

Course: ART 606

Title: GRAPHIC DESIGN III

Course Description

Students apply more advanced graphic design principles using computer graphics. Emphasis is placed on the creation of illustrations and digital images and their integration into page layout software to produce press-ready graphics.

Units/Transferability

Transferrable to CSU

Prerequisites/Co-requisites/Advisories

Prerequisite: Art 605 and Art 639 No Corequisites. No Advisories.

Course Student Learning Outcomes

SLO#1: Students will create a 2-color spot color project by applying learned skills in choosing Pantone colors for printing and corresponding paper for output to press. SLO#2: Students will create a multi-panel brochure using a grid system, importing graphics and photographs, and setting type in a page layout program while utilizing learned skills including determining the objectives and goals of the project through concept to client approval and choosing proper printing resolution, color profiles, and paper for output to press.

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 Date and Repeats

For classes from 8/29/16 to 12/18/16, the deadline to drop without a "W" on your transcript is September 11, 2016. 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" or grade of "D", "F", or "NP" 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, drop by November 20, 2016. If the class begins or ends on a different date, please refer to <http://www.lacitycollege.edu/services/admissions/dates.html>

Attendance Policy

Students who are registered and miss the first class meeting 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, <http://www.lacitycollege.edu/stusvcs/finaid/>.

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) 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

Course Materials: Weblinks and handouts will be provided in class. Lessons can be found at artsandjustice.org

Additional Course Information:

This course will focus on the Adobe Suite (InDesign, Photoshop, Illustrator) as a tool for designing and creating documents for web and for print. Students will use the elements and principles of design (balance, line, shape, form, balance, etc.), the grid system, design trends, and class critiques to create and refine various graphic design projects. Students will create a series of projects that apply learned skills in design software (Adobe Photoshop, Illustrator and InDesign) for real world printing and web based output. Students will create a portfolio of work centered around a unique 'brand' and create all the necessary design assets.

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	<ul style="list-style-type: none"> • Introduction to class, syllabus and schedule • Branding & Logo Project • Examining a Brand • What is a Creative Brief? • Creating a Branding Identity 	<ul style="list-style-type: none"> • Understanding how Brand's use Graphic Design • Discuss the parts of a Creative Brief • Create a Creative Brief for your project • Brand Identity and Parts
2- 2/8	<ul style="list-style-type: none"> • Logo & Branding Project(-cont) • Logos in Illustrator • Image Trace • Gradients • Pathfinder 	<ul style="list-style-type: none"> • Using Illustrator to design logo • PROJECT 1- Creative Brief & Branding Elements - Drafts to be reviewed by class & professor
3- 2/13	<ul style="list-style-type: none"> • continued 	<ul style="list-style-type: none"> • PROJECT 1- Creative Brief & Branding Elements - DUE
4- 2/15	<ul style="list-style-type: none"> • Web Ad/Motion Graphics Project • Creating Gifs & Video Ads • Rule of Thirds 	<ul style="list-style-type: none"> • Using Photoshop to design a gif and/or video ad
5- 2/20*holiday 2/22	<ul style="list-style-type: none"> • Web Ad/Motion Graphics Project (cont) 	<ul style="list-style-type: none"> • PROJECT 2- Web Ad/Motion Graphics - DUE
6- 2/27	<ul style="list-style-type: none"> • Promotional Poster & Ad Project • Working with template files • Hierarchy • Using multiple Adobe programs • Smart Objects 	<ul style="list-style-type: none"> • Using Photoshop/Illustrator and template files
7- 3/1	<ul style="list-style-type: none"> • Promotional Poster & Ad Project (cont) 	<ul style="list-style-type: none"> • PROJECT 3- Poster & Billboard Ad Project - DUE
8- 3/6	<ul style="list-style-type: none"> • Social Media Project • Examining social media sites • Working with templates • Creating Templates 	<ul style="list-style-type: none"> • Using Photoshop to Create and Manipulate templates - Facebook Template
9- 3/8	<ul style="list-style-type: none"> • Social Media Project (cont) 	<ul style="list-style-type: none"> • PROJECT 4- Social Media Project- Facebook - DUE
10- 3/13	<ul style="list-style-type: none"> • Grid Project • History of grids • Creating grids in InDesign • Paragraph tools • Type Threading • Placing Images • Styles 	<ul style="list-style-type: none"> • InDesign lesson/review and practice
11- 3/15	<ul style="list-style-type: none"> • Magazine Article Anatomy • Creating a spread • Text Wrap / Styles / Drop Caps/ Pull Quotes • Working with a unique idea 	<ul style="list-style-type: none"> • PROJECT 5- Magazine Article Project - DUE
12- 3/20	<ul style="list-style-type: none"> • MIDTERM- collect all projects into one pdf 	<ul style="list-style-type: none"> • InDesign lesson and practice/ Class time to revise projects
13- 3/22	<ul style="list-style-type: none"> • Midterm Project (con't) 	<ul style="list-style-type: none"> • MIDTERM DUE

CLASS DATE	LECTURE + LAB	PROJECTS
14- 3/27	<ul style="list-style-type: none"> • App Planning Project • What can an App do? • Wire frames & Sitemaps • UI & UX 	<ul style="list-style-type: none"> • Designing an app - Wireframes & Sitemaps • Bring App Screenshots you like to next class
15- 3/29 3/31- 5/7*spring break	<ul style="list-style-type: none"> • App Planning Project (cont) • Discuss screenshots • Continue work 	<ul style="list-style-type: none"> • PROJECT 6- Wireframes & Site Maps for App
16- 4/10	<ul style="list-style-type: none"> • App Design Project • Photoshop/Illustrator/Indesign to create interface • Icon & Branding 	<ul style="list-style-type: none"> • Using Photoshop and Illustrator to make a mock-up app
17- 4/12	<ul style="list-style-type: none"> • continued • adding animation 	<ul style="list-style-type: none"> • continued
18- 4/17	<ul style="list-style-type: none"> • continued 	<ul style="list-style-type: none"> • continued
19- 4/19	<ul style="list-style-type: none"> • App Design Project (cont) • Animating App • continue work 	<ul style="list-style-type: none"> • PROJECT 7- App Design Project - DUE
20- 4/24	<ul style="list-style-type: none"> • Web Site Mockup Project • Site maps / Wire frames • Website Anatomy 	<ul style="list-style-type: none"> • Using Photoshop and Illustrator to create a website mockup
21- 4/26	<ul style="list-style-type: none"> • continued 	<ul style="list-style-type: none"> • continued
22- 5/1	<ul style="list-style-type: none"> • continued 	<ul style="list-style-type: none"> • continued
23- 5/3	<ul style="list-style-type: none"> • Web Site Mockup (cont) 	<ul style="list-style-type: none"> • PROJECT 8- Web Design Project - DUE
24- 5/8	<ul style="list-style-type: none"> • Project TBD or wiggle room for projects 	<ul style="list-style-type: none"> • Project TBD or wiggle room for projects
25- 5/10	<ul style="list-style-type: none"> • Project TBD or wiggle room for projects 	<ul style="list-style-type: none"> • Project TBD or wiggle room for projects
26- 5/15	<ul style="list-style-type: none"> • Project TBD or wiggle room for projects 	<ul style="list-style-type: none"> • Project TBD or wiggle room for projects
27- 5/17	<ul style="list-style-type: none"> • Project TBD or wiggle room for projects 	<ul style="list-style-type: none"> • Project TBD or wiggle room for projects
28- 5/22	<ul style="list-style-type: none"> • Preparing a portfolio of your work 	<ul style="list-style-type: none"> • Using InDesign to set up your portfolio • Review & Refine all semester projects
29- 5/24	<ul style="list-style-type: none"> • Preparing a portfolio of your work (cont) 	<ul style="list-style-type: none"> • Using InDesign to set up your portfolio • Review & Refine all semester projects
30- *Finals week 6/5 2:30-4:30pm	FINAL PORTFOLIO DUE	FINAL PORTFOLIO DUE