

GRPH 221, Section 1
Fall 2015
8:30-11:20, MW, 208WAB

Graphic Design I
Dept. of Art & Art History, University of Nebraska-Lincoln
Professor Colleen Syron

Course Description

This course offers an investigation of the creation of meaning through visual form. Students will explore the relationships between form, process, perception and intention while investigating meaning through typography, image generation and manipulation, sign/symbol/icon, and visual contrasts. The dynamics of two-dimensional imagery in both representational and abstract contexts will be the focus of study. Principles of composition, expression and spatial representation are addressed.

The goals of this course are to: explore the concept of visual language through design process & principles, investigate form/content/aesthetic expression & visual communication, and develop the use of the tools, materials & methods of the graphic designer.

Course Format

This course uses a studio format in which information from lectures, in-class demonstrations, group projects and design research are applied to hands-on projects that develop critical and creative processes. Students apply these practices to the production of projects while receiving and providing criticism in group discussions and individual critiques.

- ***Working In Class***

Always be prepared to work in class. It is recommended that you keep a sketch/note book that is exclusive for this class and the projects. Always have your sketch/notebook with you along with necessary files, studies, notes. If you have a laptop, always bring it. If you have the ability to store files online, do it to assure that you always have access to your latest files.

- ***Software Instruction in Class***

Except for occasional review or explanations, teaching software is NOT the primary focus of the class. It is assumed that you come to this class with a basic understanding of the required software. Students can use online lessons, reference books and tutorials taught in the digital lab to further develop application knowledge.

Prerequisites

ARTP 140 A/B, ARTP 141 A/B

Objectives / Learning Outcomes

- Exploration into the depth and breadth in today's field of Graphic Design and the role of the designer.
- Knowledge of Graphic Design vocabulary (learn to apply design language).
- An introduction to history and theories of Graphic Design thru the study of key movements.
- The dynamics of two-dimensional imagery in both representational and abstract contexts will be the focus of study.
- Principles of composition, expression and spatial representation are introduced
- Develop critical and analytical skills and will establish a basic visual vocabulary.
- Understanding symbols, form, context in design. Intro to critical theory of Graphic Design

- Symbols, forms, branding, process, logo, publication grid, introduction to semiotics, intro to time-based motion and sound, image sequence, information architecture will be investigated.
- Explore innovation in technologies, problem solving strategies and questions of content through rigorous study with a variety of tools and media.

Required Text:

Visible Signs (Second Edition): An Introduction to Semiotics in the Visual Arts, by David Crow

Graphic Design History: A Critical Guide, by Johana Drucker & Emily McVarish

Recommended Reading:

Lab fee

There is a \$70 lab fee for this course. Some may be allocated towards printing expenses applied directly towards "Paper Cut" account, but not all materials will be provided from this fee. When necessary you will need to purchase additional supplies yourself.

Required Materials + Equipment

- 17 x 11 – Art Portfolio plastic portfolio book from bookstore (horizontal or vertical)
- Sketchbook
- Exacto knife

Required (loosely) Materials + Equipment

- Laptop with Adobe Creative Suite. Please see <http://art.unl.edu/computer.shtml> for the Department's Computer Laptop requirement specifications.
- Cutting board (11x17)
- Metal ruler (longer than "11 preferably)
- Tape or glue (I prefer double sided)
- Burnishing tool

Attendance & Field Trips

Consistent and prompt attendance develops responsible professional behavior. Students are expected to attend all sessions of courses for which they are registered. Tardiness is defined as being ten minutes late for class or departing before class has been dismissed. Three tardies count as one absence. Only two unexcused absences will be allowed. The 3rd absence will lower your final semester grade by one letter; 4th results in two letter grades; 5th results in failure.

Field trips, outside lectures, and any other special events that take place outside of the classroom during class time will also count towards attendance. Students should be informed that the allotted absences [2] are to accommodate routine illness, weddings, car trouble, etc. Doctor appointments, advisor conferences, trips to supply stores and labs, employment, etc., should not be scheduled to conflict with class. Faculty cannot be placed in the position of determining which absences are excusable and which are not.

Prolonged illness should be verified by a physician and may require the student to withdraw from class if he/she cannot complete work in a comprehensive and timely manner.

Critique + Participation

Class critiques and review of work will be ongoing and are an integral part of the course. Criticism shall be of a constructive nature, with the intent of helping your classmate develop his/her skills. Critique of your classmate's work will assess both strengths and weaknesses - it is no help to simply praise work -

we really only learn from our mistakes. Students MUST take notes when being critiqued, whether by group or one-on-one with instructor.

Files

All students will have access to box.unl.com server.

Files can be accessed from anywhere (the classroom, dorm room, home) so there will be no excuse for not being prepared for working in class. All files (machine & server) must be backed up regularly on an external hard drive. All class files will be deleted two weeks after the final class. Students must follow course guidelines for file naming & organization.

Students with Disabilities

You must be registered with Services for Student with Disabilities on Campus in order to receive accommodation. Their phone number is: 402-472-3787. You must identify yourself to the instructor in a timely manner as an individual with a disability when seeking an accommodation.

Grading Standards/Descriptions:

The grading scale is 97-100% = A+, 93-96 = A, 90-92 = A-, 87-89 = B+, 83-86 = B, 80-82 = B-, etc. The following grade descriptions clarify the meaning of letter grades and the grading scale:

***C- is not a passing grade for a Department Art & Art History art major.**

Letter grade: A = excellent 90% - 100% - The student completes all requirements, on time, in an excellent manner. The required representations are creative, provocative, well developed, exquisitely executed and of impeccable craft. The student generates studies that are not explicitly assigned but contribute to the development of the project(s) or to their own understanding. The student is actively involved in questioning and deliberating upon the issues involved. The student makes excellent, consistent progress.

Letter grade: B = good 80% - 89% - The student completes all requirements, on time, in a good manner. The required representations are creative, well developed and carefully executed. The student generates studies that are not explicitly assigned but which contribute to the development of the project(s) or to their own understanding. The student is involved in questioning the issues involved. The student makes good, consistent progress.

Letter grade: C = average 70% - 79%* - The student completes all requirements, on time, in an average (acceptable) manner. The required representations are average in development and craft. The student makes average progress.

Letter grade: D = 60% - 69% - The student completes all requirements in a poor manner. The required representations are underdeveloped and without dedication. The student makes poor progress. Students who earn this grade will be discouraged from entering the professional programs.

Letter grade: F = 0 - 59%* - The student submits unacceptable work or no work. The required representations are not developed and without dedication. The student makes unacceptable progress and is therefore unprepared to continue into the professional programs.

Plagiarism

Cheating is the actual or attempted practice of fraudulent or deceptive acts for the purpose of improving one's grade or obtaining course credit; such acts also include assisting another to do so. Typically such acts occur in relation to examinations. However, it is the intent of this definition that the term "cheating" not be limited to examination situations only, but that it include any and all actions by a student that are intended to gain an unearned academic advantage by fraudulent or deceptive means. Plagiarism is a

specific form of cheating which consists of the misuse of the published and/or unpublished works of others by misrepresenting the materials (i.e. their intellectual property) so used as one's own work. Penalties for cheating and plagiarism range from a zero or "F" on a particular assignment, through an "F" for the course, to expulsion from the university. For more information on the University's policy regarding cheating and plagiarism, refer to the University Catalog (Policies and Regulations).

Deadlines

All projects and exercises are due on the day and time given, always at the beginning of class unless otherwise noted. Projects that are late will not be accepted.

Grading Breakdown

- 2.5% of the course grade is comprised of a source book/box/sketchbook.
- 10% of your grade is based on tests.
- 80% of the course grade is based on assigned projects.
- 2.5% of the course grade is based on daily effort & engagement.
- 5% of the course grade is based on a end of the semester portfolio & crit.

Grades will be determined based upon several evaluation criteria. These include your successful and timely completion of class assignments, the ability displayed by you to address the conceptual and design issues imposed by the assignments, your workmanship and your participation in class critiques and discussion. A brief will be supplied to guide your through each project.

10%	Tests (10pts each)	100
2.5%	Source book/box/sketchbook	25
20%	Posters (100 each)	200
12.5%	History paper, presentation & booklet (50 each)	150
20%	Symbol / moods / identity	100
	Brochure	100
22.5%	Magazine	250
5%	Portfolio Review	50
2.5%	Effort & engagement	25
Total		1,000

Projects

For each project you will receive a detailed description of the assignment, a grading rubric and project timeline. While I occasionally slightly change deadlines based on the progress of the class most project will follow the timeline exactly.

Project 1	Poster
Project 2	Poster #2
Project 3	Develop a brand identity (symbol/logo/system) and brand brochure
Project 4	Develop complex reinterpretation of a magazine including logo, cover, layout, grid and style across series of spreads
Project 5	History research paper, presentation and brochure

Contact information
e-mail: Syron@unl.edu

Prof. Colleen Syron
Office/studio: WAB # 210c

Dept. of Art & Art History
Office hours: MW 1:00-2:00