

THE ART INSTITUTE OF WASHINGTON

COURSE SYLLABUS

Course Title	Graphic Symbolism
Session/Year	Winter 2010
Course Number	GD221
Day/Time	Section EA Mondays & Wednesdays 6:00 pm – 8:45 pm; Room 606
Instructor	Gregory V. Eckler
Contact Info	geckler@aii.edu (school email) greckler@gmail.com (alternate email)
Office Hours	Mondays & Wednesdays 5:30 pm – 6:00 pm; Room 606 I can also make time after class just let me know during class that you need to meet with me afterwards.
Course Prerequisites	GD141 and GD214
Course Length	10 weeks and 11th week as make-up
Contact Hours	60 hours
Credit Value	4.0

**COURSE DESCRIPTION** This course examines the importance of graphic symbols in design. Logos and other symbolic images are examined in historic and contemporary contexts. Graphic elements, including letterforms, simplified imagery, and abstract shapes are then utilized to create individual logo designs and other symbolic images.

- COURSE GOALS** Upon completion of this course, students should be able to:
- Create symbols from concept to finish
  - Generate concepts and ideas to come up with symbols
  - Have a basic understanding of semiotics and the theory of symbols and signs, and how they generate meaning in communication
  - Apply basic graphic design techniques to prepare symbols and logos
  - Understand the importance of typography to create symbols
  - Understand commercial color systems, use of color for printing logos
  - Understand the usage and application of logos on corporate identity material
  - Create letterheads, business cards, etc. using the symbols they've created
  - Understand methods involved in presenting logos and explain why they work

*NOTE: This is not a computer class. We will be using the computer as a tool for the creation of art in this class. You will be exposed to various techniques, tools, and styles, but the main thrust of this class is creativity, process, discipline, work ethic, critiques, and professionalism. Much of the software you will learn will be through exploration, trial and error, and resourcefulness.*

**REQUIRED TEXT** Hall, Sean. *This Mean This, This Means That: A User's Guide to Semiotics*, Laurence King Publishers, London. 2007. (ISBN 9781856695213)

*NOTE: This textbook will be used throughout the quarter and must be purchased by all students. Assigned readings from the textbook will be discussed at each class and will affect a student's participation grade.*

**MATERIALS** Removable media for storage and archiving work (CD-R, CD-RW, flash drive, portable hard drive, etc.); paper and pens/pencils for notes and sketching; **SKETCHBOOK**; mounting board (available in bookstore); paper adhesive such as Spray Mount or Studio Tac; 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).

**GRADING** 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? Was the student's behavior in class professional and respectful of the guidelines stated by The Art Institute of Washington?
- **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!).*

**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).

**DEADLINES** *(continued)* 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.

**ELECTRONIC DEVICES** **YOU MUST SILENCE PHONES AND PDAs DURING CLASS!** Students expecting an emergency call must warn instructor before class begins and take it outside of classroom. Text messaging is NOT allowed (either by phone or computer) during class, as well as social networking websites. Headsets for music may only be used during individual work time and volume must be adjusted so it is not heard by others.

**ATTENDANCE POLICY** It is the goal of this policy to improve the academic performance of students in the classroom by stressing the importance of course attendance and reinforcing the work-ready expectations of employers for employee attendance. All students are expected to adhere to these industry standards. Students are encouraged to refer to page 38 of the Student Handbook for additional information. The following is the attendance policy for the Department of Graphic Design, Advertising, and Foundations:

**ABSENCES**

Students are required to attend all class meetings, to arrive on time, to come prepared and ready to work, and to stay for the duration of the class. Once a student has accumulated a total of 3 absences, s/he will be notified by the instructor that s/he are on probation and in danger of being dropped from the course. Students who accumulate a total of 4 (four) absences will be dropped from the course and a grade of “F” will be recorded. There are no excused absences! Furthermore, it is the student’s responsibility to get any information missed due to absences. Any of the following constitutes an absence and/or a grade of “F” for the class session:

1. Arriving more than 15 minutes late to class = 1 absence
2. Leaving before the end of class = 1 absence
3. Failure to attend class = 1 absence
4. Inappropriate behavior and/or lack of participation in class activities, to be determined by the instructor = “F” for the day. Students in violation of the student code of conduct described in the student handbook will be asked to leave the class and noted as absent.

*NOTE: Failure to come to class prepared with all assignments and required materials within the first 15 minutes of class will result in a failing grade for that class session which will impact the student’s course grade at the instructor’s discretion.*

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. A student will only receive a grade of “W” if they have presented mitigating circumstances in writing and have filled out the *Request for a Withdrawal Form*.

**ATTENDANCE POLICY** *(continued)*

**TARDINESS**

Students are required to arrive on time and to stay for the entire duration of the class. There is no excused tardiness. A student is considered late when arriving between 5 and 15 minutes after the required class start time. All tardiness will be documented by the instructor, and constitute 1/2 of a full absence.

**FACULTY ATTENDANCE**

In the event that a faculty member is absent, students should wait 15 minutes. Students should then circulate an attendance sheet and designate one of their members to deliver the sheet to the Academic Affairs office for placement in the faculty member's mailbox. Any work due on that date may be submitted via email.

**CLASS POLICIES**

*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.

**STUDENTS WITH DISABILITIES**

It is Ai Washington's policy not to discriminate against qualified students documented disabilities in its educational programs. If you have a disability-related need for modifications in this class, contact your instructor and a school counselor (located in the Student Services Office). Instructors should be notified during the first week of classes. You may refer to the Nondiscrimination Policy on the Enrollment Agreement Form for the complete policy.

**STUDENT CONDUCT POLICY**

The Art Institute expects its students and employees to conduct themselves in a policy professional manner at all times. In addition, The Art Institute has a strict policy which disallows sexual harassment of either students or employees. All students or employees are encouraged to report any professional or sexual misconduct to the director.

**ACADEMIC DISHONESTY**

The Art Institute of Washington defines an act of academic dishonesty as any attempt to take the work of someone else and submit it as one's own. If you are suspected of plagiarism of any kind your instructor reserves the right to fail you for the assignment or the course. Students may appeal in writing to the Dean of Academic Affairs. Please refer to page 39 of the New Student Handbook for the complete Academic Dishonesty policy.

**WEEK 1**

Monday 1/11 Introductions • Syllabus • Exercise • Review Project 1  
 Wednesday 1/13 Typographic Rorschach Test • Review Project 1 Sketches

**WEEK 2**

Monday 1/18 **No CLASS** (*MLK, Jr. Day*) • Read Chapter 1 of *This Means This, This Means That* for next class.  
 Wednesday 1/20 Project 1 Work in Progress Review •  
 Discuss Chapter 1 of *This Means This, This Means That*.

**WEEK 3**

Monday 1/25 Project 1 Final Due • Review Project 2  
 Wednesday 1/27 Project 2 Concepts & Sketches

**WEEK 4**

Monday 2/1 Project 2 Work in Progress Review •  
 Discuss Chapter 2 of *This Means This, This Means That*.  
 Wednesday 2/3 Project 2 Final Due • Project 3 Review

**WEEK 5**

Monday 2/8 Project 3 Concepts and Sketches •  
 Discuss Chapter 3 of *This Means This, This Means That*.  
 Wednesday 2/10 Project 3 Work in Progress Review

**WEEK 6**

Monday 2/15 **No CLASSES** (*Presidents Day*) • Read Chapter 4 of *This Means This, This Means That*.  
 Wednesday 2/17 Project 3 Final Due • Review Project 4

**WEEK 7**

Monday 2/22 Project 4 Concepts, Sketches and Mood Boards Due  
 Wednesday 2/24 Project 4 Part 1 Refined Sketches •  
 Discuss Chapter 4 of *This Means This, This Means That*

**WEEK 8**

Monday 3/1 Project 4 Part 1 Work in Progress Review  
 Wednesday 3/3 Project 4 Part 1 Work in Progress Review •  
 Discuss Chapter 5 of *This Means This, This Means That*.

**WEEK 9**

Monday 3/8 Project 4 Part 1 Final Due • Review Project 4 Part 2 & 3  
 Wednesday 3/10 Project 4 Part 2 Concepts and Sketches Due

**WEEK 10**

Monday 3/15 Project 4 Part 2 Work in Progress Review •  
 Discuss Chapter 5 of *This Means This, This Means That*.  
 Wednesday 3/17 Project 4 Part 2 Due • Project 4 Part 3 Sketches Due

**WEEK 11**

Monday 3/22 Project 4 Part 3 Work in Progress Review  
 Wednesday 3/24 Project 4 Part 3 Due • Please Bring **ALL** of Project 4 in for final critique.