



## 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, printers, programmers, etc.)
- become exposed to the visual possibilities of graphic design today

## H O U R S

*Class Hours* MW 3:00pm–4:15pm / MND-1005

*Office Hours* MW 11:00a–11:45a + TR 8:00a–8:45a / 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 week 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 fellow classmates to ensure you can secure missed notes. Also, there are two specific dates where absences are not permitted\*:

- October 24th ~ Course Midterm Exam
- December 10th ~ 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*

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 (<https://www.csus.edu/umannual/student/stu-0100.htm>).

### *Drops*

Students are expected to know the university's policy on dropping classes. Drops requested beyond the fourth week of instruction require a 'serious and compelling reason.' Refer to the official drop policy found in the online university catalog for more details (<http://catalog.csus.edu/financial-registration-information/registration/>).

### *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 during 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.

### *Kahoot*

This course will be utilizing your smart device and the *Kahoot* app for inclass participation. Surf over to <https://kahoot.com/mobile-app/> for more information and to sign up.

### *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 an approved lecture and turn in a one-page typed reflection (one per lecture) the Wednesday following the event will earn 10 extra credit points.  
Note: 20 points maximum for the semester.

## 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
Midterm Exam	midterm assessment	200
Final Exam	term assessment	150
Essay	1-page, typed analysis	100
<b>Total Possible</b>		<b>550</b>

**Final grade** = [total points earned] ÷ [total points possible (550)]

*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.*

## CALENDAR

<b>Week</b>	<b>Dates</b>	<b>Topics Covered</b>
1	Aug 27 Aug 29	Syllabus; What is Graphic Design? Overview of the Disciplines
2	Sep 03 Sep 05	<b>Labor Day (no class held)</b> Discipline: Publication Design
3	Sep 10 Sep 12	Design is Process Discipline: Book design
4	Sep 17 Sep 19	Movie: Abstract Discipline: Advertising Design
5	Sep 24 Sep 26	Design is Visualizing & Composing Discipline: Corporate Identity
6	Oct 01 Oct 03	Design is Thinking (Critically and Creatively) Discipline: Information Design
7	Oct 09 Oct 10	Design is Critiquing Discipline: UX / UI / Interactive Design
8	Oct 15 Oct 17	Movie: Objectified Discipline: Environmental Design
9	Oct 22 Oct 24	Design is Craftsmanship <b>Midterm Exam</b>
10	Oct 29 Oct 31	Discipline: Motion Design Guest Speaker
11	Nov 05 Nov 07	Typography / Type Design Guest Speaker
12	Nov 12 Nov 14	Ethics in Design Guest Speaker
13	Nov 29 Nov 21	Guest Speaker <b>Field Assignment (no class held)</b>
14	Nov 26 Nov 28	Business of Design: Freelance to Large Firms Guest Speaker
15	Dec 03 Dec 05	A Whole New Mind Making Design Habits
16	Dec 10	<b>Final Exam: 3pm-5pm</b>