

S Y L L A B U S

& A S S I G N M E N T

S A M P L E S

from GRAPHIC DESIGN 01

A U T H O R E D & W R I T T E N

B Y C A R R I E A . D Y E R

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LEARNING FACTORY ASSIGNMENT

gRaPHIC deSIGN 01.

EXPLORING DESIGN PROCESSES, MATERIALS & METHODS

→ 01. | COURSE INFORMATION :

№	COURSE NUMBER / SECTION :	ART 3540, 18978
◎	TERM/YEAR :	Fall 2017
›	PREREQUISITES :	ART 1520 (2-D)
▷	CREDIT HOURS :	3 hour studio art class
📅	CLASS MEETING TIME(S) :	M/W, 2:30-5:00
📍	LOCATION (BUILDING & RM NUMBER) :	WH / RM : 151
💰	LAB FEE :	\$100
\$	ADDITIONAL COURSE MATERIALS :	\$90-150

→ 02. | CONTACT :

👤	INSTRUCTOR :	CARRIE A. DYER
✉	EMAIL :	cdyer@augusta.edu
📞	PHONE :	office: 706-667-4623
🕒	OFFICE HOURS :	T/Th, 5:00-6:30pm
›	COURSE WEBSITE :	www.carriedyer.com/teacher.html PASS: _ _ _ _
›	WEBSITE :	WWW.CARRIEDYER.COM
›	LAB DOOR :	_ _ _ _

DYER SCHEDULE:

GD1: M/W -2:30-5:00 PM
ILL: M/W -2:30-5:00 PM
KE: M/W -5:30-8:00 PM

2-D : T/TH -2:30-5:00 PM
OFFICE HRS: T/TH -5:00-6:30 PM



03. | COURSE DESCRIPTION :

The essence of graphic design is visual communication. Students in this course will gain basic proficiencies and establish a solid understanding of graphic design methodology. With this firm foundation in place, students gain an understanding of design excellence. Additionally, students learn a range of handcrafted (analog), techniques and industry standard software while solving design problems.

04. | LEARNING OUTCOMES :

In this course, students will...

- A.) demonstrate an understanding of basic digital techniques with industry standard software
- B.) apply design and typographic specific terminology to creative work
- C.) create design solutions through the combination of analogue and digital processes
- D.) recognize the creative benefits of experimentation through materials and processes
- E.) articulate the connections between authorship, expression, and design
- F.) apply basic principles of color psychology through the creation and presentation of design works

→ 05. | TEACHING METHODS :

Class lectures, reading assignments, and projects will be based on historical and contemporary graphic design theory and practice. You are expected to spend time outside of class working and developing your projects. You should spend a minimum of 9 hours outside of class per week. This is a standard set by National Association of Schools of Art and Design.

0A. | ASSIGNMENTS :

- > Each project has multiple finals
- > Projects 01-03, include : / Reading/Discussion
/ Draft Critique
/ Final Critique

A.)	*Date Planner / Book	*required
B.)	Learning Factory (mini assignments included)	300 pts
C.)	MCC /	300 pts
D.)	P01	200 pts
E.)	P02	200 pts
F.)	P03	200 pts
G.)	Final Digital Portfolio (required) (Each missing/incomplete assignment will be -20pts off your project grade. If you fail to follow final portfolio instructions you will receive -40pts off your final class grade)	200 pts

0C. | DESCRIPTIONS :

1. **Learning Factory** : Learning Factory is a series of tutorials, techniques, and mini assignments designed to give you an understanding of graphic design industry standard software and processes.

2. **MCC (Making Collection Cycle)**: The Making Collection Cycle is a semester-long self-directed assignment.

3. **Reading / Discussion** : During project 01-03, readings will be introduced and discussed to explore a deeper understanding of the graphic design field. Discussion questions are included in project grade. Discussion questions must be turned in on time to receive credit. You can not use the "gift" option for this requirement.

4. **Draft Critique** : A draft critique is a preliminary, in-process critique where students present printed in-process professional pieces. Work should be printed professionally and margins (white border) should be trimmed. All work is required to be printed and ready before class begins.

5. **Final Critique** : A final critique is where students present final, client-ready, printed pieces. Printed work should be printed professionally and the margins should be trimmed. All work is required to be printed and ready before class begins.

6. **Design Map** : (Extra Credit) A Design Map is a conceptual diagram of your work defining important references that may be subconscious to the viewer. Design Maps are extremely beneficial to helping clients understand your process. A Design Map is recommended for the final critique on projects 1-4 (one per project). If there are multiple finals the Design Map is only recommended on ONE final.

7. **Final Digital Portfolio** : At the end of the semester you are required to turn in a final digital portfolio of all your work. Please keep back up (duplicate) copies of all your files. The final portfolio will be reviewed and graded as your FINAL BODY OF WORK. You will be evaluated on your progress through the semester and your ability to receive and adapt to critique. In addition, your ability to rework (re-do) projects that were not in-line with project expectations will be considered. All assignments must be turned in as high resolution jpg files and organized into individual project folders.

0B. | LATE/INCOMPLETE WORK :

1. 2nd MISSING Project = 0 for project grade, & you can't "RE-DO" the project
2. 1st LATE Project = Counts as your one "GIFT" for the session
3. 2nd LATE Project = -20 off your project grade
4. 2nd time LATE for Critique = -10 off project grade
5. ABSENT for Draft/Final Critique = -10 off project grade
6. INCOMPLETE Draft Critique = -10 off project grade
7. INCOMPLETE Homework / Discussion Assignment = -10 off project grade
8. MISSING Homework / Discussion Assignment = -10 off project grade
9. MISSING Materials for Class = -10 off project grade
10. MISSING Final Portfolio (F.P.) = -40 off final class grade
11. missing Projects in F.P. = -20 off for each incomplete assignment



00... | HOW TO GET THE MOST OUT OF THIS CLASS :

Below are recommendations on how to be successful during this class.

1. **COMPLETE YOUR HOMEWORK** : It is extremely important that you complete homework as it is assigned. If you do not complete homework as you go you will not assimilate the skill set matrices provided.

2. **CONSIDER ADOPTING A LIFE-LONG LEARNER PHILOSOPHY** : The graphic design field is constantly changing through evolving technology. It is extremely important that you develop a strong habitual learning ethic to keep up to date with technological changes.

3. **CHECK YOUR EMAIL ON A DAILY BASIS** : Course emails may be sent regularly. Checking your email daily will ensure you do not miss important information for class.

4. **TAKE NOTES & BE AN ACTIVE LEARNER** : During lectures, take notes and engage in classroom activities like critiques and lectures when appropriate by asking questions and engaging in conversation.

5. **REVIEW COURSE MATERIAL SUPPLIED ON THE COURSE WEBSITE** : Be aware that there is a course website where you can download learning materials.

6. **MAINTAIN A PROFESSIONAL AND RESPONSIBLE ATTITUDE** : In any profession it is extremely important that you are responsible and professional at all times. During class critiques it is important to be honest and direct but also make sure you are kind to your peers and that you maintain a professional attitude.

7. **SPEND TIME WORKING YOUR VISUAL MUSCLE THROUGH VISUAL RESEARCH** : Various examples will be supplied throughout class but it is also important that you complete your own research in addition to following assigned research.

8. **ORGANIZE AND MANAGE YOUR TIME OUTSIDE OF CLASS** : Managing your time will help you be a more productive artist and designer.

9. **WORK THROUGH THE PROCESS** : If you are stumped by an abstract topic or your brain feels frozen, make yourself work your way through it. Try experimenting. Many times as artists and designers we get stumped and the best way to proceed is to continue making.

10. **WHEN YOU ARE STRUGGLING, YOU ARE ONTO SOMETHING** : When you struggle your way through a process, typically you are onto something. Keep pushing and you will find you are almost over a creative hump.

11. **MANY ANSWERS TO ONE QUESTION** : Art and Design demands many answers to each problem. As a designer, avoid at all cost going with your first idea. Although you may like your idea there are many more that are most likely better. Our brains are capable of developing many complex ideas. Use brainstorming techniques to analyze, connect, and create new juxtapositions.

12. **WHEN YOU NEED HELP ASK** : Don't be afraid to ask for help. We all have questions. The skill sets we learn in Graphic Design are complicated. Your questions are valid and worth asking. Your professor will be glad to work with you outside of class.

13. **BE PATIENT WITH PROCESS & EXPERIMENTATION** : Being open to processes and experimentation is extremely important. Complex processes have fruitful results. Embrace the process and patiently work your way through it knowing that you cannot control the results.



05. | CREATIVE MANIFESTO FOR STUDENTS:
PREPARING FOR YOUR SENIOR EXHIBITION

(All art students, including Graphic Design students, are required to develop a body of artwork for their Senior Exhibition. Preparing for Senior Exhibit should consume your thoughts all the way through your undergraduate classes. Below are recommendations to help you to be a ROCK STAR for your Senior Exhibition.)

- 1. DEVELOP YOUR INDIVIDUAL LANGUAGE (VOICE):** Throughout all of your classes, you should be on a mission to find your UNIQUE individual voice. Finding your own visual language is important. There are lots of ways to embrace this search process.
- 2. KNOW THE FIELD YOU ARE PLAYING ON:** Know what's going on in contemporary art & design. Research contemporary artists and designers. Develop an understanding of what work inspires you and your work. Make a Pinterest board for your exhibition and collect artists that evoke that essence you yearn for in your work. Here's an example of my board: www.pinterest.com/carrieadyer/art-/
- 3. REFERENCE THE PAST:** It's important to know the histories that precede you. Study them.
- 4. START WRITING NOW:** Although you may not be able to explain your unique body of work yet, develop a dialog with yourself. Use a sketchbook to track your progress. Create lists and make dissection trees of research and works that relate to your work aesthetically and conceptually. You will be required to write a statement and present your body of work during an artist talk. Start the process now.
- 5. YOUR SKETCHBOOK IS YOUR SECRET WEAPON:** Your Sketchbook is your secret, awesome, amazing space that you should revisit daily. This is a space where you can track things that are important to you. Ideas for your work and goals for your future.
- 6. IT'S MORE THAN JUST AESTHETICS:** Your work must be sophisticated on a number of levels. Develop ideas and/or a conceptual strategy for your work.
- 7. YOU & YOUR WORK WILL BE ON DISPLAY:** Your work will be on display for the public to view. This is your chance to shine. The best way to shine like the amazing artist and designer that you are is to have amazing work!
- 8. PROMOTE YOURSELF:** Your exhibition card is an extremely important element for your exhibit. Design one that stands out. Having a unique takeaway from your exhibit can help people to remember you.
- 9. IT TAKES A LOT OF WORK TO HAVE GOOD WORK:** In order to have good work for your senior exhibition you must invest a lot of time into your work. Everything you create as an artist feeds off of what happened before. If you invest time now, you will be ready later.
- 10. NEVER FORGET THE 5TH OF NOVEMBER:** The 5th of November, for me, is the day my brother, Fletcher, died. Your 5th of November may be vastly different but the point I am trying to make here is never forget who you are and be true to yourself.
- 11. DEVELOPING A BODY OF WORK:** Most importantly, for your Senior Exhibition you will be expected to develop a body of work. A body of work is normally 4-15 pieces depending on size and scope. If your exhibition is an installation you would only create one.

Be a Rockstar & start developing your work now.



→ 06. | GRAPHIC DESIGN 01 SCHEDULE :

The following schedule is subject to change, but provides a fairly reliable indication of the pace, assignments, and major deadlines that you will need to plan for this semester.

CLASS	DATE	LEARNING ACTIVITIES :	R.D. = Reading Discussion Questions
1	W, 8-16	INTRO TO SYLLABUS	
2	M, 8-21	MCC overview Unit 01 LEARNING FACTORY	
3	W, 8-23	Unit 02 LEARNING FACTORY	
4	M, 8-28	Unit 03 LEARNING FACTORY	
5	W, 8-30	Unit 04 LEARNING FACTORY	
	M, 9-4	(((LABOR DAY -NO CLASS-)))	
6	W, 9-6	Unit 05 LEARNING FACTORY	
7	M, 9-11	Unit 06 LEARNING FACTORY	
8	W, 9-13	Unit 07 LEARNING FACTORY	
9	M, 9-18	Unit 08 LEARNING FACTORY	
10	W, 9-20	Unit 09 LEARNING FACTORY	
11	M, 9-25	Learning Factory DUE / START P01.	
12	W, 9-27	_____.P01. _____.Lecture / Additional Tech Training	
13	M, 10-2	_____.P01. _____.Lecture / Additional Tech Training	
14	W, 10-4	_____.P01. _____.Lecture / Additional Tech Training	
15	M, 10-9	_____.P01. _____.Lecture / Additional Tech Training	
16	W, 10-11	_____.P01. (MIDTERM)	
17	M, 10-16	> P01. DRAFT CRITIQUE	
18	W, 10-18	> P01. FINAL CRITIQUE P01. R.D. DUE : START P02.	
19	M, 10-23	_____.P02. _____.Lecture / Additional Tech Training	
20	W, 10-25	_____.P02. _____.Lecture / Additional Tech Training	
21	M, 10-30	_____.P02. >MCC PROGRESS REPORT DUE	
22	W, 11-1	_____.P02. _____.Lecture / Additional Tech Training	
23	M, 11-6	_____.P02. _____.Lecture / Additional Tech Training	
24	W, 11-8	> P02. DRAFT CRITIQUE	
25	M, 11-13	> P02. FINAL CRITIQUE P02. R.D. DUE : START P03.	
26	W, 11-15	_____.P03. _____.Lecture / Additional Tech Training	
27	M, 11-20	_____.P03. _____.Lecture / Additional Tech Training	
	11-22	(--Thanksgiving -No Class: 11-22 to 11-24 ---)	
28	M, 11-27	_____.P03. _____.Lecture / Additional Tech Training	
29	W, 11-29	_____.P03. _____.Lecture / Additional Tech Training	
30	M, 12-4	_____.P03. _____.Lecture / Additional Tech Training	
31	W, 12-6	> P03. DRAFT CRITIQUE	
	W, 12-13 2pm-4pm	DECEMBER 13TH 2PM-4PM (FINAL EXAMS 12-8 TO 12-14) ____> P03. FINAL CRITIQUE P03. R.D. DUE ____> FINAL DIGITAL PORTFOLIO DUE ____> MCC DUE / Art Object Benefit Project : Care Pack	



→ 07. | REQUIRED MATERIALS :

The following are required materials for class. Items with a plus (+) can be shared items.
See amazon list for examples and optional items : graphics dyer supplies link : <http://amzn.com/w/2SULAX1DTI20U>

A. BOOKS:

- ☞ | : A.) **HOW TO BE A GRAPHIC DESIGNER WITHOUT LOSING YOUR SOUL**,
by Adrian Shaughnessy,
ISBN-10: 1568989830
- B.) **ATLAS OF GRAPHIC DESIGNERS**,
by Elena Stanic, Lipavsky Corina,
ISBN-10: 1592536646

B. SUPPLIES NEEDED FOR EVERY PROJECT:

- ☐ **Flash Drive or External Hard Drive**
Lacie Rugged 1T External Hard Drive is Recommended: <<http://a.co/6cRs9BF>> or if you are purchasing a flash drive I recommend: Silicon Power 64GB Jewel J80 USB 3.0 Flash Drive, Titanium (SP064GBUF3J80V1TBT) : <<http://a.co/elV9ju9/>>
*All drives are recommended to be reformatted as Mac OSX Journaled
- ☐ **Sketchbook** (Moleskin)
- ☐ **Smartphone** for Pinterest & Camera
(Smart Phone cameras do work but a professional DSLR is best)
- ☐ **Drawing Pencils & Sharpener**
- ☐ **Adhesive:** 3m Glue Stick, Masking Tape
- ☐ **Cutting:** Xacto Knife & blades, Scissors
- ☐ **Metal Ruler** with cork bottom
- ☐ **Money** for xerox copies & prints
- ☐ **Clear Envelopes** to protect your work
- ☐ **Ersaer (Tombow Mono Knock Eraser)**
- ☐ **\$ Extra Money** if Laser Printer is out of toner you will be responsible for printing work

SUGGESTED:

- ☐ **Artist Box or pouch** for supplies,

C. LEARNING FACTORY :

TBA

D. P01. LAYERED POETIC PHRASE:

- ☐ **Laser Overhead Transparency Film**
(<http://a.co/6tB9iTb>)

E. P02. UNITY OF OPPOSITES BOOKS:

- ☐ **Bone Folder**
<<http://a.co/iIMK1s9>>

F. P03. ILLUSTRATION EXPERIMENTATION:

- ☐ **Thread & needle** (any color)
- ☐ **100% Acetone (nail polish remover)**
- ☐ **Foam Core** (purchase on demand)
- ☐ **3M Spray Mount** (Super 77)

SUGGESTED:

Pounce Wheel, Awl, Paper Perforator, Charcoal Pencils (soft), Waterproof Black Ink,

G. MAKING COLLECTION CYCLE

(see above under B.)

H. OTHER SUGGESTIONS:

Headphones for in-class video assignments, Binder for class handouts, Folder to protect your printed work and handouts. (to fit 8.5x14"), Pit Pens / Liner Markers / Ink (I recommend Staedtler Lumocolor Markers for working on transparency), Colored Pencils, Paint, your chosen drawing utensils

I. IF YOU ARE SERIOUS:

If you are serious about Graphic Design I highly recommend the following : Mac Book Pro with 16GB of Ram; Lacie Rugged External Hard Drive 1TB; Digital Camera: at least 16MP; Adobe Photoshop, Illustrator, InDesign, After Effects, Muse, & Dreamweaver; Laser Jet Multifunction or Epson Inkjet; and an Epson Scanner. See amazon list for examples and optional items: graphics dyer supplies link : <<http://amzn.com/w/2SULAX1DTI20U>>

**Additional materials may be needed depending on your chosen processes.





→ 08. | ATTENDANCE :

Professors will be flexible enough in their attendance and grading policies to allow students a reasonable number of absences without penalty for extraordinary personal reasons or for officially representing the university. However, if the student has been absent for more than the equivalent of 10 percent of class time, regardless of cause, then the professor will lower the student's grade by 10 percent of the overall possible available (on a 100 point scale, this would be 10 points). Upon the next absence, the professor will withdraw the student from the class for excessive absences. An absence occurs when a student misses more than fifteen minutes of any scheduled class period.

Students unable to attend class during the first week of the term should contact their professor immediately; otherwise, they may be dropped due to federal regulations on financial aid.

If a student stops attending or never attends class, they are subject to receiving a grade of WF or F. Students should not assume to be withdrawn automatically.

- 3 absences = Maximum Absences (excused or unexcused)
- 4 absences = final grade drops 10 points
- 5 absences = final grade drops 20 points
- 6 absences = final grade drops 30 points
- 7 absences = final grade drops 40 points
- 3 tardies = 1 absence

→ 09. | DISRUPTIVE BEHAVIOR :

Faculty members have the right and responsibility to maintain classroom order and to ask that students refrain from disruptive behavior.

Students disrupting class may be asked to leave and marked absent, and penalized for any work missed as a result of that absence. This includes disruptions caused by devices such as laptops, tablets, and cell phones. Students should ask permission before using such devices in class, use them only in class-appropriate ways, and silence them while class is in session.

→ 10. | GRADING OPPORTUNITIES:

A. CRITERIA :

Your overall grade is based on the caliber and quality of your work including the risks you are willing to take during your project process. Although your work ethic affects the quality of your work, the grade is not based solely around effort. The final class grade is based on the following: (1) Attendance, (2) Participation -constructive contribution to critiques and discussions, (3) Execution of design principles, design concepts, process, & ability to take risks.

B. FORGIVENESS :

1. **GIFT***: (Late project forgiveness) You have one "gift" that you may use per semester where 1 project or homework may be turned in late and still receive full credit. *Final Portfolio & Semester Long Project are not included in this policy.
2. **RE-DO** : Project RE-DO options: Once you have "successfully" completed an assignment you may "redo" any project and re-submit the assignment for a revised grade. All RE-DO projects will be graded after Final Portfolios are submitted the last day of class. You must follow criteria for "re-doing" projects.

C. EXTRA CREDIT :

1. **ATTEND EVENTS** : It is extremely important to attend school events. Collect proof that you have attended each school event and present to the professor at the end of the semester.
2. **EVALUATIONS** : Complete course evaluations. Print the confirmation code that you completed the evaluation and you will receive extra credit of 5 points added to a project grade.
3. **Self Directed Projects** : Any additional, high quality, self directed projects that relate to course subject matter will be considered for extra credit points. Pieces must be completed during this semester and for this course only. Assignments created for other classes will not be considered.

D. GRADE DISTRIBUTION:

1. Major Projects – 95%
2. Class Participation – 5%

CLASS PARTICIPATION:
includes the following:

1. time in lab/or classroom outside of class per week
2. absences
3. tardies
4. ability to contribute to critiques
5. dedication to working on projects during class

E. GRADE SCALE:

BFA Quality	A	100 – 90
Above Average	B	89.9 – 80
Average	C	79.9 – 70
Below Average	D	69.9 – 60
Draft Quality	F	Below 60



→ 11. | ACADEMIC HONESTY :

“Violations of academic honesty include cheating of all kinds, plagiarism, fraudulent research activity and/or scholarship, collusion, and false statements made to avoid negative academic consequences” (AU policy on Academic Conduct).

→ 12. | ACCOMMODATIONS FOR DISABILITIES :

Students with needs for academic accommodations for disabilities are to contact Testing and Disability Services as soon as possible to initiate the process and have the required Accommodation form sent to their professor. Call (706) 737-1469.

→ 13. | EMAIL / OFFICE VISITS :

I check my campus email once a day Monday-Friday. To insure availability, I recommend scheduling an office visit through email.

→ 14. | ADDITIONAL SUPPORT :

I am here for you. If you are attending class on a regular basis as well as completing assignments to the best of your ability I would be glad to schedule a meeting outside of normal office hours for further assistance.

→ 15. | WITHDRAWALS :

“The responsibility for initiating a withdrawal resides with the student. A student who registers for a course and stops attending class (or never attends class) is not automatically withdrawn by the instructor and is subject to receiving a grade of WF or F for the course... Undergraduates may withdraw from a total of five classes during their enrollment at AU... [Thereafter,] the student will receive a 'WF' for subsequent withdrawal attempts.”

→ 16. | CHANGES TO THE SYLLABUS / SCHEDULE :

The course syllabus and schedule are subject to change. When changes occur, the professor will notify students as far in advance as practical and, if applicable, will explain how the changes will affect the calculation of your final grade. Missed class time is the responsibility of the student, including any announced changes to the syllabus or important deadlines during missed times.

→ 17. | OTHER COURSE POLICIES :

A. All other aspects of this course will follow the Pamplin Course Policies posted online. Please read them carefully, as they include important information about Academic Honesty, Disruptive Behavior, Accommodations for Disabilities, Withdrawals, and other topics. By remaining in this course, you agree to abide by these policies.

B. Excellent work completed during this course may be selected as examples of student work for promotion of the department and the professor.

→ 18. | CLASSROOM EXPECTATIONS & BEHAVIOR :

A. EXPECTATIONS :

1. **Homework :** All homework assignments are due the following class period unless otherwise noted.

2. **Sketchbook :** Always bring your sketchbook and materials with you to class.

3. **Tech Rule of 3 :** Although you are never discouraged from asking questions you are required to have evidence that you have searched the Internet and investigated three different sources before you ask a software / tech question. This policy was adopted to teach you how to adapt to evolving technology and new software. In the field of graphic design, it is essential that you know how to research and learn new tech skills through self-directed research.

4. **Printer Ink:** If the printer in the lab runs out of ink overnight before a critique each student is responsible for finding a way to print pieces for any work that is due the following day.

5. **GD Log:** Students are required to sign in when they enter the computer lab after hours (outside of normal class hours). Students are expected to be working on course homework in the lab at least 6-9 hours per week. There is a special sign-in sheet for graphic design that will be available.

B. CLASSROOM BEHAVIOR :

1. **Texting :** Frequent texting and instant messaging are prohibited during class.

2. **Clean :** Students are expected to clean up after themselves after each studio period. Students who fail to follow this clean-up policy should expect a reduction in their final grade.

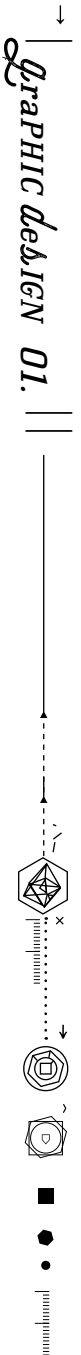
3. **Music :** Personal music devices are acceptable during studio work time as long as they do not pose a distraction to others. Students using personal music devices are still responsible for being part of the class and for any announcements made during the class.

4. **Be Professional :** Students are expected to conduct themselves in a professional and mature manner. Any student continuing with disruptive behavior may be asked to leave the classroom.

5. **Be Productive :** Any student who chooses to sleep in class or to devote class time to inappropriate activities will be asked to leave and/ or be considered absent. These activities will also adversely affect the “class participation” percentage of his or her final grade.

6. **Prepare for Class :** Any student who arrives to class without the necessary supplies for that day’s activities will be asked to leave.

7. **Keep Your Work :** Graded work should be removed from the classroom immediately. Any work remaining in the classroom may be thrown away.



→ 19. | GRAPHIC DESIGN LAB RULES :

If you do not follow these rules it will affect your overall course grade.

01.

NO EATING OR DRINKING IN THE LAB.

02.

CLEAN YOUR STATION & THROW AWAY ALL TRASH BEFORE YOU LEAVE.

03.

KEEP DOOR LOCKED AT ALL TIMES. (Make sure all doors are closed & locked before you leave).

04.

DO NOT ACCESS COMPUTER DATA WITHOUT PERMISSION & DO NOT COPY ANY UNAUTHORIZED SOFTWARE OR DATA.

05.

MISBEHAVIOR & VANDALISM ARE NOT ACCEPTABLE.

06.

CLOSE ALL FILES, QUIT ALL PROGRAMS, & LOG OUT BEFORE YOU LEAVE. (NEVER LEAVE OPEN FILES OF YOUR WORK ON THE COMPUTERS. FILES MAY BE DELETED.)

07.

TURN OFF ALL LIGHTS BEFORE YOU LEAVE.

08.

(GRAPHIC DESIGN) PRINTING ON THE LASER PRINTER IS ONLY ACCEPTABLE FOR GRAPHIC DESIGN ASSIGNED PROJECTS. ANY UNAUTHORIZED PRINTING WILL AFFECT YOUR GRADE. YOU ARE REQUIRED TO REPORT IF YOU WITNESS UNAUTHORIZED USE.

09.

ONLY PROFESSORS HAVE ACCESS TO THE EPSON 9880 PRINTER.

10.

INTERNET USE IS FOR THE PURPOSE OF PROJECT RESEARCH (Students must properly reference all material found on the Internet)

11.

SAVE YOUR WORK FREQUENTLY & SAVE YOUR FILES ON A FLASH DRIVE OR EXTERNAL HARD DRIVE. (files left on the computer may be deleted. Always back up your files.)

12.

PUSH IN COMPUTER CHAIRS BEFORE YOU LEAVE.

13.

ABANDONED PRINTS MAY BE THROWN AWAY.

14.

ONLY ENROLLED STUDENTS ARE ALLOWED IN TO HAVE LAB ACCESS.

15.

ONLY AUTHORIZED VISITORS MAY VISIT THE LAB. YOU ARE REQUIRED TO ASK PERMISSION BEFORE BRINGING ANY VISITOR WITH YOU TO THE LAB.

16.

IT IS HIGHLY RECOMMENDED WHEN YOU ARE IN THE LAB AFTER HOURS THAT YOU BRING A CLASSMATE. IT IS NOT RECOMMENDED THAT YOU ARE HERE ALONE.





00... STUDENT INFORMATION FORM :					
NAME :				NICKNAME :	
STUDENT ID :				IS THIS YOUR PREFERRED NAME? --- YES --- NO ---	
MAJOR :		YEAR : FRESHMAN SOPHOMORE JUNIOR SENIOR		MINOR :	
CONTACT EMAIL :				OTHER EMAIL :	
CONTACT PHONE :				DO YOU TEXT? -- YES --- NO ---	
_DO YOU... ? Like Art Love Art Find it Interesting	_DID YOU TAKE ART CLASSES IN HIGH SCHOOL? YES NO	_ARE YOU WORKING WHILE ATTENDING SCHOOL? YES ... PART TIME FULL TIME NO	_DO YOU HAVE A PRINTER AT HOME? YES NO	_WHAT WOULD YOU LIKE TO LEARN DURING THIS CLASS?	
_WHAT ARE YOUR FAVORITE ACTIVITIES?	_DOES YOUR EFFORT AFFECT HOW WELL YOU DO IN THIS CLASS? YES NO	_WHAT BEST DESCRIBES YOUR LEARNING STYLE? Lecture based Visual based Experience based Tactile based Reading based	_DO YOU HAVE A COMPUTER? YES ... APPLE / MAC [OSX] PC [VISTA, WINDOWS] NO	_WHY DO YOU THINK ART & DESIGN ARE SUCH AN IMPORTANT PART OF OUR CULTURE?	
_DO YOU HAVE A HERO? ...WHO?	_LIST SOMETHING THAT INSPIRES YOUR WORK.	_WHAT IS YOUR DREAM JOB?	_WHAT HAS BEEN YOUR FAVORITE CLASS SO FAR?		
_WHAT KIND OF WORK DO YOU DO ? Graphic Design Illustration Printmaking Performance Installation Animation / Video / Film Fibers Metals Painting / Drawing Sculpture Photography Ceramics Sound Creative Writing Theater other _____ other _____		_CIRCLE THE PLATFORMS & SOFTWARE YOU HAVE USED : Mac [OS X] PC [Windows / Vista] Adobe InDesign Adobe Illustrator Adobe Photoshop Adobe After Effects Adobe Premiere Final Cut Pro Adobe Dreamweaver Quark other _____ other _____ other _____		I have read the syllabus. LIST YOUR INSPIRATION OR GOAL FOR THE SEMESTER. _____ SIGN YOUR NAME & DATE HERE : _____ date_____	

Making Collection Cycle : 300 PTS.

DESCRIPTION:

The **MAKING COLLECTION CYCLE** is a semester-long project. The sequence of assignments focuses on weekly skills that build and support a habit of life-long-learner attributes that are needed to be a successful Graphic Designer, Illustrator, & Artist.

20%

__1. COLLECTING :

Visual research / Pinterest boards:
(complete throughout the semester)

- __ 10%- **A. INSPIRATION BOARD**, 400 Pins:
This is a Pinterest Board of 400 inspirational pins titled: "(course name) Inspiration".
- __ 5%- **B. "CONTEMPORARY ART" BOARD**, 50-pins:
Create a board titled "Contemporary Art". It's preferred that work saved to this board is current artwork happening now (contemporary) -but you can save work to this board from the last 50-100 years. Save 50 pins to this board.
ex: <https://www.pinterest.com/carrieadyer/art/>
- __ 5%- **C. TUTORIAL BOARD**, 15-pins:
This is a Pinterest Board of completed TUTORIALS, 1 every other week, 15 for the semester, titled: "tutorials"

80%

__2. MAKING :

- __ 70%- **A. FINAL ARTWORK**, 40x30":
Think of this as a fine art digital print utilizing the skills you develop in class. It is recommended that the work is related to your personal work that you plan to create for your senior exhibition. The final must be equivalent to 40"x30" or series of pieces equaling the same size. This work is DUE at the end of the semester.
- __ 10%- **B. ART OBJECT BENEFIT PROJECT:**
(See project guidelines.)

E.C.

__3. EXTRA CREDIT:

- A. ENTER CREATIVE QUARTERLY:**
Enter at least one piece, from class, into Creative Quarterly. There is a \$10 entry fee. The piece entered is recommended to be approved by the professor.
<http://www.cqjournal.com/californiaentries>
- B. ART EVENTS PIECE:**
Attend at least 2 art lectures and make a piece inspired by a topic covered, or react to work displayed. (1 piece total)
- C. INSTAGRAM:**
It is recommended that you have an online presence like an Instagram account where you post all of your work & process work.

| DUE:

End of the semester,
last day of class

| OBJECTIVES:

A.) Build a habit of daily reflection
B.) Develop your ability to multi-task & manage time
C.) Expand your ability to solve design problems, be expressive, be creative, & take risks
D.) Research artists and designers to become fluent in successful design practices
E.) Research & implement software techniques like you would at an agency or firm

| GRADING:

Your grade is based on your quality of work and evolution through the semester in addition to your ability to complete the given assignments. An average grade (C) will be assigned to students who simply complete the assignment in full. An excellent grade (A) will be awarded to students who demonstrate the development of personal visual language, risk-taking, innovation, and creativity in addition to finishing all tasks. Each missing assignment will result in points off your final project grade. See percentages for details.

| VISUAL RESEARCH:

SEE ALL PINTERST BOARDS: [HTTPS://WWW.PINTEREST.COM/CARRIADYER/](https://www.pinterest.com/carrieadyer/)

Art OBJECT Benefit Project CARE PACK

| DESCRIPTION:

On a daily basis, we are all affected by life events that can make our lives feel heavy. What if you received a random care package from someone? Would your day feel a little better? Our goal with this project is to share your love and help make a stranger or someone you know have a better day. We will be making care packages as a random act of kindness.

| PACKAGING:

The following text will be included in the labeling:

primary: Art Object :
Care Pack

TAGLINE #1: "The Art Between Us"

TAGLINE #2: zero degrees of separation

We made a care pack for you. We wanted you to know that there are people out here that care. We wanted you to feel loved. This project was established by the Art Object Benefit Project and is a giving project based on random acts of kindness.

<http://www.artobject-benefitproject.com/>

Items provided by the professor:

1. large bags,
2. small bags,
3. labeling

| CONTENTS:

Care Pack contents suggestions:

OBJECTS INSIDE EACH CARE PACK (BAG)

4 OBJECTS PER BAG, (2-3 of each object, 8-12 total)

OBJECT 1. _____ x 3 (Artwork, example: small artist book, tiny ceramic bowl)

OBJECT 2. _____ x 3 (make someone smile)

OBJECT 3. _____ x 3 (something comforting)

OBJECT 4. _____ x 3 (something thoughtful)

OBJECT 5. _____ x 3 (extra credit)

| SUGGESTIONS:

1. Choose an audience:
 - A. A Stranger
 - B. A Stranger who is homeless
 - C. Stranger who is at SafeHomes
 - D. Someone you love
**also consider age range within these groups*

2. Pick Items that have little or no brand recognition on the surface of the packaging.

| BACKGROUND:

The Art Object: Benefit Project is a collaborative project based on social responsibility & the act of making as a catalyst for positive community growth. The project aims to develop an atmosphere where students are exposed to ethical frameworks where one has an obligation to act for the benefit of society at large.

Learning Factory : GRAPHIC DESIGN 01

DESCRIPTION:

Learning Factory is a workshop that focuses on exploration and experimentation navigating the world of graphic design, ideation, illustration, and related processes. Some assignments focus on deconstruction of image & type, while others focus on the construction of environments and spaces utilizing design systems. The workshop orbits around a series of daily assignments designed to develop your ability to conceptualize and utilize graphic design forms. It also challenges your ability to take risks. The workshop spans the first 10 days of class.

DUE DATE & SUBMISSION:

DUE DATE & SUBMISSION DIRECTIONS:
All assignments for Learning Factory should be completed by the next class period and will be due by day 12 of class. Assignments should be deposited on the scanning computer in the lab (under a folder with your name). All assignments should be organized into folders based on Day, like day 01, day 02, day 03... Missing assignments will be -5 to -20 off your project grade. See checklist for details.

Log into account on Scanning computer:
login: graphics dyer
pass: dyer

DUE: by the 12th day of class

OBJECTIVES:

- A. Utilize Adobe Illustrator and Adobe Photoshop to create design work
- B. Experiment with process and create original imagery from the ground up
- C. Learn the basics of typographic form including kerning, tracking, and leading
- D. Experiment with lettering
- E. Explore and implement alternative media within the design process
- F. Mix typography and imagery (vector & raster elements) to create design artifacts
- G. Apply a range of basic graphic design terminology to design work
- H. Manage your time and learn to work quickly through process
- I. Develop your voice & visual language as a form of visual communication

PROJECT CONSIDERATIONS:

1. What is graphic design?
2. How does graphic design affect society?
3. How does graphic design affect our daily lives?
4. What is the graphic design process?
5. How does experimentation fit into the graphic design process?
6. Why is creativity & taking risks important to the graphic design field?

VISUAL RESEARCH:

- A. \ T Y P 3 _CANDY :
[HTTPS://WWW.PINTEREST.COM/CARRIADYER/T-Y-P-3-_CANDY/](https://www.pinterest.com/carrieadyer/t-y-p-3-_candy/)
- B. TYPOGRAPHIC COLLAGE < < : [HTTPS://WWW.PINTEREST.COM/CARRIADYER/TYPO-GRAPHIC-COLLAGE/](https://www.pinterest.com/carrieadyer/typo-graphic-collage/)
- C. LAYOUT DESIGN :
[HTTPS://WWW.PINTEREST.COM/CARRIADYER/LAY-OUT-D3SIGN/](https://www.pinterest.com/carrieadyer/layout-d3sign/)
- D. BOOKS-ZINES :
[HTTPS://WWW.PINTEREST.COM/CARRIADYER/BOOKS-ZINES/](https://www.pinterest.com/carrieadyer/books-zines/)