Arts 140 - **Introduction to Graphic Design**
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Course Description
An introduction to Graphic design as a discipline and a profession.
Familiarization to form and message development with emphasis on visual concepts
and fundamental design theory. This course will include lectures, demonstrations, group discussions,
presentations and creative work. Participation in discussion and critique is vital to the success of this class.
Class assignments will include finding designed artifacts, doing research,
reading from handouts, and making presentations and completing projects

Course Goals and Student Learning Objectives
The goal of this course is to introduce and further your understanding of the basic objectives,
principles, and methods used in graphic design.Our projects are designed to provide
a range of opportunities for creative problem solving within practical constraints.

Course Content Learning Outcomes
Upon successful completion of this course, students will be able to:
1 - recognize graphic design vocabulary
2 - demonstrate an understanding of graphic design principles;
3 - identify methods and processes for conceptualizing
4 - build various visual elements
5 - exhibit applied knowledge of synthesis of form and content;
6 - develop innovative forms and styles based on the design concept
7 - organize information to make compelling and experimental visual expressions for presentation.
8- obtain a greater understanding of Graphic design as a discipline and as a profession.

Recommended Texts/Readings
• Graphic Design: The New Basics by Ellen Lupton & Jennifer Cole Phillips
• Thinking With Type by Ellen Lupton ISBN-10: 1568989695

Material Requirements:
1. 4 gig memory disk
2. Materials include pencils, metal ruler, drafting tape, tracing pads,
clear push pins, x-Acto knife with #11 blade, portable cutting mat,
graphic arts adhesive, and a semester supply of presentation boards.
3. Sketchbook

Classroom Protocol:
We are involved in a mutually beneficial communal learning experience, one that requires full attention
and respectful behavior toward all members of the class. In order to maximize the learning experience,
students are requested to observe the following etiquette guidelines:

• Students are expected to arrive on time and to remain in class until the class is over, or
excused. If you have a prior engagement that requires you leave before the end of class,
please inform the instructor before class and take pains not to disturb other students when you leave.
• Announcements, handouts, and assignments are issued at the beginning of class.
• Electronic devices not directly pertaining to your participation in this class must be turned off
and put away before class starts. This means you may not place or receive calls, messages,
play games, check e-mails, surf the web, pop into Facebook, Twitter, and any other similar applications.

Grading Policy:
The project and course performance will be evaluated according to the following components
Each project (2 or more) will be graded upon completion and assigned
a letter grade according to the University policy—A through F.

An incomplete will be granted to students with documented extenuating circumstances e.g.

debilitating illness, family emergency etc. Bases for the grading are below:
Problem solving skills
Planning, organizing, research and content gathering (message development), analysis,
sketching and content integration.

Form giving skills
Design exploration, development, and refinement. The synthesis of the elements, principles,
and attributes of form into an effective, evocative product. The verbal/visual investigation of
form and function.
Presentation skills
The skill, dexterity, and attention to detail exhibited in presentation.
The quality of line and form necessary for effective visual communication.
Participation and Preparation
Producing appropriate solutions to all required phases of development on projects both in quality and quantity.
Engaged in class critiques and activities.
Syllabus

Grading Scale:
Semester grade will be weighted according to the following percentages:

Proportion of each grading segment
10% Project 1
20% Project 2
20% Project 3
30% Final Project
20% attendance and participation
100% Total

Grading Scale
A+ 95% and above A 94% - 92%
A- 91% - 90%
B+ 89% - 85%
B 84% - 82%
B- 81% - 80%
C+ 79% - 75%
C 74% - 72%
C- 71% - 70%
D+ 69% - 65%
D 64% - 62%
D- 61% - 60%
F below 60%

A-, A, A+ = Excellence (3.7–4.0)
Student consistently delivers creative and high quality work and demonstrates the ability to explore
a wide range of alternative options as well as the ability to make intelligent
and informed decisions on the final solution. Student is able to refine final solutions
to instructor feedback. Student shows the ability to communicate ideas clearly and completely,
 both visually and verbally. Well-crafted and informed arguments support any and all design decisions.
All projects are complete and on time. Student demonstrates
a strong, engaged effort in work and in class. Student maintains at all times a positive attitude and commitment
towards the profession, classmates, the instructor and their own development.
Student participates in all regularly scheduled classes.
Overall, student meets and exceeds the requirements of the course.

B-, B, B+ = Very good work (2.7–3.6)
Student demonstrates an above average effort in all areas. Work is complete and demonstrates
no craft or technical problem areas. Student shows the ability to communicate decent rationale for design
decisions and demonstrates improvement in all areas of professional development as a designer.
Student maintains a positive attitude and involvement in all coursework and class activities.

C-, C, C+ = Adequate, average work (1.7–2.6)
Student produces the minimum work required at an average quality level and provides basic
explanations for design decisions. Student demonstrates a basic understanding of the principles
 presented in class and may have some craft and technical problem areas.
Student demonstrates average participation in all regularly scheduled classes.

D-, D, D+ = Poor work and lack of effort (0.7–1.6)
Student produces the minimum work required at below average quality and demonstrates little
understanding of the principles

F = Failure to meet the course requirements (0.0–0.6)
Student demonstrates a lack of understanding of the basic principles discussed in class and is unable
to convey creative and craft and technical ability as required. Student has little or no involvement in class discussions,
repeatedly misses deadlines or critiques, and demonstrates little commitment to learning and their own development.
Student shows little participation and/or is consistently late for class.
Important Notes about Grading All assignment are graded, therefore you should do your best on them or your
course grade will be adversely affected.

Deadlines:
On the regularly scheduled Final Exam day and time is when you will submit the last project.
No extensions will be given except in cases of documented emergencies,
serious illness. If such a circumstance should arise, please contact the instructor
as early as possible and be ready to provide documentation.

Late Assignments:
It is essential that you keep up with the course work and submit all assignments in
a timely manner. Assignments will lose a full letter grade for each day late.
All students may resubmit assignments revised or redone for credit by the end of the term

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