

ART 191, SPRING 2015

INTRODUCTION TO GRAPHIC DESIGN

MON/WED 4:00–5:20PM 64 ALLEN HALL
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UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN
SCHOOL OF ART+DESIGN - UNIT ONE,
OFFICE HOURS: BY APPOINTMENT

🔦 COURSE DESCRIPTION

This course emphasizes basic graphic design principles and investigates handmade graphics, lettering, digital imaging, computer skills, and print production at an Introductory level of graphic design. Students will gain a fundamental understanding of graphic design as a vehicle that can be used to enhance their design skills.

📌 COURSE OBJECTIVE

This course aims to:

- Provide introduction of graphic design
- Provide a wide-ranging survey of graphic design from handmade graphics to computer graphics and print production
- Promote the use of variety of practices in the technical implementation of art work
- Develop interesting and functional graphics using industry-standard tools

🔗 EVALUATION OPPORTUNITY

Project 01: Handmade type: 2D Collaborative lettering	5%
Project 02: Handmade type: 3D Lettering	5%
Project 03: A piece of paper: Representing an adjective	10%
Project 04: Doppelgänger - Layering images	10%
Project 05: Playing with images: Making an image library	10%
Project 06: Designing word mark: Monogram	10%
Project 07: Designing an email for April fools' day	10%
Project 08: Found typography: 3D lettering (Stage One)	10%
Project 09: Found typography: 3D lettering (Stage Two)	10%
Project 10: Designing a paper bill	10%
Project 11: Designing a process book	10%

🕒 LATE WORK

Achieving success in academic pursuits depends not only on students doing their work well, but also on time. Accordingly, assignments for this course must be received on the specified due date. Assignments are to be submitted as per the guidelines in each brief.

👉 TO SUCCEED IN THIS CLASS

You should believe in yourself, embrace your talents, and work outside of your comfort zone.

- be on time
- feel free to research what others have done and be inspired (but design your own masterpiece after that)
- keep making something
- your efforts do not let you down
- if you need help ask questions

📖 ACADEMIC INTEGRITY

Academic integrity means honesty and responsibility in scholarship. Students and faculty alike must obey rules of honest scholarship, which means that all academic work should result from an individual's own efforts. Intellectual contributions from others must be consistently and responsibly acknowledged. Academic work completed in any other way is fraudulent. (Learn more: <http://www.library.illinois.edu/learn/research/academicintegrity.html>)

☑ ATTENDANCE

There are no excused absences. An absence is defined as missing class entirely, showing up fifteen minutes past the official class time as listed in the course catalog, and/or not being in class fifteen minutes or more during the duration of the class. There are, however, extenuating circumstances where missing class is a necessity. In these instances, it is best to engage in conversation with the instructor so that any necessary course arrangements can be made. Like previously mentioned, attendance in class is mutually beneficial for all involved. However, students are allowed two absences before their grade is affected. If a student misses three classes, they will receive 10% off their final course grade. If a student misses four classes, their grade will be deducted by 20% and so on. If a student happens to miss a class period, they are individually responsible to find out what material was missed from their peers. The faculty is not responsible for giving the student material that was missed due to an unexcused absence.

X TARDIES

It is most beneficial for the students and instructor of the class to begin at the time listed in the university course catalog. However everyone is allowed five minutes after the listed start time to get to class without considered "tardy". A tardy is consequently defined as arriving between five minutes past the official class time up until fifteen minutes past. After fifteen minutes, you should still attend class, however your participation grade will be deducted. If you arrive fifteen minutes past on the day of a critique, your work will not be accepted.

🗨️ COMMUNICATION

All official course communication will be conducted in class, during office hours, and/or through University of Illinois e-mail. If a student communicates with the instructor via e-mail on a typical weekday, the instructor will strive to respond within 24 hours. The same courtesy is expected of the student. Only project clarification and course questions will be responded to via e-mail. The instructor typically will not review project files nor discuss grades via e-mail. If there are specific questions concerning the details/concepts of a piece that involve examining a file, they should be addressed in class, during office hours, or by appointment. A professional and respectful tone is required in all course communication, both with other students and in direct contact with the instructor. The use of proper spelling, capitalization, sentence structure, and grammar is expected in all e-mails and other writing.

*Students with physical, medical, systemic, learning, and psychiatric disabilities who wish to seek accommodations in this course should contact Disability Resources and Educational Services for a Letter of Accommodation and present it to the instructor during the first week of class. Accommodations will not be made retroactively. Please visit www.disability.illinois.edu for more information.

📦 REQUIRED SUPPLIES

You are required to have certain supplies and expenditures for this course, which will be outlined in detail on each project brief. Your total required expenditures will be roughly equivalent to the average cost of textbooks and/or course readers for a seminar/lecture course. If your financial situation does not allow for these expenditures please contact your instructor to work out a strategy for acquiring the proper equipment/supplies required for this course.

🔗 GRADE EXPLANATIONS

» **A+** (100 %) **A** (95–99 %) **A-** (90–94 %)

Excellent concept and execution

The grade "A" is assigned in situations where students clearly excel in their mastery of course topics both intellectually and visually. This grade indicates sound engagement with the course material, the ability to verbally articulate the process, and success in synthesizing ideas into form and content.

» **B+** (87–89 %) **B** (84–86 %) **B-** (80–83 %)

Better than average conceptualization, or average

conceptualization and excellent execution The "B" grade is assigned to student performance that reaches beyond the minimum in grasp of the topic and/or execution. Often, students are able to engage course matter at a higher intellectual level than their visual sophistication allows; i.e., their form-giving skills are not yet developed adequately to allow them to express their ideas visually. Thus, an ambitious attempt at extending themselves out beyond their own comfort zone, even though it may not succeed as an end product, may constitute "B" level performance.

» **C+** (77–79 %) **C** (74–76 %) **C-** (70–73 %)

Average performance; all minimum requirements met

It is assumed at the beginning of the course that all students are capable and at least willing to perform at an average level; therefore, "C" represents average performance. It is left to the individual student beyond that point to distinguish himself or herself, rising to the levels of "B" or "A" grades.

» **D+** (67–69 %) **D** (64–66 %) **D-** (60–63 %)

Less than average concept, or average concept with poor execution

"D" grades are intended to communicate to students that they are not performing even to the average basic level in the project or course. It is absolutely imperative if you receive a "D" grade that you set up an appointment with your instructor to discuss means of improvement.

» **F** (≤59 %)

Non-fulfillment of minimum requirements

A failing grade of "F" is given when students have not demonstrated a sufficient degree of mastery of the course content to proceed to the next level in the curricular sequence.

1 COURSE SCHEDULE (SUBJECT TO CHANGE)

WEEK 01	MON, JAN 19	NO CLASS – MLK day
	WED, JAN 21	<i>Introduction</i> <i>Warm up project assigned with a reading:</i> <i>Graphic Design Theory by M. Davis chapter 2</i>
WEEK 02	MON, JAN 26	<i>Warm up project due</i> <i>Project 01 assigned</i>
	WED, JAN 28	<i>Project 01 – workday</i>
WEEK 03	MON, FEB 2	<i>Project 01 due at the beginning of the class</i> <i>Project 02 assigned</i>
	WED, FEB 4	<i>Project 02 – workday + demonstration</i>
WEEK 04	MON, FEB 9	<i>Project 02 due at the beginning of the class</i> <i>Project 03 assigned</i>
	WED, FEB 11	<i>Project 03 – workday</i>
WEEK 05	MON, FEB 16	<i>Project 03 due at the beginning of the class</i> <i>Project 04 assigned</i>
	WED, FEB 18	<i>Project 04 – workday + demonstration</i>
WEEK 06	MON, FEB 23	<i>Project 04 – workday</i>
	WED, FEB 25	<i>Project 04 due at the beginning of the class</i> <i>Project 05 assigned</i>
WEEK 07	MON, MAR 2	<i>Project 05 – workday</i>
	WED, MAR 4	<i>Project 05 – workday</i>
WEEK 08	MON, MAR 9	<i>Project 05 due at the beginning of the class</i> <i>Project 06 assigned</i>
	WED, MAR 11	<i>Project 06 – workday + short meeting</i>

WEEK 09	MON, MAR 16	<i>Project 06 – workday</i>
	WED, MAR 18	<i>Project 06 due at the beginning of the class</i> <i>Project 07 assigned</i>
WEEK 10	MON, MAR 23	NO CLASS – Spring break
	WED, MAR 25	NO CLASS – Spring break
WEEK 11	MON, MAR 30	<i>Project 07 – workday</i>
	WED, APR 1	<i>Project 08 assigned</i> <i>Project 07 due by midnight</i>
WEEK 12	MON, APR 6	<i>Project 08 – workday</i>
	WED, APR 8	<i>Project 08 due at the beginning of the class</i> <i>Project 09 assigned</i>
WEEK 13	MON, APR 13	<i>Project 09 – workday + demonstration</i>
	WED, APR 15	<i>Project 09 due at the beginning of the class</i> <i>Project 10 assigned</i>
WEEK 14	MON, APR 20	<i>Project 10 – workday + demonstration</i>
	WED, APR 22	<i>Project 10 – workday</i>
WEEK 15	MON, APR 27	<i>Project 10 – workday + short meeting</i>
	WED, APR 29	<i>Project 10 due at the beginning of the class</i> <i>Project 11 assigned</i>
WEEK 16	MON, MAY 4	<i>Project 11 – workday + demonstration</i>
	WED, MAY 6	<i>Project 11 – workday</i> <i>Project 11 due at the end of the class</i>