

ART 372

Graphic Design 1

Spring 2020

Professor Swisher
Office: CART L282
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Office hours:
Mon 1:30–3:00
Thurs 11:00–12:30
Additional times available by appt.

Course website:
<http://professorswisher.com>



Objectives

- Explore design history, theory, technique, and the formal language of graphic communications
- Develop visual and conceptual problem-solving skills through a range of design projects
- Utilize industry-standard software to effectively create designs
- Critically analyze the nature of design problems through presentations, critiques, lectures, and class discussions

Supplies

- Sketchbook (one you already have is fine)—Bring it to class regularly.
- Portable external disk/drive—1 GB should suffice.
*Note: If you plan to work on both a PC and a Mac, make sure your disk is compatible with both operating systems *without* the need to install extra software in the classroom. **The brand Passport has software installed on it that is *not* cross-compatible between Macs and PCs.**
- External backup disk or cloud-based storage like dropbox.com
- Printing fees—You will need to put credit on your Ranger Card to use.
- Paper as needed (Some paper will be provided.)
You may at times need to print at an off-site location, such as FedEx. Leave funds available for this purpose.

Attendance

Regular attendance in class is mandatory. Students are allowed two unexcused absences with no penalty, after which each additional absence will lower their final grade by one full letter grade (in other words, an A becomes a B, an A- becomes a B-, etc.). If a student misses a critique or major demonstration, that absence will be counted double. Any absences caused by work or school conflicts, minor illnesses such as colds and flus, or family events such as weddings, births and funerals, are covered by the two permitted absences. If you have a serious or long-term illness or emergency, you should let the instructor know about it as soon as possible and provide documentation of it in order to be excused for these absences. If a student reaches ten unexcused absences, they will automatically fail the course. (This policy is consistent with the attendance policy held by the entire art dept.)

Should you miss class, remember that **it is your responsibility to find out from a peer what you missed in class**. It is not the responsibility of your professors to catch you up on information you missed during an absence.

Turn off your cell phone at the start of each class. If you forget to turn it off, and it rings or vibrates, do **not** answer it; turn it off. Do not use class time to text, to check email, to surf websites irrelevant to the project at hand, or to work on projects for other classes. If you do these activities, anytime except during a break, you are not fully present, and as such, **you will be counted absent** for either a half or full class period, at my discretion.

Be prepared for each class session by bringing the necessary materials and assets. Please be punctual to each class; the most important information for the day will be presented in the beginning of each class.

Should you decide not to continue in this course, remember that it is your responsibility to withdraw yourself; otherwise you may still be on the roster at the end of the semester and may receive an F.

Course Content

- I. **Introduction to Graphic Design, Review of Digital Image Basics and Illustrator**
What Graphic Design encompasses and various fields within
Review of digital image basics and Illustrator
- II. **Logo Concept and Design**
Conceptual development
Shape tools and negative space
Typography for logos
- III. **Branding and Identity Consistency**
Defining your audience writing a creative brief that matches your client's needs
What branding entails (it's more than just the logo)
Developing a consistent identity across various collateral that matches your audience and effectively meets the client's needs.
Create a "branding standards" guide to accompany your design collateral
- IV. **Icon Design**
Visualizing conceptual ideas
Conventions, recognizability, and user testing
The impact of screen pixels on icon development
Exporting icons for multiple device resolutions

Assistance

If you experience overwhelming difficulty in this course, do not react by avoiding class. Please come and talk to me about your concerns. The university has many resources available to help—resources which will never again in your life be free. I am more than happy to help point you in the right direction.

It is the University's policy to provide, on a flexible and individual basis, reasonable accommodations to students who have documented disabilities that may affect their ability to participate in course activities or to meet course requirements. Students with disabilities are encouraged to contact Disability Services for a letter of verification to provide to their instructors. Disability Services is located in WYLL D175 and can be reached at 595-2372 or dss@uwp.edu

My office is CART L282, and my office hours are posted by my door, with additional times by appointment. Feel free to stop by.

Classroom Conduct

The Art Department expects conduct appropriate for a university classroom. We have no tolerance for disrespectful behavior, which includes but is not limited to: private conversations with your classmates during a lecture or demonstration, rude comments and/or physical threats directed towards the instructor or your peers, and sleeping in class. Similarly, cell phones and computers must be silenced before class starts, for they are disturbing to the instructor, your fellow students, and to the overall rhythm of the class. Cheating and plagiarism will not be tolerated and will be punished to the fullest extent of university policy and the law. Each instructor also reserves the right to determine his or her own specific classroom conduct policies.

Disrespectful actions will result in a lowering of your final grade. Additionally, the instructor reserves the right to pull you aside and talk to you individually, to have you removed from class, and to report you to the Dean of Students' office.

Diversity and Inclusion

The University of Wisconsin-Parkside is dedicated to a safe, supportive and non-discriminatory learning environment and to a safe and supportive classroom regardless of race, ethnicity, ability, national origin, gender, gender identity, sexual orientation, religion, age, immigration status, and other affiliations. Our university is committed to student excellence as well as promoting an inclusive campus climate in order to close equity gaps in the areas of student accesses, retention, and degree completion.

Conceal Carry

Weapons are prohibited in UW-Parkside buildings and all outdoor events. Anyone found in violation will be subject to immediate removal in addition to academic and/or legal sanctions.

Publicity

The Art Department reserves the right to use reproductions of student work for promotional purposes, including the university website. (I also may use your work as examples for future students or in a teaching portfolio as examples of previous student work.)

Class Cancellation

If a class session needs to be cancelled unexpectedly due to instructor illness or emergency, the instructor will notify students via UW-Parkside email. While university staff will try to post cancellation signs in the studio or classroom in a timely manner, email will be the main platform for notification.

If the university closes or cancels classes due to weather, an announcement will be posted on the university website.

Assignments

For each assigned project, you will be graded by these factors: demonstrating specified skills, meeting the project requirements, demonstrating design fundamentals from your previous courses, conceptual thinking and problem-solving, and craft/professionalism. Projects are due at the beginning of the specified period. All projects must be turned in on time. Do not wait until the last minute to print your work. Expect that things will go wrong and plan extra time accordingly. **If your project is unfinished, do not compound your mistake by deciding to skip class.**

Late projects will be deducted by a letter grade. The only exceptions are for extreme circumstances such as a serious illness or family death, for which proper documentation will be required. Note that a cold, a doctor appointment, a hangover, or an early vacation are not extreme circumstances. **If you know you will need to miss class the day a project is due, send the project to me ahead of time or ask a classmate to bring it to class for you, otherwise the project will be considered late.**

You will be working on projects outside of class time every week. This is expected in all art department classes (not just here, but at any college). If you have a job, plan your work schedule accordingly. Failure to put in considerable time between class sessions will effect the quality of your work (and thus, your grade), and the amount of assistance I can give you.

Grades

Final grades are calculated by mathematically averaging all your scores. You will be graded rigorously, yet fairly for the actual work you produce and turn in on time. There will not be a curve or a dropping of your lowest score. You may, however, do the extra credit project described at the end of this syllabus, but start early.

A	95-100%
A-	90-94%
B+	87-89%
B	84-86%
B-	80-83%
C+	77-79%
C	72-76%
D	60-71%
F	0-59%

An F can also be earned by failing to meet the requirements, by turning in projects unfinished or not according to the directions and/ or criteria, or by violating the university's Academic Integrity policy.

If your final percentage grade is near or on the line (i.e. 86.5%), your professionalism during the class will be used to determine which letter grade you receive. Professionalism means your attendance (for the full class period), punctuality, effective use of class time, classroom civility, and verbal and nonverbal engagement.

Design Plagiarism

Plagiarism is not limited to written materials. It also includes the wrongful appropriation in whole or in part of someone else's literary, artistic, musical, mechanical or computer-based work. **All design work must be your own and all source material must be credited.** If you are unsure whether something is considered plagiarism, just ask.

As this is a design course, you will make all of your own design elements. This includes, but is not limited to, illustrations, logos, and any vector work. Vector tracings of others' photographic material should be avoided, and if used, must be substantially different from the source. Regarding photo assets—images/photographs included in the body of the design—and body text/copy, you will be given specific information about what you should use. Unless, I have specifically given you permission to use something, assume you need to design your own. For help with design software, please see the available resources in the next section.

If you plagiarize, you will receive either an F for the project or an F for the course, depending on the severity of the offense.

Resources

Adobe software tutorials:

Lynda.com: <http://lynda.com>

Lynda.com is the leader in the digital software education area. Many of the videos are free, but others require a subscription. Current Parkside students can access all of the Lynda.com videos for free by going to <https://www.uwp.edu/explore/offices/campustechnologyservices/linkedinlearning.cfm> and logging in with your UW-Parkside credentials.

Design Tuts: <http://design.tutsplus.com/>

Vectips: <http://vectips.com/>

CreativeBloq: <http://www.creativebloq.com/digital-art/illustrator-tutorials-1232697>

Adobe, Illustrator tips: <http://helpx.adobe.com/illustrator/topics/illustrator-tutorials.html>

Adobe, Photoshop tips: <https://helpx.adobe.com/photoshop/topics.html>

Using a Mac (for Windows and Unix users):

Apple: <https://support.apple.com/en-us/HT204216>