GD 110
Graphic Design Principles

Cuyamaca College   Spring 2014
Timothy Buckles / Instructor   e-mail timothy.buckles@gcccd.edu

Assignments

Date (# of classes)	Lesson	Project Title	Lecture / Discussion
Janurary 27	**Introduction**	Course outline	Thumbnails / Overview of Principles
Jan. 29 - Feb. 5 (3)	**Lesson 1**	Fictional Book Cover	Organic Shape / Gestalt / Emphasis
February 10 - 19 (3)	**Lesson 2**	Tech Manual Cover	Geometric Shape / Line / Emphasis / Unity
Feb. 24 - March 3 (3)	**Lesson 3**	International Sports Event	Color Hues / Rhythm, Repetition, Movement
March 5 -12 (3)	**Lesson 4**	Outdoor Signage	Line, Space / Color and Contrast
March 17 - 24 (3)	**Lesson 5**	Flyer/Poster Design	Random Shapes / Color Schemes, Emphasis
Mar. 26 - April 2 (3)	**Lesson 6**	Directional Pictograms	Shape / Motion and Change
April 7 - 21 (3)	**Lesson 7**	Representational Symbols	Line, Space and Volume / Contrast, Balance
April 14 - 17		Spring Break	
April 23 - 30 (3)	**Lesson 8**	Logotype and Symbols	Shape and Form / Contrast, Unity
May 5 - 12 (3)	**Lesson 9**	Package Design	Form / Pattern, Texture, Contrast
May 14 - 21	**Final Project**	Commercial Building redesign or Food Truck design, to be determined.	
May 28	**Course Final**	Portfolio Review	

Lessons and time frame may change based on unknown circumstances.

3 day project schedule   **Day 1** Brainstorm and roughs
                                  Day 2 Comprehensive phase
                                  Day 3 Complete final design

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GD 110   3 Units • 16 weeks •   Section #5418
Meets on Monday - Wednesday 1:00 PM to 3:15 PM • Room E-224
Office Hours: Mon - Thur. 9:00 to 9:20 AM and Noon to 12:55 PM

Please call my office at (619) 660-4380, or send an e-mail if you wish to reserve an appointment time or arrange for another meeting time.
Open Lab: For currently enrolled students, hours posted outside of E-228 lab.

Course Description:
An introductory course in graphic design. Students will study the fundamental and the aesthetic concepts that make graphic design a powerful form of artistic expression and a vital part of our social communication. Basic concepts of design and production are examined using creative problem solving skills with text and images Students begin to build their understanding and use of industry terminology and its application.

Course Rationale:
Composition is the key to creating effective visual communication. The beginning graphic design course will focus on the elements of art and the principles of design that are the essential building blocks of composition. Each project highlights one or more of the principles of design and incorporates typography as one of the elements. Students will increase their design vocabulary through class critiques of each project. In addition, each project will provide students with a better understanding of the areas of specialization in the field of graphic design.

Course Objectives:
Students who complete this course will:
1. apply the appropriate use of typography in varied applications and mediums. Students will comunicate the basic elements of type and be able to specify family, weight, style, size and leading.
2. recognize and use the process of problem solving in design using the methods of research, thumbnails, rough concept, comprehensive and final design.
3. use the elements of art used for visual design as line, shape, form, space, volume, color and texture.
4. analyze design layouts using the principals of art which include balance, emphasis, rhythm, repetition, variety, unity, proportion and movement
5. create illustrations and line art for comprehensive layout and design applications,
6. develop a working vocabulary for critical evaluation and presentation of design work.

Course Requirements:
Students are expected to attend and participate actively in course discussion and activities during designated period for lecture and lab.

Class Projects:
Project roughs and/or finals will be turned in on illustration boards with tracing paper overlays. Put your Name, Class Time, and Project on the back side. Final versions of a project will also be turned in as a digital file.

Work due date:	Projects will be due on the last day of the assignment.
	Late work will be accepted, but lowered 5 points or one letter grade.
Final Project:	Students will create a design project using the design process. (50 points)
	The final project may consist of the following items:
	Proposal and estimate paper
	A page of thumbnails rough ideas
	Comp as a digital file
	Final artwork on illustration board.
Grades:	There will be a rubric used for each assignment. Work will be evaluated for creative ability and technical ability which includes following directions, cleanliness, and attention to detail.

Nine projects 50 points each = 450 points   90% of the grade.
The final project =   50 points   10% of the grade
Total of 500 points. A = 500-451 B = 450-401 C = 400-351 D = 350-301

Text Book:	Recommended: Understanding Comics, S. McCloud, Harper Collins Pub.
Course Materials:	1. Two sheets of white poster board 20 x 30 inches(cut to 8 at 10 x 12 inches).
	2. A pad of tracing paper 14 inches or larger.
	3. *SprayMount adhesive by 3M or, a light adhesive glue stick.
	4. *X-Acto knife with #11 blades or, a utility knife with disposable blades.
	5. *Metal straight edge (a metal ruler with a cork backing is preferred).
	6. *Clear tape (Scotch Tape)
	7. A 'flash' drive, portable USB drive for storing digital files.

* Limited supplies are available in workroom.

Tutoring	A tutor is available to assist students with computers and software, and to help with interpreting projects. Hours are posted outside of E-228 lab.
Class Policy:	Students that miss three consecutive classes without notifying the instructor will be dropped. Students exhibiting disruptive or threatening behavior will be immediately referred to the Dean of Student Affairs. Students late and missing lectures, are responsible for finding course content. A PDF of previous assignments may be located on the share folder for this class. Check with the tutor for assistance in understanding the project.
Academic Policies:	This course adheres to policies outlined in the Cuymaca College Catalogue. For further information, see Academic Policies stated in the catalog.
Important Dates:	Monday, February 10, last day to add semester classes or drop without a "W".
	Friday, April 25, last day to drop classes for this semester with a "W".
Labeling files:	Label the digital files with the initials for your name, the project number, and project name, and process. Example: abc#1cover

Why? Because it makes it easier to sort and file in folders. Note: All files on the share folder for the week are removed on Friday to a hard drive in my office.

Label the final board with your name, the project number, and project name.