

GPHD~005

## Introduction to Graphic Design

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### O V E R V I E W

*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. Units: 3 / prerequisites: none. This course meets the requirements of Area C1.

### C 1 O B J E C T I V E S

The learning objectives associated with this Area C1 focus on artistic processes and how works of art reflect the cultural contexts in which they were produced.

Specifically, students completing the C1 requirements should be able to:

- think conceptually and critically about medium, performance or presentation, and production for at least one art form
- demonstrate knowledge of production, aesthetic properties, and the way creative work is shaped by artistic and cultural forces
- have an acquaintance with a broad understanding of artistic forms, genres, and cultural sources
- be able to develop and defend informed judgments about creative work
- demonstrate knowledge of the conventions of at least one of the disciplines in the arts

### O U T C O M E S

In this course, the student will:

- learn about the cultural role of the graphic designer in the world today
- learn about breadth of mediums and industries a graphic designer can work in
- become informed on current cultural and technological issues affecting the profession today
- gain an overview of the theory/process used in solving a graphic design problem
- gain an overview of the criteria used in critiquing a visual communication design
- learn why a graphic design education is beneficial to future practitioners
- learn about the different professionals a graphic designer collaborates with (i.e., illustrators, copy writers, photographers, etc.)
- become exposed to the visual possibilities of graphic design today

### H O U R S

*Class Hours* MW / 3:00pm–4:15pm / MND-1003

*Office Hours* MW / 1:00pm–2:30pm / MRP-5011

### R E Q U I R E D T E X T

*Becoming a Graphic Designer [fourth edition]* (available online)  
Heller & Fernandes/ Wiley & Sons, Inc./ ISBN 0470575565

### M A T E R I A L S

Notebook  
15 blank testing forms (4521) + no. 2 pencil

## P O L I C I E S

### *Attendance*

Roll will be taken through the pop quizzes we take during the semester. 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 on the roll sheet to be sure late attendance has been noted. 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. Three lates equal one absence.

Important: Every absence after the third absence (no matter the reason) will take one full letter grade off the final semester grade earned. For example, if a student earned an "A-" in the class points-wise, but had four absences, that student's final grade would be lowered to a "B-" for the semester. For those planning on advancing in the Graphic Design major, a grade of "C" or better is required in this class. Be vigilant of your attendance and avoid needless absences and lates.

### *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.

### *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 (an essay) due in class at the end of the semester. The essay must be turned in at the final exam. **No credit will be awarded for a paper turned in after the exam period ends.** An essay MUST be turned in to pass the class with a "C" or better. There will also be two exams administered during the semester, a midterm and final. Both will be scantron based; both cannot be made up.

### *Quizzes*

As mentioned previously, attendance will be taken through pop quizzes administered throughout the semester. If you are absent on a quiz day, your score will be reflected as a null mark (--) on SacCT. If you miss a quiz but notify me that you were late that day OR if you turn an answer sheet that is not a 4521, your score will be reflected as a zero (0).

Important: Be sure that the 4521 scantron sheets used for these quizzes are: 1) filled out SURNAME first and FIRST NAME second, and 2) completed with corresponding name letter bubbles filled-in. Doing so will insure proper recording of your quizzes. Test sheets submitted with the aforementioned items incorrect will be docked by half (i.e., a score of "10" will become a score of "5").

## E S S A Y

The instructions for the essay assignment, along with a writing sample, will be discussed in the fourth week of class. **Be sure to follow the specific guidelines prescribed for the essay. You want to be sure you thoughtfully compose the content of the piece, but you also want to be sure you follow the formatting instructions accurately.**

## R E A D I N G S

Aside from the assigned text, supplemental readings will be posted on my faculty website at [www.csus.edu/indiv/e/estiokom/syllabi.htm](http://www.csus.edu/indiv/e/estiokom/syllabi.htm). Readings will be updated throughout the semester. Take notes on all readings in a notebook; or if you take notes on a computer, print out notes before class. Printouts of essays and the class text *do not* qualify as notes. Digital displays *do not* qualify as notes.

## G R A D E S

### *Final Grades*

The following items constitute the workload in GPHD 005:

<i>Item</i>	<i>Description</i>	<i>Points Possible</i>
Quizzes	12 best scores (bring 4521 forms)	120
Midterm Exam	midterm assessment	200
Final Exam	term assessment	180
Essay	two-page, typed analysis	100
Total Possible		<b>600</b>

**Final grade** = [total points earned] ÷ [total points possible (600)]

*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.*

## S C H E D U L E

Dates*	Readings/Assignments Due	Topics Covered
Sep 02	Syllabus; <i>Becoming A Graphic Designer (BAGD)</i> : Preface–17.	The evolution of the graphic design in the past century / Design and art: the false dicotomy
Sep 07	<b>Labor Day (campus closed)</b>	
Sep 09	<i>BAGD</i> : pages 18–66.	Designing for culture / The impact of culture <i>on</i> graphic design / Specialties: Editorial Design, Corporate Identity Design
Sep 14	<i>BAGD</i> : pages 67–99 and Essays “The Problem with Problem Solving” and “Blooms Taxonomy.”	The design process / Creative problem solving / Specialties: Book Design, Music Design
Sep 21	<i>BAGD</i> : pages 100–141 and surf up <a href="http://www.aiga.org/content.cfm/about-aiga">www.aiga.org/content.cfm/about-aiga</a> and take notes on the info/links under “About AIGA.”	The AIGA and other industry resources / Specialties: Information Design, Advertising & Branding, Environmental Design
Sep 28	Review the following websites: <a href="http://designobserver.com/">http://designobserver.com/</a> <a href="http://www.fastcodesign.com/">http://www.fastcodesign.com/</a> <a href="http://www.underconsideration.com">http://www.underconsideration.com</a>	Cultural inspiration and influences in design / Local, national and global design issues / Keeping current on the pulse of design via the web and publication resources
Oct 05	<i>BAGD</i> : pages 142–171.	The impact of the world wide web on graphic design / Specialty: Interaction Design / Communicating as a designer
Oct 12	<i>BAGD</i> : pages 172–199 and essays “A Call for Criticism” and “Ten Ideas for More Effective Critiquing.”	Drawing as a design tool / Criticism in graphic design / How to <i>critique</i> design effectively / Specialty: Motion Design
Oct 19	Essays “First Things First Manifesto” and “Ethics in Graphic Design.” Define the following words: <i>morals, ethics</i> .	Craft & Integrity / Ethics in Graphic Design / Social Marketing / Impact of graphic design on culture and society / Midterm Review
Oct 26	<b>Midterm Study Groups</b>	(Meet in in-class study groups to prepare for midterm exam)
Oct 28	<b>Midterm Exam</b>	(Open notes: 3x5 card / Bring 4521 form and #2 pencil)
Nov 02	<i>BAGD</i> : pages 200–229.	Specialty: Type and Lettering Design / Profiles on type designers Doyald Young and Marian Bantjes
Nov 09	<i>BAGD</i> : pages 230–277.	Guest Speaker(s) / Design Business Models, part 1: freelance, sole proprietorships
Nov 11	<b>Veterans Day (campus closed)</b>	
Nov 16	<i>BAGD</i> : pages 278–309	Guest Speaker(s) / Design Business Models, part 2: partnerships, medium firms, large corporations
Nov 23	<i>BAGD</i> : pages 310–357; <b>Optional draft of Essay due</b>	Guest Speaker / Researching design influences / Crossing Design Disciplines / Entrepreneurism / Education in Design
Nov 25	<b>Campus field assignment (tba)</b>	
Nov 30		Guest Speaker(s)
Dec 07	Essays “A Whole New Mind” and “The Common Denominator of Success.”	Adjusting for a new design culture / Keys to design industry success / Final Exam Review / Course Evaluation
Dec 14	<b>Final Exam 3pm in Mendocino 1003</b>	(Open notes: 3x5 card / Bring 4521 form and #2 pencil)

**\*Class will still be held on Wednesdays not listed above unless otherwise notified.**