

CLASS

GD 200

Graphic Design 1

Winter 2019

Thursday 5:45-9:00PM

14 E Jackson, 213

PROFESSOR

Bud Rodecker

rrodecke@depaul.edu

OFFICE HOURS

Immediately following class (9:00–10:30pm)

## Syllabus

### Course Description

This course introduces the world of graphic design in a social and historical context. The goals are to explore formal structures and research methods with emphasis on the role of analysis and conceptual thinking as the first tasks of the print and multi-media designer. The course includes basic instruction in typography, color, problem-solving in print and on screen.

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.

### Learning Domain Description

GD 200 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.

### Arts and Literature Learning Outcomes

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Students will be able to explain, in well-written prose, what a work of art is about and how it was produced.

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Students will be able to comment on the relationship between form, context and meaning in visual communication.

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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.

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Students will be able to contextualize a work of design, recognizing it as representative of the historical context in which it was produced in terms of contemporaneous aesthetic, social, and political concerns, discussing how these might shape the work's reception and how that reception might differ amongst various peoples and historical periods.

### Writing Expectation

Students will be expected to complete a minimum of 1250-1500 words, 5-7 pages of writing for this course. In general, the writing for this course will be 2500 words or 10 pages of writing.

### How Learning Outcomes Will Be Met

In the context of this class, design is about communicating to diverse and specific audiences. Design utilizes different rhetorical strategies and the study of such strategies constitutes a major focus of the class. The goals of design are to inform (e.g., directions to the airport), educate (e.g., learning how to read), persuade (e.g., support a specific candidate or belief system), or take action (the act of voting or buying a product).

This course will deliver a design experience through readings, discussion, lectures, activities, and creative projects.

### Students are required to:

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Submit responses to all 7 writing prompts, each totalling 200–400 words.

### Course Structure

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 6 studio projects + weekly contributions to the class blog 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.

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### Prerequisites

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.

### This course will cover

Conceptual, logical, visual and critical thinking within research-driven design projects

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Pre-planning, sketchbook renderings and preliminary visualization before implementation

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Composition and manipulation of type and image elements

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Basic layout and compositing with Illustrator, Photoshop, and InDesign

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Hand skills and craftsmanship

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Verbal and visual presentation of your work

### Required Textbook

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

### Tips for Finding Success in the Classroom

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Do not shortcut any of the steps outlined in the project descriptions.

There are no shortcuts in making good design, seriously.

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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.

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Check the D2L class site for updates on assignments, fresh links for inspiration, and to engage in conversations on design with your fellow classmates.

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Be prepared each class to present and talk about your project progress .

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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.

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Come to class prepared.

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Do not eat in the classroom during class time.

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

### 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.

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### 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](http://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:

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**Craft:** Is the piece neat and well made with attention paid to details

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**Work Ethic / Creativity:** Did you push yourself, and then push yourself further?

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**Adherence to Guidelines:** Did you follow all the guidelines of the assignment?

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**Critique Professionalism:** Did you speak up during critique and remain positive/constructive?

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

### Essay Rubric

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**Spelling/Grammar:** Subtract one point for each grammar or spelling error. Watch out for: Subject/verb agreement, Run-on sentences, Misuses of apostrophes

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**Clarity/Language:** Essay organization; Proper introduction, body, conclusion, Clear, straightforward sentences, Overuse of colloquialisms/informal writing style

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**Adherence to Guidelines:** Correct formatting (follows MLA style), Answers all the questions of the prompt, in the order they were asked

### Late Homework

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 10 point reduction (One full letter grade). An additional 10 points is reduced for each additional week it is late. If you are not going to attend class you are still required to post your homework by the assigned due date.

### 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 5:45 pm. A tardy means arriving more than 5 minutes late to class (5:50 pm), 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

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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.

Using D2L

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

Grading Policy

Grades will be based on a percentage assigned to the following elements:

4%	Curate Design
4%	Abstract Geometry
4%	Design Principles
10%	Name Meaning
4%	Writing: William Morris and the Arts & Crafts Movement
5%	Collage Series
4%	Writing: Egyptianhieroglyphs and the Birth of Visual Communication
20%	Record Cover
4%	Writing: The Gutenberg Press & Aldus Manutius
4%	Writing: Dada and the Dawn of a Modern Design Aesthetic
4%	Writing: Jan Tschichold and the Evolution of Modernism
25%	Book Cover
4%	Writing: Paul Rand and the Swiss Style
4%	Writing: Psychedelic Movement and Pop Art

Grading Scale

A	100–92
A -	91.9–90
B+	89.9–88
B	87.9–82
B-	81.9–80
C+	79.9–78
C	77.9–72
C-	71.9–70
D+	69.9–68
D	67.9–60
F	59.9 and below

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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Changes to Syllabus

This syllabus is subject to change as necessary during the quarter. If a change occurs, it will be thoroughly addressed during class, posted under Announcements in D2L and sent via email.

College Policies

Online Course Evaluations

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.

Academic Integrity and Plagiarism

This course will be subject to the university's academic integrity policy. More information can be found at <http://academicintegrity.depaul.edu>. If you have any questions be sure to consult with your professor.

Academic Policies

All students are required to manage their class schedules each term in accordance with the deadlines for enrolling and withdrawing as indicated in the University Academic Calendar. Information on enrollment, withdrawal, grading and incompletes can be found at: [cdm.depaul.edu/enrollment](http://cdm.depaul.edu/enrollment).

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: [csd@depaul.edu](mailto:csd@depaul.edu).

Lewis Center 1420, 25 East Jackson Blvd.

Phone number: (312)362-8002

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