

Professor Bill Gorcica
 Mondays, Wednesdays and Fridays, 10:00am-11:50am (section 56), Kiehle 105 C
 Mondays and Wednesdays, 3:00pm-5:45pm (section 01), Kiehle 105 C
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ART 221 Gorcica
Syllabus
Introduction to
Graphic Design II
Spring 2009

Course Objectives

1. Use the design process to effectively solve visual communication problems
2. Focus on typography and symbols through projects and lectures in order to become more sensitive to these essential aspects of graphic design
3. Learn to develop a system of graphic components (logo, newsletter, web page, poster or other collateral materials) which can function together to effectively communicate information for an organization
4. Reinforce computer skills to develop more advanced skills with page layout, web design, drawing and image-editing programs commonly used in graphic design (InDesign, Dreamweaver, Flash, Illustrator, Photoshop)

Exercises, Projects, Quizzes

% of Total Grade

Report 1	Research on an Organization	10%
Project 1	Logo	15%
Project 2	Newsletter	25%
Project 3	Website (HTML with Flash component)	25%
Project 4	Poster or other Collateral	15%
Quizzes, Presentations	Based on course content and technical info	10%

Grading

Students are expected to attend all classes and work in the studio during assigned times, prepared with any materials necessary for particular projects. Grades will be based on productive studio work, quizzes and class participation (during critiques of artwork and discussions) as well as on written assignments and web presentations. Please be aware that since this is a studio art class consistent attendance will be expected and will be seriously considered when compiling final grades. Please note that to grasp concepts, ample time must be spent on all art projects. Factors which will influence a grade include the following:

Well-researched Creative Problem-solving	Professional and On-time Presentation of Projects
Technical Proficiency	Proof of Adequate Understanding of Art Concepts Introduced
Effort, Personal Growth and Development	

Grading Scale and Description

- A = Excellent; performance in all aspects of the course is of the highest quality and by far exceeds that which is considered to be adequate
- B = Above Average; performance in most aspects of the course exceeds that which is considered to be adequate
- C = Average; performance in most aspects of the course is adequate
- D = Below Average; performance in most aspects of the course is lacking
- F = Failing; performance in most all aspects of the course is insufficient; student has not given proof of an adequate understanding of course materials

Completing an assignment on time with all requirements met adequately constitutes an average grade of C. Evidence of thorough research and documentation of multiple solutions to each design problem can serve as justification for your grade. Such proof of more than adequate performance is essential for attaining above average grades.

There will be a major final project but no formal final exam for this course.

Attendance Policy

More than two unexcused absences from regularly held studio classes will make a student ineligible for a grade of "A". More than three unexcused absences from regularly held studio classes will make a student ineligible for a grade of "C". More than four unexcused absences from regularly held studio classes will make a student ineligible for a grade of "D". An excused absence is one caused by an emergency, such as a death in the family, verified illness or injury, or a university approved field trip. Please inform the instructor ahead of time in case of an illness or expected absence. Late projects will be accepted but will drop one letter grade if a day late and an additional letter grade for every week late thereafter. No cell phone usage during class, please.

Required Materials

Please bring the following to each class session:

Digital Storage Device: Flash drive (as large as possible for the best price, 1GB perhaps) or Portable External Hard Drive

Sketchbook (unruled, white drawing paper, 9" x 12", bound black book might be a good choice)

Personal Notebook: 3-ring binder or Folder to hold handouts

A #2 or HB pencil, a 4H pencil, a black ink pen and a black marker to fill in areas quickly

3-ring binder to collate Research Materials which will need to be turned in for each project

Folder to hold 8.5" x 11" handouts

Matboard and mat cutting equipment (straight edge, mat-cutting knife, adhesive)

Required Text

Kate Clair, *A Typographic Workbook*, 2nd Edition, Wiley, 2006

Bibliography

James English, *Macromedia Flash - Training from the Source*, Macromedia Press, Berkeley, CA, 2006.

Ellen Lupton & Jennifer Cole Phillips, *Graphic Design: The New Basics*, Princeton Architectural Press, 2008

Ellen Lupton, *Thinking with Type*, Princeton Architectural Press, 2004

Philip Meggs, *A History of Graphic Design*, 3rd edition, John Wiley and Sons, NY, 1998.

Rob Carter, Ben Day, Philip Meggs, *Typographic Design: Form and Communication*, 4th Edition, Wiley, 2007

Erik Spiekermann & E.M. Ginger, *Stop Stealing Sheep and Find Out How Type Works*, 2nd Edition, 2002.

Lynda Weinman, *Designing Web Graphics.4*, New Riders Publishing, Indianapolis, Indiana, 2002.

Visual Quickstart Guides for various programs, Peachpit Press.

Useful Web Sites

www.aiga.org

www.adfedcentral.com

web.stcloudstate.edu/wagorcica

www.flashmn.com

<http://www.gdbasics.com/>

www.minnesota.aiga.org

www.hillmancurtis.com/hc_web/film_video.shtml

www.stcloudstate.edu/art

www.thinkingwithtype.com

General Procedures for the Computer Lab and for Use of Equipment in General

- Use the log in the lab to record problems accurately, thereby assisting in troubleshooting.
- Always have a means for storing your work. Save often. It is to your great advantage to backup files in more than one location. You can also back up to your own networked SCSU account.
- Do not use your Flash drive as a primary drive. Use it primarily to backup your files. The correct procedure for working on files is to copy necessary files to your student folder, open the copy and work on it, save all files and then re-copy all files from the student folder back onto your disk. This will be less wear and tear on your drive and will alleviate computer freezes. Eject mechanisms properly.
- Read your student handbook regarding proper computer procedures, etiquette and legal use of university property. Never tamper with the computer system itself or with another person's files. Doing so may result in your being dismissed from the class and perhaps being directed to the university's governing body.
- If you think that you have damaged a piece of equipment or think that it is operating improperly, report it to the person in charge of the lab at the time immediately, stating a description of what it is that happened. This procedure will preserve the equipment and enable us to make arrangements for repair.
- Finally, if you need help, ask. The lab will be available during specified class times and during open lab hours.

Copyright Issues

Copyright laws exist for other people's artwork and ideas. For your projects, it is important to use either your own resources (original artwork, graphics, computer-generated imagery, photography or text) or those the instructor has deemed acceptable according to fair use policy for the sake of academic learning. This issue will be discussed during the course but if you are not sure about something, consult the instructor.

Health and Safety

The use of aerosol fixative and some art materials used for this class may be hazardous to your health. All manufacturers of hazardous materials should provide the chemical content and hazards either as a product label or included instructions. Be sure that you are aware of them before using a new product. Do not spray aerosol products in the Kiehle Art building except in the designated spray booth across from the sculpture lab. If you have a question or are uncertain about a product or its proper use, please consult your professor. Additional reference materials should also be available in the main office.