

Graphic Design Portfolio I

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- I. **COURSE TITLE:** ART 415 Graphic Design Portfolio I
3 semester hours
- II. **PREREQUISITES:** Art 216
- III. **TEXTBOOK:** A portfolio to mount your work in is required in place of a textbook.
- IV. **COURSE DESCRIPTION:** Initiation of professional-level portfolio development projects in the graphic design field from concept to distribution with individual flexibility for professional development.
- 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. articulate the need for and benefits of graphic design in business and industry,
- B. identify key concepts and terms related to graphic design and professional document creation,
- C. distinguish between developmental stages of graphic design documents and the finished document ready to be delivered to the printer,
- D. discuss the concepts and technical skills of professional document creation,
- 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,

G. 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. ACADEMIC INTEGRITY: It is expected that a student attending Mississippi College will be scrupulously honest. Dishonesty, such as cheating or plagiarism, or furnishing false information, including forgery, alteration or misuse of University documents, records or identification, will be regarded as a serious offense subject to server penalty, including, but not limited to, loss of credit and possible dismissal.

VIII. 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

IX. 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 Critiques

X. ASSIGNMENTS: The student will be responsible for the following:

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

XI. EVALUATION: The following components constitute a letter grade for this course:

- A. **Lab Exercises and Document Creation** 70%
- B. **Two Unit Test including Final Examination** 20%
- C. **Additional Assignments, Quizzes, Class Participation** 10%

TOTAL = 100%

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

A = 95 - 100 **B** = 85 - 94

C = 75 - 84 **D** = 65 - 74

XII. LIST OF MATERIALS:

One Loose Leaf Notebook
One Transparent E-Guide
One Professional Portfolio

One Macintosh Formatted 100Mb or 250Mb Zip® Disk
One 12” Metal Line Gauge
**All of these are now available in the Campus Bookstore*

XIII. 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

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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

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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

XIV. CRITERIA FOR EVALUATION

- A. Assignments will be demonstrated or explained at the beginning of each class. Each assignment/exercise will be evaluated on his/her performance in class, directions being followed, proficiency in the operation of the software utilized, professional quality of work, neatness of work, cleanliness of work area and the ability to work independently.
- B. Once the evaluation is made and notes to the student are recorded on the assignment, the grade will be recorded in the grade book. A computer printout will be given to each student at the completion of each unit of work to advise the student of his/her progress in the course.