

Fall 2010

GRA2190C: Graphic Design I

9:00 – 12:30 am • Thursday • August 26 to December 9

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Welcome to Graphic Design I! The course description in the NWF State College Catalog describes this course as follows: *An intermediate Graphic Design course that focuses on an industry standard page layout software application. Students will be exposed to the ideas and aesthetics involved in the production of print publications. Access to a high quality digital camera is required. It is recommended that students take PGY1801C at the same time or prior to taking this course.*

The software application that we will be most concerned with this semester is Adobe InDesign. InDesign is the industry standard page layout and compositing software tool. In years past another product called QuarkXPress was the standard. It is still used by a huge number of publishing concerns and in various parts of the country and world where it still is the standard. Before InDesign and Quark there was PageMaker. PageMaker is genetically the father of InDesign. PageMaker was the first widely used “WYSIWYG” page layout application for computer. It came along at approximately the same time as the first Apple Macintosh computer in 1984. It enabled designers to generate extremely high quality documents that combined typography and imagery together entirely within the computer software environment.

This was a revolution because before computers, all books, magazines, and newspapers were put together essentially by hand in a process called “pasteup.” Before that, there was the extremely labor intensive metal type process that involved placing every letterform on every page by hand before printing on a press. Before that, books were drawn and copied by hand one at a time with no mechanical assistance whatsoever. So, when you get frustrated later this semester with how much work it is to finish your projects, just imagine spending months writing books out with extreme care one letter at a time by hand!

Adobe InDesign is typically the software you use at the end of a long process of design and illustration in other applications like Adobe Illustrator and Photoshop.

InDesign is essentially an assembly tool that allows you to combine text and images that were generated in other environments during the design process. The document you are reading now was produced with InDesign and it combines ideas, research, design, and graphic elements that originated in Photoshop and Illustrator. The graphic above contains both vector based art created in Adobe Illustrator, and bitmap art from Photoshop. Below the graphic are two “galley”s of type with one “gutter” in between them. “Galley”s are columns of type, and “gutter”s are the space between them. The arrangement of all of these things happens in InDesign.

InDesign is not necessarily a drawing or illustration tool, and not an application for editing or affecting photographs. Even though it is most often the last tool to be used in the process of publishing a book, newspaper, or magazine, it makes sense for you to learn it first or at least early in your design education because the process of learning it will introduce you to the entire process of design and publishing.

During the semester you will be exploring not just the basic functions of InDesign, but the important design concerns that govern its use. We will look at the design process, which is the paper and pencil process of planning how a document you want to publish will look, that is how it will present the content it is meant to communicate. This will include study of typography, layout, and the anatomy of books, newspapers, and magazines.

Finally, we will also look at the process of taking a document from computer to printed reality. In our facility we can publish in the way that many offices publish—the laser printer. Magazines, books, and newspapers are published on a much larger scale and have many different concerns. We will look at how what you create in InDesign can become an actual printed piece that is reproduced in thousands if not millions of copies by a printing press. So we begin at the end to know where we have been, and need to go!



Equipment/Supplies:

(1) Several blank CD-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) The textbook for the course is the Adobe InDesign CS4 Classroom In a Book

(3) You will need a good digital camera that produces quality images. If you plan on majoring in Graphic Design or Digital Media, or taking Digital Photography, you will need a high quality digital camera with manually adjustable aperture and shutter speed. A digital SLR camera like Canon's Digital Rebel XT, XTi, XSi, or T1i are good ones to consider. Specific recommendations are available.

(4) It is recommended that you have access to a good quality computer and Adobe InDesign outside of class time. Open lab time will be available, but limited. If you are a major in our department, you should 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 will include illness and emergency

and reasonable family issues. YOU WILL NOT PASS THIS COURSE if your attendance becomes a problem. If you have more than four absences of any kind by October 28 (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, and only staying for ten minutes does not constitute attendance.

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. 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.

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 2009-10 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 imagery or designs constitutes plagiarism in this course. Only use your own photographs or other imagery!

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).

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: October 7

Project 2: November 4

Project 3: December 9

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