

Intro to Graphic Design & Production

ARTG 115 – Fall 2012

Instructor: Renessa Ciampa-Brewer

Email: renessa@ciampacreative.com

Phone: 857-526-0515

Classroom: Canton Campus, Rm. 417

Days & Time: Tues. & Thurs. 12:30 to 2:00pm

Office Hour by appointment only:

Tues. & Thurs. 2:10 to 2:45pm, Rm. 417

(or other arranged meeting place on campus)

Class Website: <http://artg115.wikispaces.com>

*So you want to be a designer? There's a lot to know.
Don't expect schools to teach it all. Look for it on your own.*

-Gunnlaugur Briem

Course Description:

Introduces graphic design elements and principles and their application to page layout. Assignments emphasize the development of advertising graphics from concept and design phases through basic computer production applications. Two lecture and two laboratory hours per week.

Prerequisite: ARTG 281 Computer Aided Graphic Design or permission of instructor.

Course Objectives:

It is important for students to understand that it is time to make your commitment and take charge of your future as a visual communicator. With this commitment comes responsibilities and hard work, your class participation and production are very important not only to your final grade, but also to the growth and education of the other students. Design is governed by ideas. Meaning is dependent on context. Students always need to make connections between object and its meaning. This course will continue focusing on conceptual skills, development of verbal articulation, and problem solving skills.

Class Wikispace: <http://artg115.wikispaces.com>

Here you will find the course materials, weekly handouts/in-class materials, and project assignments posted. The "Wiki" will be updated weekly, so it will be a helpful resource if you miss a class and need the materials. You should still get notes from a classmate if you miss a class.

Required Materials:

- Textbook: **Design Basics**, 7th Edition, with ArtExperience Online Printed Access Card. (2007), Lauer & Pentak. Wadsworth Publishing. (ISBN-10: 0495500860). Can be purchased at Amazon.com for between \$1 (used) to \$40 (new).
- A process book for A) your thumbnails and sketches, which WILL be reviewed by instructor accompanying each project, and B) weekly "design reflection" journal entries in class.
- A notebook for lecture notes ((this can be included in your above process book, but just remember that I'll be collecting your process books for review during the semester so you might want to have your notebook as a separate 1-subject notebook)
- Tracing paper pad, X-acto knife and blades, cork-back metal ruler (18" or larger), rubber cement
- Presentation materials as specified per assignment (black matt board or illustration board, special papers, self-healing cutting matt)
- A 3-ring binder or a file folder for saving handouts
- Flash Memory Stick – 2 GB is sufficient.

Tentative Class Schedule.

To be handed out next week.

Always bring your files (on your flash drive), your notebook/process book to class with you for working in class. You never know when an idea will come to you!

Projects and Deadlines:

(Full project-description sheets will be handed out in class and posted on the Wiki)

Project #1:	Brand Poster Ad Project	Deadline: September 27 th
Project #2:	Music Festival Poster	Deadline: October 18 th
Project #3:	PSA Project	Deadline: November 13 th
Research Paper:	(based on final project)	Deadline: December 11 th
(FINAL) #4:	Newsletter Project	Deadline: December 18 th and 20 th – FINAL WEEK

NO LATE WORK. Being able to meet deadlines is a crucial part of being a professional designer. You will have the opportunity to redo work to raise your grade (See Grading System on next page). Anyone who fails to attend Final Critique or does not finish the Final Project on the due date will be result in a “Fail” or “Incomplete” grade for this course. Any excuses **will not be accepted** for missing the Final Critique.

Research Paper:

There will be 1 Research Paper required this semester, accompanying your final project (Project #4). The purpose of this paper is to get you to learn how to dig deep into research for a design project, and to apply that information to your design solutions. The Creative Brief will be a big help with getting your research paper started. As we approach the final projects, we will go over the paper writing process in more detail and I will give you an outline to use. I’m sure each of your papers will be very different, and I am here to help guide you.

Quizzes:

There will be 5 quizzes (some in class, some take-home) throughout the semester, based on the course reading materials. All answers to quizzes should be in your own words. Copying from classmates will NOT be tolerated in this class.

Design Reflection Journal:

When we “reflect” on something, we think about our experience and potentially learn from it. As designers, you are all thinkers and problem-solvers. We need to be curious, we want to know more about the world around us and also about the way we approach and make decisions in our designs. The “reflection journal” will be a fun method of writing about your experiences in each project this semester. Through reflective writing, you will develop your ability to articulate, to put into words and express, your thinking behind your design work. It is also a place for you to make connections between the things you learn and do in this class and in your other classes.

Grading System:

Design Projects	60% of grade
Quizzes based on the reading	10% of grade
Research paper	10% of grade
Process Book	10% of grade
Class participation	10% of grade

NOTE: There will be opportunities during the semester to revise projects and re-submit them for extra points. Extra credit points will account for a total of 3 extra points added onto your final grade. I will drop the lowest quiz grade at the end of the semester.

Attendance & Class Policies:

- Plagiarism will not be tolerated.

- Students will be responsible for signing an attendance sheet for each class.
- More than 5 minutes is considered late.
- More than 5 hours of unexcused absences, as noted in the MCC Students Handbook, will result in a lowering of your final grade. If you have more than 5 hours absences, you will have greater chances to fail this course.
- It is the responsibility of the student to obtain missed assignments and lecture notes.
- All cell phones must be TURNED OFF during class.
- No food and drink in the computer lab.
- No music (headphones), web surfing, text message, and email when class is in the session.
- Your projects/assignments MUST be saved to your flash memory stick. If for any reason your files have been lost, it is your responsibility to make sure that you redo what you lost.
- By the end of semester, anyone who fails to deliver more than one project will have great chances to fail this course.
- Anyone who fails to attend Final Critique or complete the Final Project on the due day will be result in a "Fail" or "Incomplete" grade for this course.

Discussions and Demonstrations:

There is a great deal of information to cover in this course. It is in your best interest to...

Listen

Throughout the semester I will be conveying information to you that may not be available in written form. It is critical that you pay attention to avoid missing out on key information.

Question

This is a must! Remember, your classmates may or may not have thought of the question you asked, so asking questions will allow us all to learn. In short, ASK! ASK! ASK!

Take Notes

It is essential for you to take notes during lectures, presentations, and demonstrations in order for you to have an organized body of information you can refer to in the future. Please be prepared to move around the classroom and have the proper materials at hand for taking notes. I will tend to call the class to one area to share in a problem or critique.

HAVE FUN - THIS WILL BE A GREAT CLASS!!!!

Accommodations Statement

Students with disabilities who believe that they may need accommodations in the classroom are encouraged to contact a disability counselor on campus as soon as possible. Students at the Brockton Campus with learning disabilities and all students at the Middleboro Center should contact Andrea Henry, at extension 1805. Students with physical disabilities at the Brockton Campus should contact Mary Berg, at extension 1425. All students at the Canton campus should contact Mary Berg at extension 2132.