESIGN ONE** is an introduction to the world of graphic design within a technical, conceptual, social and 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

In this class you'll learn what it means to create a well-crafted piece of graphic design, combining various elements to create compositions that clearly communicate ideas and content. In successful design, the visual composition of a piece should always reflect and support the underlying idea, not obscure or ignore it.

Over the next 11 weeks we'll explore:

- conceptual, logical, visual and critical thinking within the context of research-driven graphic design projects
- Planning and ideation techniques
- Image creation
- Typographic composition and hierarchy
- 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, work time, and various forms of individual and group critique. There will be on-going studio projects and weekly research assignments which must be completed outside of class.

## PREREQUISITES

It is highly recommended that you take one of the following course before entering this class: GD 105, ART 105, ANI 105 or GPH 211.

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## LEARNING DOMAIN DESCRIPTION

**GRAPHIC DESIGN ONE** (GD200) 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.

## LEARNING OUTCOMES

Through in-class discussion, critique, and the analysis of historical graphic design, students will achieve the following learning domain outcomes:

1. Students will be able to explain, in well-written prose, what a work of design 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.
4. Students will be able to contextualize a work of design. They will be able to do so with respect to other works of design in terms of defining its place within a broader style, genre or social context. They will also be able to contextualize a work of design 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.

## WRITING EXPECTATIONS

Students will be expected to complete a weekly short-form writing-focused research assignment. This task will include the written analysis of a specific piece of graphic design, considering the designer who created it and the specific historical context that shaped its execution.

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## POLICIES & EXPECTATIONS

### OVERVIEW

Be in class on time with all of the necessary materials required for a given week's session. You are expected to remain in class during the whole session.

Your work will be graded based on your ability to express yourself within specific parameters, defined within a project brief to be distributed at the start of each assignment. Additionally, your final grade will take into account overall improvement of your work relative to where you start at the beginning of the semester. Presenting your work as well as talking about the work of your peers is critical to your success.

You are expected to work a minimum of 6 hours per week outside of class.

### LAB USE

Use the studio and computer lab outside of class during open lab hours. Signage located near each lab defines all hours of operation. Food and drink is not allowed in any Depaul computer lab.

### CLEAN-UP

Clean-up is everyone's responsibility. Clean-up will begin 10 minutes prior to the end of class. Failure to participate in cleaning will be reflected in your project grade.

### STUDIO SAFETY

Spray adhesive, solvents and other volatile materials must be used outside or in designated spray booths (you are not allowed to spray in rooms 506 or 501). Practice extreme caution when using cutting blades. Open music is not allowed. 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](http://rmehs.depaul.edu)

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## PROJECT EVALUATION

Your work will be evaluated during all intermediate and final critiques. All projects will culminate in a 100 point-based grading rubric. Any comments made 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 the piece neat and well made with attention paid to details?
- **Work ethic and creativity:** did you push yourself, and then push yourself further?
- **Adherence to guidelines:** did you observe the guidelines of the assignment?
- **Critique professionalism:** did you talk during critique and remain constructive?
- **Improvement:** did you take the critique of your peers into consideration? Did you revise your work when new techniques were learned?

## TURNING IN WORK

Assignments are due – either posted to D2L or submitted in person (submission criteria will always be clearly defined in the project brief) – at the date and time noted on each assignment brief. If your work isn't posted in time for critique the assignment will be considered late.

If you are not going to attend class you are still required to post your homework by the assigned due date and time.

**It is essential that you label any digital or physical file you submit with your first and last name.**

## TIPS FOR SUCCESS

- **Follow the outlined process** as noted in all project briefs.
- **Be present and prepared for class.** If you are unable to attend class, please email me and tell me why at least 24 hours before the start of class.
- **Check the D2L class site** for updates on assignments, the class schedule and sources of inspiration.
- **Be prepared to present your work** every session. Come to class with all required supplies and work due. Partially completed work will not be critiqued.
- **Engage in group conversation.** Talk and share opinions during each class. Discussing the why behind your design decisions as well as talking to your classmates about their work is essential to success in this class.
- **Take phone calls and social conversations to the hallway.**

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## RESOURCES & SCHEDULE

### RESOURCES

**A short list of both required and recommended texts and resources**  
which will be helpful to you as you proceed throughout the quarter.

1. **Graphic Design: The New Basics (required text)**  
*Ellen Lupton and Jennifer Cole Phillips, 2008. Princeton Architectural Press*
2. **Eye Magazine (both printed and online)**  
<http://www.eyemagazine.com>
3. **Design Observer**  
<http://designobserver.com/>
4. **the Daily Heller**  
<http://imprint.printmag.com/daily-heller/>
5. **DePaul Graphic Design mailing list**  
*To sign up, visit <http://mailman.depaul.edu/mailman/listinfo/design>*

### REQUIRED SUPPLY LIST

All supplies noted below are available at the Blick art supply store on State Street, via Amazon, or through the DePaul University bookstore.

1. **Graphic Design: The New Basics**  
<http://www.amazon.com/Graphic-Design-The-New-Basics/dp/1568987021>
2. **Clear push pins**
3. **Self-healing cutting matt**  
<http://www.dickblick.com/products/alvin-reversible-self-healing-cutting-mat-kit/>
4. **#1 X-Acto knife**  
<http://www.dickblick.com/products/x-acto-1-knife/>
5. **Archival glue stick / spray glue / double stick tape / rubber cement / scotch matte magic**
6. **12–18" small aluminum ruler (or other straight-edge)**  
<http://www.dickblick.com/products/blick-aluminum-rulers/>
7. **1 pad of Strathmore 9x12 bristol board (12 or 20 sheets)**  
<http://www.dickblick.com/products/strathmore-300-series-bristol-board-pads/>
8. **Matte black mounting board**

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## **COURSE CALENDAR**

### **WEEK 1 . WHAT IS DESIGN . SEPTEMBER 9**

Assignments: Meaning through Geometry; research assignment 1

### **WEEK 2 . ILLUSTRATOR WORKSHOP . SEPTEMBER 16**

Assignments: Silhouette Studies; Design Principals; research assignment 2

### **WEEK 3 . COLLAGE WORKSHOP . SEPTEMBER 23**

Assignments: Record cover part 1; research assignment 3

### **WEEK 4 . TYPOGRAPHIC HIERARCHY . SEPTEMBER 30**

Assignments: Record cover part 2; research assignment 4

### **WEEK 5 . CRIT / DESIGN AND CONCEPT . OCTOBER 7**

Assignments: Book cover part 1; research assignment 5

### **WEEK 6 . TRANSLATING CONCEPT TO EXECUTION . OCTOBER 14**

Assignments: Book cover part 2; research assignment 6

### **WEEK 7 . CRIT / WORK-SESSION . OCTOBER 21**

Assignments: Book cover part 3; research assignment 7

### **WEEK 8 . CRIT / INTRODUCTION TO SCALE . OCTOBER 28**

Assignments: Poster series part 1; research assignment 8

### **WEEK 9 . CRIT / WORK-SESSION . NOVEMBER 4**

Assignments: Poster series part 2

### **WEEK 10 . CRIT / WORK-SESSION . NOVEMBER 11**

Assignments: Poster series part 3

### **WEEK 11 . FINAL CRITIQUE . NOVEMBER 18**

**The syllabus and schedule are subject to change throughout the quarter.**

For official assignment briefs, grading criteria, due dates and more, check postings on D2L throughout the quarter.

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## ATTENDANCE & GRADING

### ATTENDANCE POLICY

**Attendance is mandatory.** This is an applied, hands-on studio art class, with class lectures, demonstrations, and peer critiques. Class will begin promptly at 5:45pm. A tardy means arriving more than 5 minutes late to class (5:50pm), 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.

Note that class attendance during finals week is required.

Students are responsible for keeping track of their own attendance.

*Please note: I will be abiding by DePaul University's 2009 Attendance Verification policy. This policy enables the university to (1) comply with U.S. Department of Education financial aid regulations for reporting on students' attendance, and (2) remind students to drop a class that they no longer intend to take in time to avoid tuition charges. As such, attendance for the first week of class is mandatory.*

### LATE ASSIGNMENT POLICY

Assignments and projects turned in late will result in a 10% grade reduction for every day past the assigned due date (in addition to being graded based upon defined criteria).

You have 10 days to turn in an assignment or project before it is considered irrevocably late, at which time zero points will be earned. Turning in a late assignment is far better than not turning it in at all—some points are better than none.

Each student is allowed 1 extension to avoid the above penalty, to be used at their discretion at some point during the quarter. The extension must be requested in advance. A student will have one week after the initial due date to turn in the project. If late, the aforementioned penalty will apply.

Do not ask for extensions or leniency outside of the policies outlined above.

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## GRADING

**10%** In-class participation and engagement  
**30%** Weekly research assignments  
**60%** Long-form studio exercises

Thoughtful participation in group discussions, critiques, the presentation of assignments when asked, and attendance all count towards an individual's "class participation," a factor in the your final grade. This can not be made up after the fact due to an absence, as it required physical presence in the classroom.

### Excellence

A 100–93  
A- 92–90

### Good work

B+ 89–88  
B 87–83  
B- 82–80

### Satisfactory

C+ 79–78  
C 77–73  
C- 72–70

### Somewhat unsatisfactory

D+ 69–68  
D 67–63  
D- 62–60

### Substantially unsatisfactory

F 59–0

## INCOMPLETE GRADE

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 course final, and approved by an Associate Dean of the College of Computing & digital Media. Any consequences resulting from a poor grade for the course will not be considered as valid reasons for such a request.

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## DEPAUL STANDARDS

### PROFESSIONALISM

A professional and academic attitude is expected throughout this course. Examples non-academic or unprofessional attitude include but are not limited to: talking to others when the instructor is speaking, not paying attention during group discussions and critiques, mocking another's opinion, taking phone call, emailing, or texting.

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.

### 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 three weeks. Students do not receive reminders once they complete the evaluation. Students complete the evaluation online in CampusConnect.

#### 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" within 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.

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## **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.

## **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 the Center for Students with Disabilities (CSD) at:

Student Center, LPC, Suite #370  
Phone number: (773) 325.1677  
Fax: (773) 325.3720  
TTY: (773) 325.7296