



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. This course meets the requirements of Area C1.

Units: 3 / prerequisites: none.

O B J E C T I V 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 TWR / 10:45am–11:45am / MRP-5011

R E A D I N G S

Reading downloads can be found at <http://www.csus.edu/indiv/e/estiokom/syllabi.htm>

They will also be available on Canvas after the first few weeks of the semester. The instructor will announce in class when the transition has occurred to Canvas.

M A T E R I A L S

notebook + pen

2 blank testing forms (#4521) + no. 2 pencil

P O L I C I E S

Attendance

Roll will not be taken in this course. However, in order to secure the needed information for quizzes and tests, attendance is paramount. In the event that you miss a lecture, be sure to network with a fellow classmate to insure you can secure missed notes. Also, there are two specific dates where absences are not permitted*:

- October 25th ~ Course Midterm Exam
- December 11th ~ Course Final Exam + Essay Deadline

**The midterm exam, final exam, and final essay cannot be made up.*

P O L I C I E S

continued

Participation + Top Hat

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. This course will be utilizing your smart phone and the Top Hat app for inclass participation. Surf over to <https://tophat.com/> for more information and to sign up. Top Hat registration and participation accounts for 50 class points. Please make it a priority to get registered by the second week of the semester.

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 during the final exam period. **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

Five scheduled quizzes will administered through the course of the semester. Each will be available through Canvas through a designated time window. The instructor will email the schedule of the quizzes within the first two weeks of the semester. Each quiz is true-false/multiple choice in nature; each is worth 20 points.

Extra Credit

Additional credit may earned by attending one or two speaker events on campus. The instructor will keep students apprised of these opportunities via email. Students who attend the lecture and turn in a one-page typed reflection (per lecture) the Wednesday following the event will earn 10 extra credit points.
Note: 20 points maximum.

E S S A Y

The instructions for the essay assignment, along with a writing sample, will be discussed in the third 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.

GRADES

Final Grades

The following items constitute the workload in GPHD 005:

<i>Item</i>	<i>Description</i>	<i>Points Possible</i>
Online Quizzes	5 quizzes worth 20 points each	100
Top Hat	inclass participation	50
Midterm Exam	midterm assessment	200
Final Exam	term assessment	150
Essay	1-page, typed analysis	100
Total Possible		600

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

C A L E N D A R

Week	Dates	Topics Covered
1	Aug 28 Aug 30	Syllabus; What is Graphic Design? Overview of the Disciplines
2	Sep 04 Sep 06	Labor Day (no class held) Discipline: Publication Design
3	Sep 11 Sep 13	Design is Process Discipline: Book design
4	Sep 18 Sep 20	Movie: Abstract Discipline: Advertising Design
5	Sep 25 Sep 27	Design is Visualizing & Composing Discipline: Corporate Identity
6	Oct 02 Oct 04	Design is Thinking (Critically and Creatively) Discipline: Information Design
7	Oct 09 Oct 11	Design is Critiquing Discipline: UX / UI / Interactive Design
8	Oct 16 Oct 18	Movie: Objectified Discipline: Environmental Design
9	Oct 23 Oct 25	Design is Craftsmanship Midterm Exam
10	Oct 30 Nov 01	Discipline: Motion Design Guest Speaker
11	Nov 06 Nov 08	Typography / Type Design Guest Speaker
12	Nov 13 Nov 15	Ethics in Design Guest Speaker
13	Nov 20 Nov 22	Guest Speaker Field Assignment (no class held)
14	Nov 27 Nov 29	Business of Design: Freelance to Large Firms Guest Speaker
15	Dec 04 Dec 06	A Whole New Mind Making Design Habits
16	Dec 11	Final Exam: 3pm–5pm