

Fall 2011

## GRA2191C: Graphic Design II

9:00 am – 12:20 pm • Thursday • August 25 to December 8

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Welcome to Graphic Design II! The course description in the NWF State College Catalog is as follows: *An advanced graphic design course covering the aesthetics and challenges associated with producing complex multi-page printed communications. Access to a high quality digital camera required.*

Graphic Design II is intended to be a final semester portfolio expansion opportunity. We are going to explore some design problems that are different from ones we did in early semester courses. Early in the program you designed products that essentially stand on their own as a single finished piece of art, or as a component that could be used in larger, more complex communications.

It's important to help you develop work that goes beyond what is normally expected in a school experience. In graphic design programs that offer fewer courses, students often have very similar portfolios because they never venture beyond a small group of heavily scripted assignments. An advantage that you have in this program is that you do have the opportunity to dive fairly deep into a range of experiences that will prepare you well for the challenges of a career in this field.

The way we are going to accomplish this next level this semester is to do a pair of projects that are more complex idea and technical challenges than you have had in the past, and give you an opportunity to design a project for yourself. Every designer must learn to think for him/herself. In many cases, clients will rely on you to do much of the thinking for them, and you will wear many hats: copy writer, coordinator, colorist, designer, photographer, illustrator, researcher, engineer, psychologist... the list goes on. In many cases you will need to work closely and cooperatively with clients. To do these things, you must be open-minded, interested, and determined.

This semester, in certain situations, I will be acting as your client on these projects. I'll be demanding, unpredictable, unrealistic, and occa-

sionally your best source of information to get the job done.

Interacting with someone to determine the best solution to their design needs requires excellent communication skills and a flexible cooperative diplomatic manner. It is critical that you initiate communication with me as we progress through the projects, particularly in the final, self-designed project.

I hope that you bring all of your software skills to bear on the projects. There are opportunities to use everything that is available to you in the Adobe Creative Suite. There are elements of the projects that are best produced in Photoshop: photographs and illustrations based on photographs. Others are best produced in Illustrator: vector graphics and illustrations that require precision, as well as single page layouts. Obviously multi-page layout is best accomplished in InDesign. Don't work primarily in Photoshop if that is where you feel most comfortable! Use the tools as they are intended for the best results.

At this point in the program, your opportunity to maximize the impact of your student portfolio is drawing to a close. It's very important that you put your best effort into these projects as they could become some of your best work. Graphic Design is a very competitive field and I want you to be as well prepared, and to show your true capability when you go out into the working world. Use some of your time this semester thinking about the portfolio itself. There are approximately 40 different projects through our program, so you will have many things to choose from. Collect those things together this semester and sit down with me to review them and talk about ways of presenting them, and preparing yourself for interviews. You will be surprised at what you have when you get it all organized! Let's work hard and finish strong!

## **Equipment/Supplies:**

(1) Several blank CD-R/DVD-R discs for storing your work. USB memory keys work but are slow and somewhat unreliable. You are required to maintain the integrity of your data. Failure of a disk will not be considered excuse for late work. You **MUST** back up your own data. The computers may occasionally crash, as all computers do, so save early and often so that you don't lose several hours work!

(2) You will need a good digital camera that produces quality images. You will need a high quality digital camera with manually adjustable aperture and shutter speed. A digital SLR camera like Canon's Digital Rebel XSi, T1i, or T2i are good ones to consider. Specific recommendations are available.

(3) It is recommended that you have access to a good quality computer and the Adobe Creative Suite outside of class time. Open lab time will be available, but limited. Consider buying the complete Adobe Creative Suite of applications. A good choice would be either the "Design Standard" or "Design Premium" bundle. These are available at a highly discounted price through the NWFSC Store, or online from academic software vendors. Do **NOT** buy software from illegitimate super discount vendors. Many times you will receive illegal bootleg copies, and you may have problems with the software itself, or the serial numbers provided. Specific recommendations for computers are available. Generally, the Apple Macintosh® is the standard of our industry. It is largely a myth that "Macs are more expensive."

## **Attendance Issues:**

Attendance in this course is extremely important as it is a hands on learning experience, not a lecture based course. You will be allowed two absences. After that, any additional absence will result in an immediate excessive absence report, which may result in your withdrawal from the course, or an automatic one letter grade drop in your final grade per absence. An excused absence may be given upon consultation with me but only in case of illness or emergency. **YOU WILL NOT PASS THIS COURSE** if your attendance becomes a problem. If you have more than four absences of any kind by November 1 (the last day for a W grade or to change to audit), you should withdraw from the course.

If we get to the end of the semester and you have an excessive number of absences, you will receive an "F"

Note that showing up late for the class, leaving early, or only staying for ten minutes does not constitute attendance. Attendance will be taken at random times during the class period, and it is your responsibility to ensure that you were recorded as present if there is any question in your mind.

In unusual situations like acute illness, death in the family etc., you may receive an "Incomplete" as your grade. Incomplete grades are made up outside of normal class attendance in open lab settings during the semester following receipt of the "I" grade. You must inform me of your situation and discuss your options. Incomplete grades are not automatic. See the NWF State College catalog for detailed descriptions of the college policies related to grading, attendance, etc.

You are expected to attend all class meetings. "I don't have anything to do" does not equal an excused absence. It is evidence that you are not participating in the course in a manner appropriate for an art student. Each and every class session is designed for you to have the freedom to explore the creative process with the tools at hand. Even if you have the software at home, you are still required to come to class. This is a basic college policy.

## **Course Requirements:**

This is an art class. Your grades are based on your instructor's professional judgment of the success or failure of your concepts, aesthetics, and effort in completing assignments. In this class you will be graded at three intervals. There will be three creative challenges. Each of these will be weighted evenly (33.333%) in determination of your grade. Many times a student falls between grades. Rounding up or down will be determined by class participation. Class participation includes participation in discussions and interaction with instructor. **ALL ASSIGNMENTS MUST BE COMPLETED TO PASS THIS COURSE.**

Graded work will be retained for approximately 4-6 weeks into the following semester. If it is not picked up in this time period, it may be recycled. **ALL PROJECTS MUST BE TURNED IN BURNED TO A CD IN THE FORMAT REQUIRED. CDs SHOULD BE BURNED IN OUR COMPUTERS TO ENSURE COMPATIBILITY. TEST YOUR DISC TO BE SURE.**

In case of a campus emergency (power outages, hurricanes, war, famine, bee swarms, faculty illness) on a

due date, the due date will be pushed back to the next available class session. If the College is closed for an extended period of a week or more, an adjustment of the course schedule will occur and you will be made aware of it the first day back. Late work will receive a 1 grade penalty—note the final project is due the last day of class, and therefore, cannot be turned in late.

Students are responsible for adherence to all College policies and procedures, including those related to academic freedom, cheating, classroom conduct, and other items included in the NWF State College Catalog and Student Handbook. Students should be familiar with the rights and responsibilities detailed in the 2011-12 NWF State College Catalog and Student Handbook. Plagiarism, cheating or any other form of academic dishonesty is a serious breach of student responsibilities and may trigger consequences which range from a failing grade to formal disciplinary action. Use of another person's images or designs constitutes plagiarism in this course. Only use your own images! Downloading any imagery from the internet for use in a project is strictly prohibited and will result in failure of the course. All of your work must be 100% originally produced by you. If you are unsure of what this means, consult with me immediately.

As a courtesy to other students and the learning process, students may not bring children with them to class sessions. Health and safety concerns prohibit children from accompanying adult students in any lab, shop, office or classroom or other college facility where potential hazards exist. If a child-related emergency means you must miss class, let me know when you return.

If you have special needs for which accommodations may be appropriate to assist you in this class, please contact the Office of Services for Students with Special Needs in Building C-1 on the Niceville Campus, or call 729-5372 (TDD1-800-955-8771 or Voice 1-800-955-8770). If you have special needs, you also must speak with me directly in the first week of class so that I fully understand and can create a plan to address your needs.

**Due to the nature of our facility and the sensitivities of our students, please refrain from wearing colognes or perfumes to class.**

### What do your grades mean?

**A=** Work turned in on time. Work that clearly exceeds the basic expectations of the assignment. Work of unusual quality or quantity and seriousness of effort.

**B=** Work turned in on time. Work that exhibits a clear attempt at exceeding the basic expectations of the assignment. Work exhibiting better than average quality or quantity and seriousness of effort.

**C=** Work of average quality and quantity. Work that satisfies essential basic requirements. Work that would benefit from further effort from student and more student interaction with instructor.

**D=** Work that is clearly not exhibiting the basic requirements of the assignment in either quality or quantity. An increase in effort is clearly needed and closer interaction with instructor is strongly suggested.

**F=** Work that fails to meet the lowest expectations for the assignment. This may be due to a simple lack of effort or may suggest that the student pursue other career goals.

### Due Dates:

Project 1: September 29

Project 2: November 3

Project 3: December 8



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