Course: ART 605

Title: GRAPHIC DESIGN II

Course Description

Students apply graphic design principles using computer graphic rendering. Emphasis is placed on comprehensive layouts for advertising design and graphics and include product rendering with the integration of typographical elements.

Units/Transferability

Transferrable to CSU

Prerequisites/Co-requisites/Advisories

Prerequisite: Art 604 Corequisite: Art 639 No Advisories.

Course Student Learning Outcomes

SLO#1: Students will create a grey scale ad focusing on single-color halftone production by utilizing developed skills of layout design and element placement, computer typesetting, and product illustration in order to position a product in a regional marketplace. SLO#2: Students will create a series of full-color magazine ads utilizing developed skills of layout design and element placement, computer typesetting, and product illustration in order to position a product in a national marketplace.

Grading Scale or Criteria

A - Excellent
B - Good
C - Satisfactory
D - Less than satisfactory

F - Failing
P - Pass; at least equivalent to a "C" grade or better
NP - Not Pass; equal to "D" or "F" grade

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 hours than the number of hours the class meets per week, 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.

Classroom & meeting time: CHEM 210
Mondays & Wednesdays 1:00pm-3:10pm
Professor's Name: Oscar M Santos
Office Hours& Location: Mondays and Wednesdays 5:40-6:00pm in CHEM 210 **Office Telephone:** TBD
Email: santosom@lacitycollege.edu

Additional Course Information:
Students apply graphic design elements and principles using computer graphic rendering.
Emphasis is placed on comprehensive layouts for advertising design and graphics and include product rendering with the integration of typographical elements. Each student develops their individual 'design style' while applying different techniques in Photoshop, Illustrator and InDesign. The Elements and Principles of Design are reinforced throughout.

Course Materials: Weblinks and handouts will be provided in class. Lessons can be found at artsandjustice.org
You must have a FLASH DRIVE to turn in your work.

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:
10 Projects (10 points each) - 100pts
Mid-Term Project - 20pts
Final Project - 20pts
Participation in Class Critiques - 60pts
Total Points - 200
*(Total points may change
depending on class progress)*

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)

Important Dates/Deadlines:
First Day of Classes: Monday, February 6, 2017
Last Day to Drop for Refund: Monday, February 20, 2017
Last Day to Drop without Fee & without a "W": Monday, February 20, 2017
Last Day to Add Classes: Thursday, February 16, 2017
Census Date: Tuesday, February 21, 2017
Last Day to File Pass/No Pass: Friday, March 10, 2017
Spring 2017 Graduation Petitions accepted without a Graduation Evaluation by an Academic Counselor
Monday, August 29, 2016 - Friday, October 28, 2016
Late Spring 2017 Graduation Petitions accepted with a Graduation Evaluation by an Academic Counselor
Monday, October 31, 2016 - Friday, April 14, 2017

Late Spring 2017 Graduation Petitions accepted with a Graduation Evaluation by an Academic Counselor. Participation in the graduation ceremony is not guaranteed. Please check with Admissions.
Monday, April 17, 2017 - Monday, June 5, 2017
Last Day to Drop with a "W": Sunday, May 7, 2017
Final Exam Schedule: May 30, 2017 - June 5, 2017
Graduation Ceremony Date: To Be Determined
Grades Due: Monday, June 12, 2017

HOLIDAYS/NON-INSTRUCTION:
Presidents' Holiday : February 17 - February 20, 2017
Non-Instruction Day : Thursday, March 30, 2017
Cesar Chavez Holiday: Friday, March 31, 2017
Spring Break: April 1, 2017 - April 7, 2017
Non-Instruction Day: Sunday, April 16, 2017
Memorial Day: Monday, May 29, 2017

CLASS DATE	LECTURE + LAB	PROJECTS
1- 2/6	• Introduction to class, syllabus and schedule • Review Elements and Principals of Design	• Review Elements and Prinicpals of Design • Begin work on PROJECT 1 - Elements/Principals Scavenger Hunt
2- 2/8	• Intro/Review In-Design: Creating a new document Master pages/Items Working with Type Placing Images How Links work	• In- Class Exercise: Use examples of elements & Principles to produce page layouts. Create a 10 page layout in InDesign that will be saved as a PDF.
3- 2/13	• Point as an Element/Principle/ Concept • Photoshop Halftone Patterns	• PROJECT 2 - Point Project
4- 2/15	• continued	• continued
5- 2/20*holiday 2/22	• Line as an Element/Principle/ Concept • Illustrator Brush Tools	• PROJECT 3- Line Project
6- 2/27	• continued	• continued
7- 3/1	• Shape as an Element/Principle/ Concept • Illustrator & Photoshop Shape, Blend, Distortion tools	• PROJECT 4- Shape Project
8- 3/6	• continued	• continued
9- 3/8	• 3D form as an Element/Principle/Concept • 3D techniques in illustrator, sketchup, and more	• PROJECT 5- 3D Form
10- 3/13	• continued	• continued
11- 3/15	• Light as an Element/Principle/ Concept • Illustrator and Photoshop 3D tools	• PROJECT 6- Light Project
12- 3/20	• continued	• continued
13- 3/22	• Graphic Designers Compare and Contrast • Layout, aesthetics, research	• PROJECT 7- Compare and Contrast Graphic Designers Project
14- 3/27	• continued	• continued
15- 3/29 3/31- 5/7*spring break	• Public Service Announcements • Branding and Marketing for a cause	• PROJECT 8- PSA Poster Project
16- 4/10	• continued	• continued
17- 4/12	• Midterm portfolio prep	• MIDTERM PROJECT
18- 4/17	• continued	• continue
19- 4/19	• Designing a logo for LACC VAMA Programs	• PROJECT 9- Logos Project
20- 4/24	• continued	• continued

CLASS DATE	LECTURE + LAB	PROJECTS
21- 4/26	• Map Icons and Systems • SVG Files and Map Resources	• PROJECT 10- Map Project
22- 5/1	• continued	• Project 10 - Map Project contd
23- 5/3	• continued	• Project 10 - Map Project
24- 5/8	• Project TBD or wiggle room for projects	• Project TBD or wiggle room for projects
25- 5/10	• Preparing a portfolio of your work	• Using InDesign to set up your portfolio • Review & Refine all semester projects
26- 5/15	• continued	• continued
27- 5/17	• continued	• continued
28- 5/22	• Peer Review / Professor Re-view	• Final revisions
29- 5/24	• continued	• Prepare final for submission
30- *Finals week 6/5 2:30-4:30pm	FINAL PORTFOLIO DUE	FINAL PORTFOLIO DUE