

Course: ART 604

Title: GRAPHIC DESIGN I

Course Description

Students learn the fundamentals of graphic design with and emphasis on typography: its legacy, its terminology, tools, and working methods. Emphasis is placed on computer layout skill building in Adobe Photoshop, Illustrator and InDesign to creative effective visual communication.

Units/Transferability

Transferable to CSU

Prerequisites/Co-requisites/Advisories

Prerequisite:ART 250 and ART 501 No Corequisites. No Advisories.

Course Student Learning Outcomes

Students will create a letter for a new unique typeface design that is illustrative as well as technically accurate in typeface classification and characteristics. Students will progress from hand drawings, to vector shapes to a usable TTF file. Students will create a historically researched project focusing on typography that adheres to graphic design principles and requires use of Graphic Design software (Adobe Creative Suite) Choices for type, color, and layout will be based not only on learned professional type techniques that ensure effective communication, but also on creative techniques utilizing design elements and principles.

Grading Scale or Criteria

A - Excellent	F - Failing
B - Good	P - Pass; at least equivalent to a "C" grade or better
C - Satisfactory	NP - Not Pass; equal to "D" or "F" grade
D - Less than satisfactory	

Drop and Repeats

Effective July 1, 2012 students are allowed three (3) attempts to pass a single class within the Los Angeles Community College District. If a student gets a "W", "D", "F", or "NP" as a grade in a class, that counts as an attempt. If you think you will not be able to complete this course with a C or better, please drop by the due date.

For all important dates make sure to visit <http://www.lacitycollege.edu/services/admissions/dates.html>

Attendance Policy

Students who are registered and miss the first time the class meets may lose their right to a place in the class. Whenever students are absent more than 10% of the total meeting days of the class, the instructor may exclude them from class. If the instructor determines that there are no mitigating circumstances that may justify the absences, the instructor may exclude a student from the class. Students are responsible for officially dropping a class that they stop attending.

Financial Aid

If you need help paying for books and other college expenses, call the Financial Aid Office at (323) 953-4000 ext.2010 or email finaid@lacitycollege.edu.

Accommodations

Students with a verified disability who may need authorized accommodation(s) for this class are encouraged to notify the instructor and the Office of Special Services (323-953-4000, ext.2270 or email oss@lacitycollege.edu) as soon as possible, and at least two weeks before any exam or quiz. All information will remain confidential.

Student Code of Conduct

Violations of academic integrity include, but are not limited to, the following actions: cheating on an exam, plagiarism, working together on an assignment, paper or project when the instructor has specifically stated students should not do so, submitting the same term paper to more than one instructor, or allowing another individual to assume one's identity for the purpose of enhancing one's grade (see LACCD Board Rule 9803.28). Penalties may include a grade of zero or "F" on an exam or paper, or even suspension from the College.

Los Angeles City College ART 604

Classroom & meeting time: CHEM 210
Mondays & Wednesdays 9:35 am - 11:40 am
Professor's Name: Oscar M Santos
Office Hours & Location: Mondays and Wednesdays
1pm - 3pm and by appointment in CHEM 203
Office Telephone: TBD
Email: SANTOSOM@faculty.laccd.edu

Course Materials: Adobe CC (Photoshop, Illustrator and InDesign). Ruler. Pencil. Pen. Eraser. Flash Drive. Weblinks and handouts will be provided in class. A notebook/journal is recommended.

Course Description:
Students learn the fundamentals of graphic design—the field: its terminology, tools, and working methods. Emphasis is placed on computer layout skills and their application to creative visual communication, with strong emphasis on typographical technical and historical elements.

Student Learning Outcomes (SLOs):
SLO#1:
Student will create a unique digital letter design using vector software techniques.

SLO#2:
Students will create a typographical full-color historically researched digital illustration employing vector software, design principles, and color theory techniques.

Submission of Work: Work will either be handed in

person or through the class server. See handouts on website.

All projects and file names must be CORRECTLY LABELED and be in the correct FILE FORMAT
ex: "LastName_FirstName_NameOfProject.filetype"
***Incorrectly labeled work receives ZERO credit.
***Late work receives HALF CREDIT

Grading Breakdown:
Projects/Exercises/Quizzes/Attendance - 10pts
Mid-Term Project - 50
Final Project - 50
Total Points - 13 projects (130) + Midterm & Final (100) = 230 points
(Total points may change depending on class progress)
90-100% A
80-89% B
70-79% C
60-69% D

Classroom Behavior: Disobedient, disruptive or disorderly behavior exhibited by any student may result in disciplinary action in accordance with District policies and procedures. Action may include, but is not limited to expulsion from class. (See LACC Board Rule 91101 in catalogue)

Plagiarism and Academic Dishonesty:
Violations of Academic Integrity include, but are not limited to, the following actions: cheating on an exam, plagiarism, working together on an assignment, paper or project when the instructor has specifically stated students should not do so, submitting the same term paper to more than one instructor, or allowing another individual to assume one's identity for the purpose of enhancing one's grade. (See LACC Board Rule 91101 in catalogue)

Special Services: Students with disabilities, whether physical, learning or psychological who believe they may need accommodations in this class, are encouraged to contact the Office of

Special Services (SSV 100, 323-953-4000 x2270) as soon as possible to ensure that such accommodations are implemented in a timely fashion. Authorization, based on verification of disability, is required before any accommodation can be made.

Important Dates/Deadlines:
First Day of Classes: Monday, February 5, 2018
Last Day to Drop for Refund: Monday, Feb. 19, 2018
Last Day to Drop without Fee & without a "W": Monday, Feb. 19, 2018
Last Day to Add Classes: Monday, Feb. 19, 2018
Census Date: Tuesday, Feb 20, 2018
Last Day to File Pass/No Pass: tbd
Spring 2018 Graduation Petitions accepted without a Graduation Evaluation by an Academic Counselor
tbd
Late Spring 2018 Graduation Petitions accepted with a Graduation Evaluation by an Academic Counselor
To be determined
***Participation in the graduation ceremony is not guaranteed. Please check with Admissions.**

Last Day to Drop with a "W": Sunday, May 6, 2018
Final Exam Schedule: Tuesday, May 29 - Monday, June 4
Spring Semester Ends: Monday, June 4, 2018
Grades Due: tbd

HOLIDAYS/NON-INSTRUCTION:
President's Day: Friday Feb 16 - Monday Feb 19, 2018
Non-Instruction Day: Thursday, March 29, 2018
Cesar Chavez Holiday: Friday, March 30, 2018
Spring Break: Saturday March 31 - Friday April 6
Memorial Day: Monday, May 28

***M FEB 19- HOLIDAY**

FEB 5 & 7

LAB/LECTURE

- *Class Introductions
- *Syllabus
- *World Languages & Symbols
- *Drawing Exercise
- *Illustrator Brush and Image Trace Lesson

PROJECT

1. World Language Project - PDF

FEB 12 & 14

LAB/LECTURE

- *Critique
- *Type Classification
- *Lettering Exercise

PROJECT

2. Lettering Project - JPG

FEB 21 & 26

LAB/LECTURE

- *Critique
- *Type Anatomy
- *Illustrator Type Tool Lesson
- *Class Exercise

PROJECT

3. Anatomical Project & 4. Text Experiment

FEB 28 & MAR 5

LAB/LECTURE

- *Critique
- *Type Designer History
- *Type Designer Research methods
- *Type Presentations

PROJECT

4. Type Designer Research Project

MAR 7 & 12

LAB/LECTURE

- *Paragraph
- *Text Type Anatomy
- *Hierarchy Lesson

PROJECT

5. Type Designer Info Poster - 3 Drafts

MAR 14 & 19

LAB/LECTURE

- *Class Drafts/Critiques
- *Continue Poster

PROJECT

6. Type Designer Info Poster - Final

MAR 21 & 26

LAB/LECTURE

- *Critique
- *MIDTERM Portfolio Preparation Lesson
- *MIDTERM lab time

PROJECT

7. MIDTERM - Draft & Final

MAR 28 & APRIL 9

LAB/LECTURE

- *MIDTERM Presentations

***MARCH 31 - APRIL 8 BREAK**

PROJECT

- *Revisions to projects as needed

APR 11 & 16

LAB/LECTURE

- *Color Lesson - Basics & Software

PROJECT

8. Color Relationships Project

APR 18 & 23

LAB/LECTURE

- *Critique
- *Image Manipulation & Techniques

PROJECT

9. MOVIE Poster Project

APR 25 & 30

LAB/LECTURE

- *Critique
- *Font Making Software

PROJECT

10. Font Design - Drafts

MAY 2 & 7

LAB/LECTURE

- *Class Drafts/Critiques
- *Continue Font Design

PROJECT

11. Font Design - Final

***M MAY 30- HOLIDAY**

MAY 9 & 14

LAB/LECTURE

- *Critiques
- *Brochure Design

PROJECT

12. Brochure Design - Drafts

MAY 16 & 21

LAB/LECTURE

- *Class Drafts/Critiques
- *Continue Brochure Design
- *Start Final Portfolio

PROJECT

13. Brochure Design - Final & PRINT

MAY 23

LAB/LECTURE

- *Prepare FINAL Portfolio

PROJECT

14. FINAL Portfolio -Draft

FINAL JUN 4

- FINAL 10:15am -12:15pm
- *FINAL Presentations

PROJECT

15. FINAL Portfolio - Final