

**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 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](mailto: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](mailto: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

Tuesdays & Thursdays 12:45 pm - 2:55 pm

**Professor's Name:** Oscar M Santos

**Office Hours & Location:** Mondays and Wednesdays  
2pm - 4pm and by appointment in CHEM 203

**Office Telephone:** TBD

**Email:** santosom@lacitycollege.edu

**Additional Course Information:**

Students apply graphic design elements and principles using various computer graphic rendering techniques. 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](http://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, August 28, 2017

**Last Day to Drop for Refund:** Sunday, Sep 10, 2017

**Last Day to Drop without Fee & without a "W":** Sunday, Sep 10, 2017

**Last Day to Add Classes:** Sunday, Sep 10, 2017

**Census Date:** Monday, Sep 11, 2017

**Last Day to File Pass/No Pass:** Friday, Sep 29 2017

**Fall 2017 Graduation Petitions accepted without a Graduation Evaluation by an Academic Counselor**

To be determined

**Late Fall 2017 Graduation Petitions accepted with a Graduation Evaluation by an Academic Counselor**

To be determined

**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.**

To be determined

**Last Day to Drop with a "W":** Sunday, Nov 19, 2017

**Final Exam Schedule:** Dec 11, 2017 - Dec 17, 2017

**Fall Semester Ends:** Dec 17, 2017

**Grades Due:** Friday, December 22, 2017

**HOLIDAYS/NON-INSTRUCTION:**

**Labor Day:** Monday September 4, 2017

**Veteran's Day:** Friday, November 10, 2017

**Thanksgiving Holiday:** Thursday, November 23, 2017

Friday, November 24, 2017

Saturday, November 25, 2017

CLASS DATE	LECTURE + LAB	PROJECTS
1- 8/29	<ul style="list-style-type: none"> <li>• Introduction to class, syllabus and schedule</li> <li>• Review Elements and Principals of Design</li> </ul>	<ul style="list-style-type: none"> <li>• Review Elements and Principals of Design</li> <li>• Begin work on PROJECT 1 - Elements/Principals Scavenger Hunt</li> </ul>
2- 8/31	<ul style="list-style-type: none"> <li>• Intro/Review In-Design: Creating a new document</li> <li>• Master pages/Items</li> <li>• Working with Type</li> <li>• Placing Images</li> <li>• How Links work</li> </ul>	<ul style="list-style-type: none"> <li>• In- Class Exercise: Use examples of elements &amp; Principles to produce page layouts. Create a 10 page layout in InDesign that will be saved as a PDF.</li> </ul>
3- 9/5	<ul style="list-style-type: none"> <li>• Point as an Element/Principle/Concept</li> <li>• Photoshop Halftone Patterns</li> </ul>	<ul style="list-style-type: none"> <li>• PROJECT 2 - Point Project</li> </ul>
4- 9/7	<ul style="list-style-type: none"> <li>• continued</li> </ul>	<ul style="list-style-type: none"> <li>• continued</li> </ul>
5- 9/12	<ul style="list-style-type: none"> <li>• Line as an Element/Principle/Concept</li> <li>• Illustrator Brush Tools</li> </ul>	<ul style="list-style-type: none"> <li>• PROJECT 3- Line Project</li> </ul>
6- 9/14	<ul style="list-style-type: none"> <li>• continued</li> </ul>	<ul style="list-style-type: none"> <li>• continued</li> </ul>
7- 9/19	<ul style="list-style-type: none"> <li>• Shape as an Element/Principle/Concept</li> <li>• Illustrator &amp; Photoshop Shape, Blend, Distortion tools</li> </ul>	<ul style="list-style-type: none"> <li>• PROJECT 4- Shape Project</li> </ul>
8- 9/21	<ul style="list-style-type: none"> <li>• continued</li> </ul>	<ul style="list-style-type: none"> <li>• continued</li> </ul>
9- 9/26	<ul style="list-style-type: none"> <li>• 3D form as an Element/Principle/Concept</li> <li>• 3D techniques in illustrator, sketchup, and more</li> </ul>	<ul style="list-style-type: none"> <li>• PROJECT 5- 3D Form</li> </ul>
10- 9/28	<ul style="list-style-type: none"> <li>• continued</li> </ul>	<ul style="list-style-type: none"> <li>• continued</li> </ul>
11- 10/3	<ul style="list-style-type: none"> <li>• Light as an Element/Principle/Concept</li> <li>• Illustrator and Photoshop 3D tools</li> </ul>	<ul style="list-style-type: none"> <li>• PROJECT 6- Light Project</li> </ul>
12- 10/5	<ul style="list-style-type: none"> <li>• continued</li> </ul>	<ul style="list-style-type: none"> <li>• continued</li> </ul>
13- 10/10	<ul style="list-style-type: none"> <li>• Graphic Designers Compare and Contrast</li> <li>• Layout, aesthetics, research</li> </ul>	<ul style="list-style-type: none"> <li>• PROJECT 7- Compare and Contrast Graphic Designers Project</li> </ul>
14- 10/12	<ul style="list-style-type: none"> <li>• continued</li> </ul>	<ul style="list-style-type: none"> <li>• continued</li> </ul>
15- 10/17	<ul style="list-style-type: none"> <li>• Public Service Announcements</li> <li>• Branding and Marketing for a cause</li> </ul>	<ul style="list-style-type: none"> <li>• PROJECT 8- PSA Poster Project</li> </ul>
16- 10/19	<ul style="list-style-type: none"> <li>• continued</li> </ul>	<ul style="list-style-type: none"> <li>• continued</li> </ul>
17- 10/24	<ul style="list-style-type: none"> <li>• Midterm portfolio prep</li> </ul>	<ul style="list-style-type: none"> <li>• MIDTERM PROJECT</li> </ul>
18- 10/26	<ul style="list-style-type: none"> <li>• continued</li> </ul>	<ul style="list-style-type: none"> <li>• continue</li> </ul>
19- 10/31	<ul style="list-style-type: none"> <li>• Designing a logo for LACC VAMA Programs</li> </ul>	<ul style="list-style-type: none"> <li>• PROJECT 9- Logos Project</li> </ul>
20- 11/2	<ul style="list-style-type: none"> <li>• continued</li> </ul>	<ul style="list-style-type: none"> <li>• continued</li> </ul>
21- 11/7	<ul style="list-style-type: none"> <li>• Map Icons and Systems</li> <li>• SVG Files and Map Resources</li> </ul>	<ul style="list-style-type: none"> <li>• PROJECT 10- Map Project</li> </ul>

CLASS DATE	LECTURE + LAB	PROJECTS
22- 11/9	<ul style="list-style-type: none"> <li>continued</li> </ul>	<ul style="list-style-type: none"> <li>Project 10 - Map Project contd</li> </ul>
23- 11/14	<ul style="list-style-type: none"> <li>continued</li> </ul>	<ul style="list-style-type: none"> <li>Project 10 - Map Project</li> </ul>
24- 11/16	<ul style="list-style-type: none"> <li>Project TBD or wiggle room for projects</li> </ul>	<ul style="list-style-type: none"> <li>Project TBD or wiggle room for projects</li> </ul>
25- 11/21	<ul style="list-style-type: none"> <li>Preparing a portfolio of your work</li> </ul>	<ul style="list-style-type: none"> <li>Using InDesign to set up your portfolio</li> <li>Review &amp; Refine all semester projects</li> </ul>
26- 11/28 ***11/23 no school for 'thanksgiving'	<ul style="list-style-type: none"> <li>continued</li> </ul>	<ul style="list-style-type: none"> <li>continued</li> </ul>
27- 11/30	<ul style="list-style-type: none"> <li>continued</li> </ul>	<ul style="list-style-type: none"> <li>continued</li> </ul>
28- 12/5	<ul style="list-style-type: none"> <li>Peer Review / Professor Review</li> </ul>	<ul style="list-style-type: none"> <li>Final revisions</li> </ul>
29- 12/7	<ul style="list-style-type: none"> <li>continued</li> </ul>	<ul style="list-style-type: none"> <li>Prepare final for submission</li> </ul>
30- *Finals week 12/14 1-3pm	FINAL PORTFOLIO & PRESENTATION DUE	FINAL PORTFOLIO & PRESENTATION DUE