

SYLLABUS

I. COURSE TITLE

ART 5416

Graduate Graphic Design II

3 semester hours

II. PREREQUISITES

Department Chair Approval

III. COURSE DESCRIPTION

Intensive professional-level projects in the graphic design field, from concept to distribution.

IV. RATIONALE

This course is offered to fulfill degree curriculum and studio elective 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 is planned so that the student will be gaining skills and instruction at the appropriate level and as his 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 models, and thought processes needed for the successful execution of modern graphic design work.

V. LEARNING OBJECTIVES AND OUTCOMES

Upon completion of this course, students will be able:

- A. To demonstrate and practice the design process at an advanced level.
- B. To show mastery of the computer as a tool in graphic design and the ability to grow into new computer models and facilities.
- C. To further incorporate at an advanced level the knowledge and experience bases, creative models, and thought processes needed for the successful execution of modern graphic design work.
- D. To show personal advanced mastery of the creative process in graphic design through the execution of design projects leading to the advanced development of portfolios.
- E. To use graphic design as a tool in the furtherance of their spiritual lives and to see the influence of graphic design in the Christian world view.

VI. COURSE TOPICS

Course topics will be chosen with a view to expanding the theoretical and experiential bases of students after examination of their current foundation in graphic design. Topics will include areas of current graphic communications activities, taken from areas of identification programs, advertising, editorial design, and organizational and institutional design.

VII. INSTRUCTIONAL METHODS AND ACTIVITIES

Methods and activities for instruction will include:

Lecture and demonstration.

Critiques.

Tutorials.

Research.

Analysis.

Studio Projects.

VIII. ASSIGNMENTS

After a period of diagnostic work and presentations of information by the professor, students will execute studio projects in graphic design, with opportunities for individual creative growth. The student will agree with the professor on the work and documentation required.

Students will keep notebooks as part of the evaluation process.

Each student will execute a research project culminating in a paper, in APA format, dealing with some aspect of technical or art historical perspectives on graphic design. Requirements of the scope of this paper will be discussed with the class.

Students will have subjective and objective tests as appropriate.

IX. EVALUATION

Studio Projects: 70%

Notebooks: 10%

Paper: 10%

Tests: 10%

X. GRADING SCALE

A = 93-100

B+ = 89-92

B = 85-88

C+ = 80-84

C = 76-79

D = 65-75

XI. LIST OF MATERIALS

Students must have materials for creation of presentations including appropriate computer output media, and personal removable computer file storage media.

XII. REFERENCES

A. Textbooks

Baird, R. et al. (1993). *The Graphics of Communication*. Fort Worth, TX: Harcourt Brace & Company.

Beach, M. et al. (1999). *Getting It Printed*. Cincinnati, O: North Light Books

Carter, R. et al. (1993). *Typographic Design*. New York, NY: Van Nostrand Reinhold.

Dorn, R. (1986). *How to Design and Improve Magazine Layouts*. Chicago, IL: Nelson-Hall Inc.

Bibliography

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

Burton, Philip Ward. *Advertising Copywriting*. 659.1 B956a.

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

Scher, Paula. *The Graphic Design Portfolio*. 741.6068 Sch28g.

Swann, Alan. *Graphic Design School*. 741.6 Sw24g.

Heller, Steven. *Design Career*. 741.6023 H367d.

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.

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 and 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