

NORTHERN VIRGINIA COMMUNITY COLLEGE

COURSE SYLLABUS

COURSE TITLE	Graphic Design 1
COURSE NUMBER	ART217
COURSE DESCRIPTION	Focuses on creative concepts and skills necessary for graphic design problem solving using current technology. Includes techniques specific to computer applications for the production of print design using text and image.
COURSE PREREQUISITES	ART121 Drawing 1 • ART131 Fundamentals of Design 1 • ART135 Visual Communications • ART 140 Introduction to Graphic Skills • ART141 Typography 1 <i>Co-requisites are ART142 Typography 2 and ART 265 Graphic Techniques</i>
CREDIT VALUE	3.0
COURSE OBJECTIVES	Upon successful completion of this course, students will be able to: <ul style="list-style-type: none"> • Conceive and design identity systems, brochures, and other collateral material • Produce print designs using current technologies and software • Create an animation in stop-motion video recording • Research and obtain stock imagery, fonts, and paper used for print design • Work in teams and deal with team dynamics • Prepare files in basic imposition for outputting documents to a printer • Research and understand how to communicate to different audiences through design • Utilize basic production techniques <p>Major Topics to be Included</p> <ul style="list-style-type: none"> • Basic concepts in developing print collateral • The proper use of color modes in design • The use of proper file formats and correct file structure • Professionalism as applied to critiques, presentation and teamwork • The terminology used within the field of graphic design • Basic elements of an identity system (logo, business card, letterhead and envelope) • The importance of professionalism and high-quality craftsmanship • Basic elements of a professional brochure including binding and folding techniques • Basic imposition of files for outputting documents to a printer • Basic knowledge of purchasing stock images and fonts • Basic knowledge of selecting and acquiring paper samples
MATERIALS	Removable media for storage and archiving work flash drive, portable hard drive; paper and pens/pencils for notes and sketching; SKETCHBOOK ; Xacto knife with sharp blades; Cork-backed ruler; Self healing mat or access to cutting surface; (other materials to be determined throughout the quarter for specific assignments).
RECOMMENDED TEXT	Robin Landa. <i>Graphic Design Solutions</i> , Thomson Delmar Learning. (ISBN 0495897701) Kimberly Elam. <i>Grid Systems: Principles of Organizing Type</i> , Princeton Architectural Press. (ISBN 1568984650)
COURSE HOURS	Thursdays 4:30 - 7:20 pm

CONTACT INFO geckler@nvcc.edu • 240-210-0375
<http://www.gregeckler.com/> (course website, can be found under the About section.)

The best way to contact the instructor is via email at geckler@nvcc.edu. Please use your student VCCS for all correspondence to the instructor. Failure to do so may result in an undelivered message.

Please give the instructor 24 hours to respond to emails and voice mail Mondays–Thursdays. Emails and voice mails sent out on Fridays–Sundays, may not be answered until Monday.

The instructor will be available during Office Hours (onsite) and Virtual Office Hours. Please check Faculty Information in Bb for office hours schedule and more information on Virtual Office hours.

OFFICE HOURS *Regular + Virtual Office Hours:*
 Monday + Wednesday: 4:30 – 7:00 pm (room AT 251)
 Tuesday: 3:30 – 4:30 pm (room AT 119)
 Thursdays: 3:30 – 4:30 pm (room AT 119)

ASSESSMENT CRITERIA Students will receive a handout for each assigned project, and must hold onto this as it will explain the expectations and specs for each assignment. All work that is incomplete or does not follow specs will be counted as late and treated as such.

Each project will be judged on the following criteria:

- **Deadlines (10%):** Has the student met all deadlines for each stage of the project? Were projects complete, on their due date and time?
- **Process/Sketches (10%):** Is there evidence of strong research and development?
- **Participation (10%):** Has the student contributed positively to class discussions and critiques on a regular basis? Was their feedback constructive and respectful of other classmates? Did the student pay attention during class lectures and discussions?
- **Specs (10%):** Did the student follow the specified instructions for each project? Were the specified materials and sizes used?
- **Concept (10%):** Is the concept well thought out and developed?
- **Execution (50%):** Is the technique strong? Do the aesthetics support the concept? Is the craftsmanship flawless?

NOTE:

1. This class requires extensive critique and problem solving. You will be required to defend your work and be critical of your classmates' work to ensure you understand the responsibilities of an Art Director.

2. Rough sketches are to be presented with EVERY assignment. If sketches are done in drawing books, they must be photocopied or cleanly cut out from books (no jagged/ripped sketch paper!).

GRADING SCALE A 100 to 96 • A- 95 to 91 • B+ 90 to 88 • B 87 to 84 • B- 83 to 81 • C+ 80 to 78 • C 77 to 74 • C- 73 to 71 • D+ 70 to 66 • D 65 to 61 • F 60 and below

DEADLINES Each project and assignment will have specific guidelines stated for their deadlines. Work due must be ready prior to date and time specified. If work is presented late during the due date's class period, it will result in a 1-letter grade reduction for the corresponding project. If the work is presented outside of class time or at a later date, it will automatically receive a grade of "F". Students who drop off a project that is due, but skip that day's class, will be graded as if absent. All work must be handed in person by the student it belongs to, unless in case of emergency, when previous notification must be given to the instructor (in person, by phone, or email).

Computer crashes, failure of backing up work, forgetting work at home, not finishing on time, files erased from lab computers, and other excuses will not be accepted. Students must take full responsibility for their work and deadlines.

COMPUTER ACCESS In order to be successful in this class students need to have access to the following:

- Computer (Mac or PC)
- Adobe Creative Suite (CS) or Creative Cloud (CC)*
- InDesign
- Illustrator
- Photoshop
- Acrobat
- Browser applications Firefox and Safari
- Reliable high-speed Internet connection
- Scanner or digital camera
- Color or Black+White Printer

The Communication Design labs are available to all communication design students, currently enrolled in a course. Each lab is equipped with Macintosh computers, flatbed scanners, and printers.

Open lab times are available throughout the semester, and normally start after the first week of classes. For a schedule of the open lab times please check under Open Lab Hours in Bb or for postings outside of the labs or in Communication Design Department areas.

Monday AT-119 3-8:30 p.m. (5.5 hrs)

Tuesday AT-140 3:30-6:30 p.m. (3 hrs)

Wednesday AA-383 2:00-6:00 p.m. (4 hrs)

Thursday AT-255 2:30-6:30 p.m. (4 hrs)

**Please note that the Alexandria Campus Communication Design Labs are currently running CS6 applications. Student who have an older version of application must take the necessary steps to make sure their files are compatible with the labs. Instructor will be more than happy to demonstrate how to prepare files in these cases.*

BLACKBOARD (Bb) Blackboard will serve as the primary means of exchanging files in this course. Please be sure to follow the instructor's directions for how and where to post files. Submitting files incorrectly may result in the assignment being marked as late or the instructor not accepting your work.

In an event of consistent college/campus closings, class may continue through Bb, in an effort to stay on the semester's schedule. It is the student's responsibility in an event of a college/campus closing to check Bb and/or their student email account for class updates, announcements and assignments.

Students are responsible for logging on to the class Bb, at least once a week to download weekly course materials and assignments.

ATTENDANCE POLICY

It is advised and the student's responsibility to check their student email and the announcement section of Bb on a daily basis for class updates.

Students are expected to attend class regularly and on time with preparation completed. If it is necessary to be absent for any reason, the student is responsible for emailing the instructor prior to class at geckler@nvcc.edu.

Regardless of the reason for being absent there are no excused absences. Students are responsible for all content missed during any absence.

2 absences in a class that meets once a week is grounds for a drop in final letter grade.

3 absences or more will be grounds for an "F" (fail) for the final letter grade.

3 late arrivals or 3 early departures are equivalent to 1 absence.

Attending class unprepared may result in being marked absent.

Cumulative chronic lateness or leaving before class is dismissed is the same as being absent. The instructor will announce breaks and students will be expected to return to the classroom at the specified time.

Information from classes missed is to be obtained from the class Bb site and/or a fellow student.

Any student failing to turn in multiple projects or having accumulated multiple absences can receive a grade of "F" for the course. If a student decides to stop attending class, it does not entitle them to a grade of "W"— such action will result in entry of an "F" grade. You must meet with me (instructor) if you are having problems.

Absences and tardiness... as noted before, and... If you know you will be late or absent, please contact the instructor, preferably prior to class, to avoid being penalized on your work. Absence in and of itself does not postpone a deadline requirement in your case unless arrangements for an extension are made in advance of the deadline.

Late submission of work and make up work—Late homework, will be downgraded and will not receive credit if it is more than one class period late; late projects are unacceptable unless arrangements for an extension are made in advance of the deadline.

No makeup work will be assigned.

Meeting deadlines is your responsibility, therefore it is important that you keep multiple backups of all your files; make at least two copies of your work and save it on two separate disks. Do not work from a disc, drive etc. Save your work to the desktop then copy the work to the disc or drive after you have completed the work. Do not rely on keeping your files on the computers in the labs; any work left on the school computers cannot be considered safe. Losing your work is not an excuse for missing deadlines. Even if your work is erased from the school computers or becomes corrupted or lost, you are still responsible for turning projects in on time.

ACADEMIC INTEGRITY & DISHONESTY

NOVA expects students to be honest in all their academic endeavors. Violation of the college's Academic Dishonesty Policy (www.nvcc.edu/curcatalog/admin/academic.htm) is unacceptable and will not be tolerated. The college will address any violation to the policy on an individual basis, and any violation will be grounds for failure of assignment or the course; higher penalties such as suspension or dismissal may also be considered depending on the severity of the situation. Please refer to your instructor's course syllabus and/or assignment sheets for more information on penalties for academic dishonesty.

The principle of academic dishonesty includes Plagiarism, Falsification & Fabrication, Cheating, and Unfair Academic Advantage.

PLAGIARISM

Plagiarism is taking another's work and claiming it to be one's own.

All students are expected to create their own work, both written and designed. Quotations, paraphrases, the appropriation of imagery, or ideas from source material without proper citation, according to the instructor's policy, will be seen as a direct violation of The Academic Dishonesty Policy.

Students who are using work that they did not create must present proof of rights to the instructor, whether that is a receipt of sales from a stock image company, a statement from the source indicating public domain on assets used, or a letter/email granting permission of use from the owner. The faculty doesn't recommend obtaining materials from sources that promotes free usage of material, as the ownership of rights may be in violation of copyright laws.

FALSIFICATION AND FABRICATION

Falsification and Fabrication is providing misinformation about a source with the intent to deceive.

All citations of work used should be detailed and cited appropriately to avoid a violation of The Academic Dishonesty Policy.

All students are expected to create and submit new work every semester for every class, in direct response to each assignment. Students are not permitted to resubmit work that was created in previous or concurrent course, or from another program/institution (educational or professional), unless their instructor has granted permission prior to the submission of the assignment.

CHEATING

Cheating is the act of intentionally accepting and/or giving aid to oneself or another for gains of a higher grade or academic advantage.

Cheating is also the use of sources that are not authorized in the assignment or by the instructor. i.e. the use of design templates without prior authorization from the instructor.

UNFAIR ACADEMIC ADVANTAGE

Unfair Academic Advantage is when a student purposely seeks to steal, destroy, or damage another student's work for the purpose of obtaining a better standing within a course or within the program.

Any act of academic dishonesty will be reported to the Assistant Dean and Division Dean, depending on the severity of the situation may be reported to the Dean of Students. The accused student does have the right to appeal accusations; please see the NOVA Student Handbook for more information on disciplinary policies.

Additional information regarding Student Conduct and Academic Dishonesty can also be found in the NOVA Student Handbook.

WEEK 1	
Thursday 8/22	Introductions • Syllabus • Review Graphic Design Journal • Review Sports Team Logo & Identity Design Project
WEEK 2	
Thursday 8/29	Sports Team Logo & Identity Design Ideas Due • Creating a Digital Process Book • What makes a good logo? • What goes into a Identity?
WEEK 3	
Thursday 9/5	Sports Team Logo & Identity Design Mood Boards and Sketches Due • Live Trace vs. Outlines.
WEEK 4	
Thursday 9/12	Sports Team Logo & Identity Design Work in Progress Review • Color (Spot vs. CMYK vs. RGB).
WEEK 5	
Thursday 9/19	Sports Team Logo & Identity Design Work in Progress Review • Applying the logo to Swag.
WEEK 6	
Thursday 9/26	Sports Team Logo & Identity Design Work in Progress Review.
*WEEK 7	
Thursday 10/3	Sports Team Logo & Identity Design Due • Review Travel Brochure Project.
WEEK 8	
Thursday 10/10	Travel Brochure Ideas, Sketches and Significant Writing Paper Due • Stock Photography & Rights.
WEEK 9	
Thursday 10/17	Travel Brochure Work in Progress Review • Comping Demo and Paper Lecture
WEEK 10	
Thursday 10/24	Travel Brochure Dummies Due.
WEEK 11	
Thursday 10/31	Travel Brochure Work in Progress Review • Open lab for printing and binding.
*WEEK 12	
Thursday 11/7	Travel Brochure Due • Review Calendar Project.
WEEK 13	
Thursday 11/14	Calendar Ideas and Sketches Due.
WEEK 14	
Thursday 11/21	Calendar Work in Progress Review • Using Tabs, Charts, & Tables in InDesign.
WEEK 15	
Thursday 11/28	NO CLASS (<i>Thanksgiving Break</i>).
WEEK 16	
Thursday 12/5	Calendar Work in Progress Review.
*WEEK 17	
Thursday 12/12	Graphic Design Journal Due and Calendar Final Due • Last Day for Reworks.