GPHD-005

Introduction to Graphic Design

Fall 2004

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Overview

GPHD 005 is an introduction to the field of Graphic Design. Subjects covered include career possibilities, current trends, issues and practices in the industry. In addition, the basic theory, techniques, and processes involved in solving a visual communication problem will be introduced. 3 units.

Objectives

In this course, the student will:
• learn about the role of the graphic designer in the world today
• learn about the different career options in graphic design
• become informed on current trends and issues affecting the industry today
• learn why an education in design is beneficial
• learn about the different professionals a designer collaborates with
• gain an overview of the theory/process used in solving graphic design problems
• become exposed to the visual possibilities of graphic design

Hours

Class Hours Tuesday 7:30-8:45am/ MND-1003
Thursday 7:30-8:45am/ MND-1003

Office Hours Tues 9:30-11:00am/ MRP-5011
Thurs 9:30-11:00am/ MRP-5011

Texts

The Education of a Graphic Designer
Edited by Steven Heller/ Allworth Press/ ISBN 1880559994

Becoming a Graphic Designer [second edition]
Heller & Fernandes/ Wiley & Sons, Inc./ ISBN 047117677X

Policies

Attendance
Students will sign in for roll at the beginning of every class. Once the lecture begins, the sign-in sheet will no longer available. If a student walks in late, it is that student’s responsibility to approach the instructor after the lecture to let him know. Watch the instructor mark your name in the roll book to be sure late attendance has been recorded. Students missing class are responsible for reading assignments and notes given during the missed period (swap phone numbers with as many peers as you can, DO NOT ask the instructor). If a student is consistently late or leaves early, he/she will be marked absent. Every absence after the third absence (no matter the reason) will take one letter grade off the final semester grade earned. Three lates equal one absence.
P O L I C I E S
continued

Participation
In GPHD-005, the lecture will be supplemented with class discussions on various subjects. The instructor will call your name at least once or twice during the semester to have you share your insights on the topic at hand. It is important that each student stay up on the assigned readings in order to effectively participate in these discussions. If at the end of the semester a student falls between two grades, the instructor will use his discretion to grade the student up or down based on their participation in class.

Academic Dishonesty
Cheating is unacceptable at CSUS. The instructor will be vigilant in monitoring the original quality of work done in this class. If cheating, copying or plagiarism is discovered, the instructor will not hesitate to use the provisions outlined in the university’s administrative policy.

Drops
Students are expected to know the university’s policy on dropping classes. Drops requested beyond the usual deadline require a ‘serious and compelling reason.’ Refer to the official drop policy found in the Spring/Fall class schedule for more details.

Deadlines/Exams
There is one written assignment (a field report) due in class near the end of the semester. Papers must be turned in on the day they are due as no late credit will be given. There will also be two exams administered during the semester, a midterm and final. Both will be scantron based (form 882); both cannot be made up.

S C H E D U L E
Refer to the class reading/lecture schedule found at http://www.csus.edu/indiv/estio/kom/gphd_005 for important details, dates and information.

G R A D E S
Final Grades
The following items constitute the workload in GPHD 005:

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Points Possible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pop Quizzes</td>
<td>7 best scores (bring 882 forms)</td>
<td>70</td>
</tr>
<tr>
<td>Midterm Exam</td>
<td>midterm assessment</td>
<td>200</td>
</tr>
<tr>
<td>Final Exam</td>
<td>term assessment</td>
<td>130</td>
</tr>
<tr>
<td>Field Report</td>
<td>two-page, typed reflection</td>
<td>100</td>
</tr>
<tr>
<td>Total Possible</td>
<td></td>
<td>500</td>
</tr>
</tbody>
</table>

Final grade = \[
\frac{\text{total points earned}}{\text{total points possible (500)}}\]

Final grades will break down as follows: 90-100%=A range, 80-89%=B range, 70-79%=C range, 60-69%=D range, 59% and below=F range. When a grade averages fall closely between two ranges, the instructor reserves the right to grade up or down depending on his evaluation of the student’s overall class participation.