

SYLLABUS

I. COURSE TITLE

ART 416

Graphic Design Portfolio II

3 semester hours

II. PREREQUISITES

Art 315

III. TEXTBOOK

Kenly, Eric & Beach (2004). *Getting it PRINTED. 4th Edition*. How Design Books, Cincinnati, Ohio. A portfolio to mount your work in is required.

IV. COURSE DESCRIPTION

Professional-level portfolio development projects in the graphic design field from concept to distribution with individual flexibility for professional development, for completion of professional-level portfolio for assessment and career planning. Special emphasis on the synthesis of technical, functional, and aesthetic factors inherent in the graphic design process.

V. RATIONALE

This course is offered to fulfill degree curriculum requirements in the Department of Art. Courses in graphic design are designed to meet individual needs for professional fulfillment in graphic design. Design concepts, layout, typography, illustration and reproduction processes are to be mastered according to course level and student achievement. Each course in the curriculum is planned so that the student will be gaining skills and instruction at the appropriate level and their own personal abilities and theoretical integration develop. The purpose of all courses in Graphic Design is to build up in the student all the skills, knowledge base, creative methodology, and thought processes needed for the successful execution of modern graphic design work.

VI. LEARNING OBJECTIVES AND OUTCOMES

The major goal of this class is to provide the student with fundamental graphic design practices that include skills for conceptual design work, the creative process and a knowledge of computer layout and design utilizing a variety of software.

This course will enable the student to:

A. demonstrates and practice the design process as developed and enhanced in Art 215,216, 315, 316, and 415,

B. show mastery of the computer as a tool in graphic design, particularly with Adobe Illustrator, QuarkXPress, InDesign, and Photoshop software, and show the ability to utilize the World Wide Web,

C. Distinguish between developmental stages of graphic design documents and the finished document ready to be delivered to the printer,

D. Show personal advanced mastery of the creative process in graphic design through the execution of design projects leading to the final development of a portfolio,

E. Demonstrate awareness of the need for developing problem-solving skills by creating professional work utilizing graphic design tools and software,

F. analyze relationship between graphic design needs and available computer software and

how it relates to the job market, and use graphic design as an instrument in the growth of the students spiritual life through the influence that can be achieved through artwork expressing the Christian view of the world.

VII. COURSE TOPICS

Course topics will be chosen with a view to learning and practicing the theoretical and experiential bases of graphic design. Topics will include both traditional and innovative techniques of graphic design, and areas of current graphic communication skills.

The breakdown of topics into units for class projects and testing will be:

- A. Conceptual and Production Techniques and Principles
- B. Technical Skills and Production Techniques
- C. Research Related to the Development of Design in Graphic Production
- D. Product Design, Creativity, Resume Development and Portfolio Development

VIII. INSTRUCTIONAL METHODS AND ACTIVITIES

Methods and activities for instruction will include:

- A. Lecture/discussion/demonstration
- B. Practical Learning Activities
- D. Video Tapes
- E. Evaluation: Written and Verbal Critiques

IX. ASSIGNMENTS

The student will be responsible for the following:

- A. Reading Handouts and Reviewing Assignments
- B. Class Participation in Discussions
- C. Completing Assigned Documents

X. EVALUATION

The following components constitute a letter grade for this course:

Lab Exercises and Document Creation 85%

Additional Assignments, Quizzes, Class Participation 15% = 100%

GRADING SCALE: (*Approved by the Chair of the Department of Art*)

A = 95 - 100 B = 85 - 94

C = 75 - 84 D = 65 - 74

XI. LIST OF MATERIALS

- One Loose Leaf Notebook
- One Macintosh Formatted Jump Drive
- One Transparent E-Guide
- One 12" Metal Line Gauge
- One Professional Portfolio

XII. INSTRUCTIONAL MATERIALS AND BIBLIOGRAPHY

A. Bibliography:

These books were rated by graphic design students, four stars being the highest

Burton, Philip Ward. Advertising Copywriting. 659.1 B956a (Critique lists)

Campbell, Alastair. The New Graphic Designer's Handbook. 686.2 C152n

Scher, Paula. The Graphic Design Portfolio. 741.6068 Sch28g (Color visuals, building a portfolio)

Swann, Alan. Graphic Design School. 741.6 Sw24g (Client relations)

Heller, Steven. Design Career. 741.6023 H367d (Organizing of portfolio)

Labuz, Ronald. The Computer in Graphic Design. 745.4 L115c

Typography 2. 686.2 T98

Cullinane, Robert. The Complete Book of Comprehensives. 741.6 C898c (Techniques)

Davis, Sally Prince. The Graphic Artist's Guide to Marketing and Self-promotion 741.6068 D297g

Institute for Research. Careers. 371.425 In

Wilde, Judith & Richard. Visual Literacy: A Conceptual Approach to Graphic Problem Solving. 7441.6 W644v

Keding, Ann. How to Produce Creative Advertising. 659.1 K237h

McLendon, Charles B. Signage. 729 M132s

Stankowski, Anton. Visual Presentation of Invisible Processes. 745 St24v

Strong, Leonard V. The How to Book of Advertising. 659.13 St88h

PERIODICALS:

Dynamic Graphics Before & After Step by Step Graphics

Desktop Publishing MacWorld MacUser MacAddict