

Bergen Community College
Division of Arts, Humanities & Wellness
Department of Visual Art

Course Designation, Number, and Title:
ART-260 Graphic Design I

Date of Most Recent Syllabus Revision: _____
Course Typically Offered: Fall X Spring X Summer _____ Every Semester _____ Other _____
Syllabus last reviewed by: BCC General Education Committee _____ Date: _____
(Most courses need review Ad Hoc Committee on Learning Assessment _____ Date: _____
by only one of the following) Curriculum Committee: _____ Date: _____

Basic Information About Course and Instructor

Semester and Year: **Spring 2011**
Course and Section Number: [e.g., ANT-101-001] **ART-260-001**
Meeting Times and Locations: **W-325; Wednesday, 9:10-1:30**

Instructor: **Asst. Prof. Claire McConaughy**
Office Location: **W-314**
Phone: **201-447-7621**
Departmental Secretary: **Barbara Bliss 201-447-7143**
Office Hours: **(Office located in room W-314) Tu 1:30-3:30, W 8:30-9am, Th 8:30-9am and by appointment.**
Email Address: **cmcconaughy@bergen.edu**

Course Description

Official Catalog Course Description: **ART-260 Graphic Design I** enables students to develop proficiency in the graphic communication processes. Emphasis is on creative design solutions for commercial art problems. Students apply their knowledge in preparing graphics for publication and sales promotion.

List lecture hours, laboratory hours, and credits as applicable, e.g.,
 2 lectures, 2 labs, 3 credits

Prerequisites: **ART-226 Letterform and Typography**, and either **ART-289 computer 2-d Illustration** or **ART-297 Computer Imaging**

Student Learning Objectives: As a result of meeting the requirements in this course, students will be able to

- use the fundamentals of graphic design
- communicate using images and text
- understand a historical frame work for graphic design and be able to put the theories of this class into practice

Assignments and class participation are evaluated based on achievement of technical and creative concepts, attention to detail, effort and originality of approach.
Class participation is evaluated based on contributions to discussions, presentation of work and group interaction.
The major assessment types utilized in this course are class discussions, graded homework assignments, and a graded final project.

Means of Assessment

List means of assessment of student learning in pursuit of goals/objectives/outcomes (e.g., graded class discussions, objective tests and examinations, essay tests and examinations, student presentations in class (individual or group), writing assignments [papers, short essays, book reports, etc.]):

The major assessment types utilized in this course are class discussions, graded homework assignments, mid-semester project and a final project.

Course Content

GRAPHIC DESIGN I is a studio course intended to teach students the basic principles required to solve graphic design problems. In the course, formal and communicative aspects of graphic design are covered through projects, in-class assignments and discussions. Students learn the fundamentals of visual communication through words and images. Example projects are explorations in letterforms and page layout, the making of logos and other marks, book cover and poster design.

In addition to the study of graphic design, students are provided the opportunity to learn good studio practices. Problem-solving skills, willingness to research, craftsmanship, and professionalism are all important to success in this course.

Students are provided opportunities to develop an awareness of design's cultural context and establish good studio practice.

Special Features of the Course (if any)

Graphic Design I will be taught using hand drawn sketches and roughs that will be turned into final projects using Adobe Illustrator, Photoshop, and InDesign CS5.

Course Texts and/or Other Study Materials

The textbook is an excellent resource and will support your learning outside of the classroom.

Graphic Design Solutions by Robin Landa; 3rd Edition

ISBN: 1-4018-8154-8

Publisher: Thompson Delmar Learning

Price approximately: \$24.00

A portable USB Drive with at least 2.0 GB of memory. You must back up all of your work. Approximate price \$18.00

MATERIALS

***Always bring sketchbook, drawing pencil, 24" ruler, x-acto knife, adhesive, and scissors
Each week I will tell you what you need for the next project.

Black presentation board (four boards minimum, 15" x 20" or 16" x 20"). NOT foam core.

HB, 2B, 6B Pencils

Sketchbook/Notebook – 9"x12" or 11"x14" for notes and development of visual ideas

Bristol paper pad, 19"x24", heavyweight, smooth finish

Tracing paper pad, 19"x24"

Black construction paper one package

Triangle

Metal straight edge ruler with cork back
Eraser - Mars white plastic eraser
Scissors
X-acto knife and blades
Compass
Rubber cement, glue stick or double sided tape
Inexpensive portfolio with handles (paper or plastic is fine) (optional)
Tackle box or container to carry supplies in (optional)

- Other materials may be required during the semester and will be discussed.

Research, Writing, and/or Examination Requirement(s)

Students will be expected to accomplish homework assignments such as creating logos, posters, and book covers that emphasize creative combinations of text and images. Also larger mid-semester and final projects will be required.

Grading Policy

A student's final grade for the course is based primarily on his or her performance on the required work for the course (graded homework assignments and final project) and on his or her overall mastery of the material covered in the course. A student's class participation will also be evaluated, and the grade thereon will be used as a factor in determining the student's final grade for the course; but a class participation grade will count for no more than twenty percent (20%) of the final grade.

Grades follow these criteria:

A = Student whose work and work ethics display exceptional effort and care

B = Student displays good work ethic, completes assignments with thought and care

C = Average work and average effort

D = Student presents below average work and displays little effort in completing assignments

F = Student does not complete assignments and/or attend class

For final grading purposes:

- | | |
|-------------------------------|-----|
| • Homework and class projects | 20% |
| • Class participation | 20% |
| • Mid-semester project | 30% |
| • Final project | 30% |

Attendance Policy

BCC Attendance Policy:

All students are expected to attend punctually every scheduled meeting of each course in which they are registered. Attendance and lateness policies and sanctions are to be determined by the instructor for each section of each course. These will be established in writing on the individual course outline. Attendance will be kept by the instructor for administrative and counseling purposes.

Append a statement on the departmental/discipline attendance policy (if any).

Append a statement on the attendance policy for the course.

Attendance will be taken during each class period. Success in a studio art class is dependent upon the student's participation in the studio activities and interaction with other students. Skill and knowledge is

acquired as much by doing and participating as it is by reading and responding. This cannot occur if a student is not in class. Therefore, three unexcused absences will result in the lowering of a full letter grade at the end of the semester. Late arrivals and early departures will be noted and count as a half of an absence. Frequent absence and/or tardiness will result in the failure of the course.

Other College, Divisional, and/or Departmental Policy Statements [optional but recommended]

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Student and Faculty Support Services [optional but recommended]

Student and Faculty Support Services		
The Distance Learning Office – for any problems you may have accessing your online courses	Room C-334	201-612-5581 psimms@bergen.edu
Smarthinking Tutorial Service	On Line at:	www.bergen.edu/library/learning/tutor/smart/index.asp
The Tutoring Center	Room L-125	201-447-7908
The Writing Center	Room L-125	201-447-7908
The Online Writing Lab (OWL)	On Line at:	www.bergen.edu/owl
The Office of Specialized Services (for Students with Disabilities)	Room S-131	201-612-5270 www.bergen.edu/oss
The Sidney Silverman Library – Reference Desk	Room L-226	201-447-7436

Include a Course Outline and Calendar

Weekly Schedule

NOTE: Weekly schedule may occasionally change due to the pace of projects and topics. It is your responsibility to check with me or other students to get information you may have missed and to be prepared for the next class.

PART I: FUNDAMENTALS

WEEK 1	Jan 26	INTRODUCTION: What is Graphic Design?
WEEK 2	Feb 2	COMMUNICATION: Combination marks
WEEK 3	Feb 9	COMMUNICATION: Pictograms
WEEK 4	Feb 16	COMMUNICATION: Symbols
WEEK 5	Feb 23	LETTERFORMS: Lettermarks and Wordmarks
WEEK 6	Mar 2	COMMUNICATION: Logo
WEEK 7	Mar 9	COMMUNICATION: Logo applied to several mediums
WEEK 8	Mar 16	COMMUNICATION: Logo applied to several mediums
	Mar 23	Spring Break No Class

WEEK 9	Mar 30	COMMUNICATION: Event information: Poster project
WEEK 10	Apr 6	COMMUNICATION: Event information: Poster project
WEEK 11	Apr 13	COMMUNICATION: Visualizing a concept: Book cover project
WEEK 12	Apr 20	COMMUNICATION: Visualizing a concept: Book cover project
WEEK 13	Apr 27	FINAL PROJECT: Student develops and completes an ambitious self-assignment, which serves as the final exam for the course.
WEEK 14	May 4	FINAL PROJECT: Student develops and completes an ambitious self-assignment, which serves as the final exam for the course.
WEEK 15	May 11	FINAL PROJECT: Student develops and completes an ambitious self-assignment, which serves as the final exam for the course.