

advanced graphic design I

gra 2113C—crn 23715 | 1:00–4:45 pm, Wednesdays | west, 9–131

Course Overview

Addresses practical problems relevant to contemporary industry standards in graphic communications. Emphasis on producing layouts and comprehensive in black and white and color. Various up-to-date methods of production utilized. (Special fee: \$65.00)

Pre-requisites: Minimum grades of C in GRA 1203C and GRA 1933C and GRA 1206C or department approval.

3 Credit hours (class 1, lab 2)

Course Goals

- Properly present ideas through the use of visual and verbal communication, critique presentation and proper selection of materials.
- Identify, collect and utilize industry resources, tools, services and outlets.
- Proper use of design and typography principles learned in prerequisite courses to intentionally convey a message that is clear, not over-designed and without redundancy.
- Relate classroom projects and presentations to career and industry expectations and opportunities.
- Gain further understanding of the application of color theory and how it relates to proper production of solutions.

Required Text

Advertising By Design: Generating and Designing Creative Ideas Across Media, Author: Landa, ISBN: 978-0-470-36268-6, Cost: \$60.00

Suggested Books:

Universal Principles of Design, Revised and Updated, ISBN# 978-1592535873, Rockport Publishers, Authors: Lidwell, et. al., Cost \$18.21

Blank Slate: A Comprehensive Library of Photographic Dummies, Author: Cordelia Craigie, ISBN-13: 978-3899554656, Cost \$42.00

Required Course Materials

- Sketch Pad
- Drawing/Sketching Pencil Set
- Tracing Paper (roll)
- 3-Piece Pigma Micron Ink Pen Set, Black OR Copic Multiliner SP pens
- Additional supplies and media of choice
- Digital Storage Media, 1GB or more.
- Consistent access to current Adobe Creative Cloud software.
- Quality Stock Photography and mock-ups

Special Requirements

Students with disabilities who qualify for academic accommodations must provide a letter from the office for students with disabilities (OSD) and discuss specific needs with the professor, preferably during the first two weeks of class. The office for students with disabilities determines accommodations based on appropriate documentation of disabilities.

Prof. Meg Curtiss

e-mail:

mcurtiss@valenciacollege.edu

office: west campus
5-135

phone: 407.582.1452

Contacting The Instructor:

The best way to get a hold of me is through email.

Mcurtiss@valenciacollege.edu

Emails with specific questions will be answered as soon as possible, usually within 24 hours. Students who need more than a brief response should arrange a meeting. Messages should consist of your name, your class and class time, and a brief but detailed message. Questions such as "what did we cover in class?" Will not result in a response.

Visit Me At My Office:

West Campus: 5-135

My open office hours are posted each term outside my office. Should you need tutoring or to meet up, please make an appointment. Appointments can be arranged in person or via google hangouts.

If you need to leave something for me: (west campus)

you can leave items with the lab asst. (5-130), Or

at our division office, Art & Humanities, in building 5-147.

How I Will Contact You:

All students should have an atlas email account. Any communication for the class in general, or to an individual student, will be sent through atlas email. Per college policy, any notification concerning excessive absence, getting behind in your work, being withdrawn, etc., is sent through atlas. It is the students responsibility to check their atlas email and general account on a regular basis. Not doing so is not an excuse for missing information i send you and/or any class notifications that i might send. I regularly send notices.

Baycare

Valencia College is interested in making sure all our students have a rewarding and successful college experience. To that purpose, Valencia students can get immediate help with issues dealing with stress, anxiety, depression, adjustment difficulties, substance abuse, time management as well as relationship problems dealing with school, home or work. BayCare Behavioral Health Student Assistance Program (SAP) services are free to all Valencia students and available 24 hours a day by calling (800) 878-5470. Free face-to-face counseling is also available.

Attendance

Regular and punctual attendance is expected. IF A STUDENT MISSES MORE THAN 2 MEETINGS IN A ROW THE STUDENT WILL BE WITHDRAWN FOR EXCESSIVE ABSENCES. NOTE: This is even if absences are due to documented and legitimate reasons, such as doctor appointments! Students not taking the course with sincerity and seriousness enough to come to class are encouraged to withdrawal to prevent a reduction in their overall GPA. Lengthy late attendance, early departure or sleeping during class may result in you being considered not in attendance for that day. Arriving late three times is equivalent to one absence.

Participation

Students are expected to actively participate within the culture of the course each and every meeting. Students should be able to present work-in-progress and solutions in professional form—this includes articulation of assignment goals & design choices, as well as, proper use of materials, output and preparation.

Critiques

Critiques are scheduled for the beginning of class meetings the day it is due. If you do not have your work ready for critique at the beginning of class, it is considered late. Graphic design is highly structured.

Remember that you need to make a good impression for yourself. The craft of your presentation is important. Take pride in your work and present it in the best possible way. Presentations should be clean and without scratches or dented edges. Be prepared to orally present to designers and non-designers an explanation of your concept, goals, production techniques and any other relevant information specific to the design of the assignment. Be prepared to answer questions thoughtfully about the design. There may be times when you are presenting other's work or participating by questioning and commenting when other students are presenting work. Be prepared by understanding ahead of time the scope of the work and engaging in presenting the best outcome.

Computer/Equipment Use Policy

Use of computers in the Graphic & Interactive Design and Digital Media classrooms at Valencia College is restricted to those activities designated by the instructor to enhance the class materials. Any other use is strictly forbidden. Inappropriate use includes, but is not limited to:

- Use of computer to send E-mail or access Internet sites not specifically assigned in class.
- Use of computer for job, internship, homework or other activities not assigned in class.
- Modifying any hardware or software system configuration or setting.
- Activities not in accordance with the Valencia Student Code of Conduct
- Use of computers in any of the Graphic & Interactive Design and Digital Media Labs is limited to those activities involved with preparing homework or coursework in the Graphics and Digital Media departments and is subject to the same restriction as listed above.
- Computer may be remotely monitored; any student using computers inappropriately may be subject to dismissal from class or banishment from the lab. Subsequent offense may be sent to the campus administration for further disciplinary action.

Academic Honesty

Students are responsible for preparing for class by completing assignments. Students who are absent are fully responsible for all material covered in class.

Students may collaborate on preliminary creative process, design and technical issues. Collaboration should be used to improve visual communication or to solve technical problems. Copying a design solution completely or partially is considered cheating, and a student's inability to describe the process and solution of a submitted assignment will be considered evidence of cheating. All students involved in incidents of cheating will be given a zero ('0') for that assignment/quiz/exam/project without regard to who did the original work or who may have benefited.

Expected Student Conduct:

Valencia College is dedicated not only to the advancement of knowledge and learning but is concerned with the development of responsible personal and social conduct. By enrolling at Valencia College, a student assumes the responsibility for becoming familiar with and abiding by the general rules of conduct. The primary responsibility for managing the classroom environment rests with the faculty.

Students who engage in any prohibited or unlawful acts that result in disruption of a class may be directed by the faculty to leave the class. Violation of any classroom or Valencia's rules may lead to disciplinary action up to and including expulsion from Valencia. Disciplinary action could include being withdrawn from class, disciplinary warning, probation, suspension, expulsion, or other appropriate and authorized actions. You will find the Student Code of Conduct in the current Valencia Student Handbook.

Support Services

Various tutoring services are available in Bldg. 7-240 (extension 1633)

Smarthinking online: on-demand student support site:
<http://www.smarthinking.com>

Valencia College offers a variety of SkillShops, short seminars covering a variety of topics which deal with student success, goals and purpose. To check out Valencia's Skillshop offerings, go to:

<http://valenciacollege.edu/studentservices/skillshops.cfm>

Grading Criteria

Grades in this course will be earned on a Holistic basis. Grades will be based on the solution's overall quality in meeting / exceeding the assignment's criteria.

As with real-world clients, assignment criteria will be outlined verbally and with feedback provided along the process.

Final Presentation of Assignments should include job details/ deadlines, process, revisions/proofs and changes requested during critique of that assignment.

No late assignments will be considered for grade.

Digital files that are not Press-Ready will be given a -10 deduction. (*Press-Ready includes use of proper software, file formats, resolutions and color space.*)

Assignments

Create a working list of 50+ resources—5 pts.

Three project assignments will be verbally assigned. For each of the three projects, students will produce:

- 5 pts. each **Client Brief**—job description, milestone dates for job, research on client, research on market/competitors, resources for job, communication strategy. (15 pts. total)
- 10 pts. each **Working Process**—inspiration, resources, sketches, proofs, solutions. (30 pts. total)
- 15 pts. each **Project Solution**—professionally presented. (45 pts. total)

All final jobs will be documented and presented at the end of term in a final digital prestation. Students may choose to improve previous solutions based on feedback for individual projects and present revisions here.

5 pts. total **Digital Presentation of Assignments**

Extra Credit

Attend and submit written summary of industry-related event for 2 pts. each—maximum of 6 points. All submissions for extra credit must be submitted before the withdrawal deadline for consideration.

Grade Calculation

Students should keep a running tally of their grade throughout the term to better understand course performance.

	pts. earned	calculation	pts. toward final grade
Resource Keeping: 5 pts.	_____	x .05	_____
A1 —Client Brief:	_____	x .05	_____
A1 —Process:	_____	x .10	_____
A1 —Solution:	_____	x .15	_____
A2 —Client Brief:	_____	x .05	_____
A2 —Process:	_____	x .10	_____
A2 —Solution:	_____	x .15	_____
A3 —Client Brief:	_____	x .05	_____
A3 —Process:	_____	x .10	_____
A3 —Solution:	_____	x .15	_____
Final Presentation: 5 pts.	_____	x .05	_____
Extra Credit Earned:			_____
		of 100 pts	_____

The final grade will be determined by grades earned on required projects, participation and a positive attitude in the class. The following is the Valencia's Community College Grading scale:

A = 100 - 90	Exceptional achievement, demonstrated in work of keen understanding and optimal mastery of course competencies. Earned for exemplary work, clearly beyond the requirements.
B = 89 - 80	High achievement, demonstrated in work of consistent effort, intelligence, and mastery of course competencies.
C = 79 - 70	Satisfactory completion of course requirements and mastery of essential course competencies.
D = 69 - 60	Unsatisfactory completion of course requirements and an unacceptable grade for prerequisite or graduation requirements.
F = 59 or less	Failure to perform required work or to master required course material and competencies.

A final grade of "C" or better is required for this course in order to meet prerequisite requirements for higher level courses or to be used as credit towards an AS degree in Graphic & Interactive Design.

Important Dates & Deadlines

Students may only withdraw themselves up until the withdrawal deadline for a grade of W. After that, instructors may only withdraw a student for excessive absences, therefore; students who do not withdraw themselves prior to the withdrawal deadline will be given whatever grade was earned for the course as their final grade. If a student misses the final exam they will receive a F for this course

.DROP / REFUND DEADLINE:
January 20, 2015 by 11:59 PM

NO SHOW REPORTING:
January 21-30, 2015

WITHDRAWAL DEADLINE:
March 27th, 2015, by 11:59 PM

COLLEGE CLOSURES

Martin Luther King Jr. Day: Monday, January 19th, 2015
Learning Day: Friday, February 13th, 2015
Spring Break: March 9th–15th, 2015

GRAPHICS HANGOUTS

Spring: Thursdays, 5-130 from 1–2 pm

It is the student's responsibility to withdraw themselves through Atlas, by deadlines noted above.

COURSE SCHEDULE for gra 2113C—CRN 23715 | 1:00–4:45 pm, Wednesdays | west campus 9–131

Subject to Change

week	date	in-class / due	reading / reference
1	14-Jan	Course Overview, Creative Briefs, Documenting Process & Creating Presentations, A1 Open	Read: Chapter 01
2	21-Jan	A1 Research Due / Sketches Due, Student-Led Discussion on Reading	Continue Reading: Chapter 01
3	28-Jan	A1 Work-In-Progress Due Student-Led Discussion on Reading	Post Work-In-Progress Revisions by Monday Read: Chapter 02
4	4-Feb	A1 Work-In-Progress Due Student-Led Discussion on Reading	Post Work-In-Progress Revisions by Monday Read: Chapter 03
5	11-Feb	A1 Solution Due, A2 Open Student-Led Discussion on Reading	Read: Chapter 05
6	18-Feb	A2 Research Due / Sketches Due Student-Led Discussion on Reading	
7	25-Feb	A2 Work-In-Progress Due	Post Work-In-Progress Revisions by Monday
8	4-Mar	A2 Work-In-Progress Due	Post Work-In-Progress Revisions by Monday
9	11-Mar	SPRING BREAK — COLLEGE CLOSED	Read: Chapter 04, 05
10	18-Mar	A2 Solution Due, Student-Led Discussion on Reading	Read: Chapter 08
11	25-Mar	A3 Open, Student-Led Discussion on Reading	Read: Chapter 09
12	1-Apr	A3 Research Due / Sketches Due Student-Led Discussion on Reading	
13	8-Apr	A3 Mock-up Due	Post Work-In-Progress Revisions by Monday
14	15-Apr	A3 Work-In-Progress Due	Post Work-In-Progress Revisions by Monday
15	22-Apr	A3 Solution Due	
16	29-Apr	Final Presentations	