
GRAPHIC DESIGN 1

GD200

DePaul University . Fall 2014
Loop Campus . CDM Center Room 632
Tuesday 5:45pm–9:00pm
INFORMATION : d2l.depaul.edu

David Sieren
dsieren@cdm.depaul.edu
OFFICE : Loop Campus . CDM 635
HOURS : 9:15–10:15PM Tuesday / by appt.

COURSE DESCRIPTION

GRAPHIC DESIGN 1 introduces the world of graphic design in a 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

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 and weekly contributions to the class blog each, 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.

PREREQUISITS

GD 105, ART 105, ANI 105 or GPH 211.
Knowledge of the Macintosh operating system is essential for success in this course.

EXPECTATIONS

Be in class on time with all the necessary materials. You are expected to remain in class during the whole class session. Your projects will be graded based on your ability to express yourself within aforementioned parameters. Additionally your grade will take into account the improvement of your work relative to your starting point at the beginning of the semester. Because the class is quite short, you are expected to work a minimum of 6 hours outside of class on your current assignments. We will use class time for in-class work, lectures, critiques, and conversations on design.

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LEARNING DOMAIN DESCRIPTION

GD200: 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.

LEARNING OUTCOMES

Through in-class discussion, critique, and by analyzing/recreating 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 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.

WRITING EXPECTATIONS

Students will be expected to complete a minimum of 5-7 pages of writing for this course. Assignments will include the written analysis of a specific piece of graphic design, and the research and analysis of a historical graphic designer.

TIPS FOR SUCCESS

- **Do not shortcut any of the steps** outlined in the project descriptions.
There are no shortcuts in making good design, seriously.
- **Be present for each 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 as well as our class blog** (gd200fall2014.tumblr.com) for updates on assignments, fresh links for inspiration, and to engage in conversations on design with your fellow classmates.
- **Be prepared** each class to present and talk about your project progress .
- **Everyone is expected to speak** aloud and share opinions during each class. The two major goals in this class are to make informed, well-researched design decisions and to be able to articulate and present those decisions in your work to others.

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- **Surf the internet on your own time**, Facebook won't make you a better designer.
- **Come to class prepared.**
- **Do not eat in the classroom** during class time.
- **Turn off all cellphones and instant messaging** programs while in the classroom.

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 USE 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). Practice extreme caution when using box cutters and x-acto blades (please 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. If something isn't working for you, please let me know and we'll make it work.

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 the piece neat and well made 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

LATE WORK Your homework is due posted to D2L in the prearranged drop box at the start of the due date's class. If it isn't posted in time for critique the assignment will be considered late. Late homework automatically results in a 20 point reduction (One full letter grade). If you are not going to attend class you are still required to post your homework by the assigned due date.

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ATTENDANCE POLICY

Attendance is mandatory. 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 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. An unexcused absence on project due dates/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.

Students are responsible for keeping track of their own attendance. If they are unsure of their status, they may ask the instructor at any time via email or in person during office hours. Follow-up is the student's responsibility.

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.

TURNING IN WORK

Post your homework to D2L only as pdf files.
Do not post native application files such as .ai, .indd, or .psd.

Name your files using the format: LastName-FirstName-AssignmentName.pdf

To make sure a file successfully uploaded, you may want to download it to your computer and re-open it after posting. If this results in success, you'll know it uploaded correctly in the first place!

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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).

A student has 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.

However, 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.

GRADING

10% In-class participation and engagement
10% Blog homework
40% Ongoing studio exercises
20% Final project
20% Research paper / presentation

Thoughtful participation in group discussions, the presentation of assignments when asked, and attendance all count towards an individual's "class participation," a factor in the student's 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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RESOURCES

A short list of both required and recommended texts and resources

The following texts and resources will be helpful to you as you go through 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>

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

For official assignments, criteria, due dates and more, check postings on D2L throughout 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.

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

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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.

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