

ART 226 SU18 0397 - GRAPHIC DESIGN II

COURSE DETAILS

Quarter, Year: Summer, 2018

Course Name: Art 226 - Graphic Design II

Credit: 5 Hours

Location: MDL 210

Days and Time: Monday and Wednesday from 9:00 AM to 12:10 PM

Prerequisites: Art 225 - Graphic Design I

COURSE DESCRIPTION

Intermediate and advanced graphic design problems involving research, planning, and implementation of development ideas. The production processes, tools, and mechanisms in graphic design.

In this lecture/lab course, Swiss Modern design theory and techniques will be explained through lectures, in class assignments and out of class projects. You will demonstrate the principal and elements of Modern aesthetics through the use of sketches and Adobe InDesign on an Apple computer platform. Critical thought processes will be demonstrated through presentations and portfolio reviews.

NOTE: This class may view and talk about graphic design and/or photographic works related to adult content for example; sexuality, language and so forth.

INSTRUCTOR DETAILS

Name: Minh Carrico

Office Hours: by appointment only

Office: MDL 230

Telephone: 425-640-1390

Email: Canvas or minh.carrico@email.edcc.edu (NOTE: enter your class name in subject line when using edmail)

Best Way to Contact me: Canvas or edmail. (NOTE: I will reply within 48 hours upon reading your message. Email responses will be limited and/or delayed after weekday business hours and during the weekends.)

REQUIRED MATERIALS

Now

Advertising by Design

Robin Landa

ISBN: 978-0470362686

USB flash drive (4 GB minimum)

Pen and Pencil

9 x 12 Sketch book

Later in the quarter

Color printing and binding services

9x12 Self-Addressed Stamped Envelope (SASE)
with approximately \$2.50 of postage.

LEARNING OBJECTIVES

Course-level Learning Objectives (CLOs)

Upon successful completion of this course, students will be able to:

Reinforce techniques and skills of good craftsmanship to completed graphic design projects and course assignments.

Effectively generate, consider, and evaluate problems in graphic design.

Reinforce production of quality work through the application of a variety of graphic design techniques and media.

Reinforce knowledge of basic compositional guidelines for jewelry and apply them effectively to completed course projects and assignments.

Reinforce constructive critiques of graphic design projects using language appropriate to the domain and course themes.

Reinforce research skills in the history of graphic design for presentation and using proper documentation of research.

COURSE MODE

This on-ground class is supplemented with the Canvas website. The syllabus, announcements, assignments, tests, and other information will be available on your Canvas site.

VISUAL ARTS OUTCOMES

Upon successful completion of this 5-credit course, the student will be able to:

Effectively apply techniques and skills of good craftsmanship to completed projects and course assignments.

Patterns, Grids, Balance, Scale, Proportions, Rhythm, Emphasis

Hue, Tint, Tone, Shade, Monochromatic, Analogous, Complimentary,
Split Complimentary, Triad, RGB, and CYMK.

Line, Shape, Texture, Value

Effectively apply and discuss specific elements and principles of design to completed course projects and assignments.

Typography, Lead, Kerning, Tracking, Fonts, Font Family, Type anatomy

Effectively generate, consider and evaluate problems in design.
Spatial reasoning, Contrast, Visual Balance, Flow

Produce quality work through the application of a variety of design techniques and media.

Adobe CC 2017 (InDesign) on Apple computers using the following tools: direct selection, indirect selection, pen, pencil, type, shape in addition to the appropriate panels and control functions, Apple iMac computers, exporting to PDF, black and white printer along with color printing.

Demonstrate knowledge of basic compositional guidelines and apply them effectively to completed course projects and assignments
Patterns, Grids, Balance, Scale, Proportions, Rhythm, Emphasis

Give and receive constructive critiques of design projects created by you and colleagues using language appropriate to the domain and course themes.
Presenting work for peer evaluation and self analysis.

Demonstrate research skills in a specific medium or period for presentation and proper documentation of research.

Research may be accomplished in one or more of the following ways:

Writing critiques and journal projects.

Presentation may be accomplished in one or more of the following ways:

Oral and visual presentations to the class.

ASSIGNMENT AND GRADING

Please read carefully. My grading policy is a paradigm shift from most common grading policy that you're familiar with in past classes. 0 through 59 points are NOT failing grades in this class. There are 100 total points possible for this course. You begin zero points and you accumulate points as you progress through the quarter. All of the total points earned by the end of this course are converted to a 4.0 decimal grade by dividing your total points by 25. For example: you earn 50 points at the conclusion of this class. This converts to a 2.0 on the 4.0 grading scale which is a C letter grade.

Assignment breakdown

24 points = 6 Visual journals at 4 points each

24 points = 2 Assignments at 12 points each

8 points = 2 Writings at 4 points each

8 points = 2 Tests at 4 points each

4 points = 1 Quiz

32 points = 1 Final

Accumulated Total Points Conversion

Points earned are divided by 25 4.0 Conversion Letter Grade

100.0 - 86.3	4.0 - 3.5	A
86.2 - 62.3	3.4 - 2.5	B
61.2 - 36.3	2.4 - 1.5	C
36.2 - 23.75	1.4 - 1.0	D
23.74 - 0.0	0.0	

Grading Rubrics

This is a [SAMPLE_Assignment.pdf](#) Preview the document that is worth 4 points and the below is rubrics for determining your grade.

Outcome Category

Vaguely

25%

Adequately

50%

Clearly

75%

Distinctly

100%

Points
earned

Demonstrate an understanding of the creative process by using the elements and principles. This is worth 50% of the total 4 points.

.5

1.0

1.5

2.0

1.5

Demonstrate creative activity in a specific discipline by engaging in the technical process. This is worth 25% of the total 4 points.

.25

.5

.75

1.0

.75

Demonstrate the ability to presentation and & critique of the creative process. This is worth 25% of the total 4 points.

.25

.5

.75

1.0

.5

TOTAL SCORE

2.75

COURSE EXPECTATIONS

TURN OFF or PUT AWAY your Cell phones, iPods, CD players, laptop computers, SMS devices, personal gaming consoles, online gaming, online videos not related to class, other forms of electronic communication, and entertainment devices while class is in session. Students can be asked to leave the classroom. There are no exceptions to this rule.

NO email submissions. All assignments will be delivered either using a hardcopy in class and/or electronically via Canvas and/or a dedicated classroom server.

Attendance is taking daily. After three absences, the instructor will attempt to communicate with you about your performance along with notifying college resources through Early Alert. Only under extenuating circumstances related to medical and/or legal matters will excuse your absence. A letter from your Doctor or lawyer must be presented.

Late work: Assignments received within 5 days past the due date will only receive 50% of the total possible grade. Work received after the 5th day will not be graded. Only under extenuating circumstances will late work be accepted beyond the 5th day due to medical and/or legal matters. A letter from your Doctor or lawyer must be presented.

Letter grades: V (Instructor Withdrawal), S (Satisfactory), and U (Unsatisfactory) are not given in this course

STATEMENT OF ACADEMIC INTEGRITY

Edmonds CC students shall demonstrate Academic Integrity. I am expected to report all violations of Academic Integrity (academic dishonesty, cheating, plagiarism, and unauthorized collaboration) to the College. The College's database of such incidents will be monitored by the Office of the Vice President for Student Services. Data will be maintained for three years. Evidence of repeat incidents will result in additional action by the Office of the Vice President for Student Services as governed by the Student Code of Conduct. In this class, cheating and plagiarism will result in an assignment or grade penalty ranging from a minimum penalty of 50% to a maximum of 100% deduction from the total possible points. A second incident in this class will result in an assignment or grade penalty ranging from a minimum penalty of 75% to a maximum of 100% deduction from the total possible points.

FINAL EXAM OR LAST CLASS MEETING

Date and time of the required final exam or class meeting during Finals Weeks.

(full URL: <http://www.edcc.edu/calendar/exams/default.html>)

SERVICES FOR STUDENTS WITH DISABILITIES

If you require an accommodation for a disability, please contact at MLT 159, 425.640.1320 or ssdmail@edcc.edu.

Services for Students with Disabilities

(full URL: <http://students.edcc.edu/ssd/default.html>)

STUDENT SERVICES INFORMATION:

(full URL: <http://www.edcc.edu/students>)

Academic Calendar

(full URL: <http://www.edcc.edu/calendar/academic.html>)

Advising:

(full URL: <http://www.edcc.edu/advising>)

Center for Student Engagement and Leadership:

(full URL: <http://www.edcc.edu/csel>)

College Policies and Procedures:

(full URL: <http://www.edcc.edu/policies/default.html>)

Counseling and Resource Center:

(full URL: <http://www.edcc.edu/counseling>)

Diversity Student Center:

(full URL: <http://www.edcc.edu/dsc>)

eLearning Information:

(full URL: <http://www.edcc.edu/elearning>)

Enrollment Services:

(full URL: <http://www.edcc.edu/es>)

Learning Support Center (Tutoring):

(full URL: <http://www.edcc.edu/lsc>)

Library, including online resources:

(full URL: <http://www.edcc.edu/library>)

Services for Students with Disabilities:

(full URL: <http://www.edcc.edu/ssd>)

Student Printing Guidelines:

(full URL: <http://students.edcc.edu/acs/printing>)

Student Support Resources:

(full URL: <http://www.edcc.edu/support>)

TRIO:

(full URL: <http://www.edcc.edu/trio>)

Title IX and Gender Discrimination:

(full URL: <http://www.edcc.edu/titleix/what-is-titleix/definitions/gender-discrimination.html>)

EMERGENCY PREPAREDNESS

I have no authority to cancel classes due to inclement weather conditions. The college administration makes closure decisions prior to the start of business each day. You can sign up to receive email or text notifications of college closures or delayed openings due to weather or other emergencies at

FlashAlert Newswire & Messenger

(full URL: <http://www.flashalert.net>).

In the event of unexpected closure, course updates will be sent via Canvas.

IMPORTANT DATES

List last day to withdraw, final exam day, and registration openings for the coming quarters at Edmonds CC Academic Calendar

(full URL: <http://www.edcc.edu/calendar/academic>)

NOTE:

Consider this syllabus a contract between you and your engagement with my class. Your grade is subject to these terms. Changes with the schedule may need to be occur if any of the following conditions arises: Weather related campus closures, class cancellations, and the time management to best meet the learning objectives. Attempts to involve the class in this discussion and decision making process when available