

## ART 216 • GRAPHIC DESIGN 2

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**INSTRUCTOR:** Michael Hataway

- I. COURSE TITLE:** ART 216 Graphic Design 2 **3 semester hours**
- II. PREREQUISITES:** Art 215
- III. COURSE DESCRIPTION:** Practices of graphic design as applied to advertising, publications, and graphic communication, with emphasis on studio techniques and further incorporation of the Macintosh computer and QuarkXPress® software as design tools.
- IV. RATIONALE:** This course is designed introduce the student to the Macintosh computer and desktop publishing software. Emphasis is placed on the desktop publishing software QuarkXPress®. Basic layout and design principles are considered as a means of providing an introduction to computer generation of various documents that are directed toward use in various graphic communication industries in our society.
- V. LEARNING OBJECTIVES AND OUTCOMES:** The major goal of this class is to provide the student with the basic fundamentals of desktop publishing software. The graphic software QuarkXPress® and its various functions related to business and industry will be created using this software. This knowledge will be applied to solve publication needs that the student might face in the future. This course will enable the student to:
- A. articulate the need for and benefits of desktop publishing software in business and industry,
  - B. identify key concepts related to graphic design and professional document creation,
  - C. distinguish between developmental stages of graphic design documents and the finished camera ready document,
  - D. discuss in general the concepts of professional document creation,
  - E. demonstrate awareness of the need for developing problem-solving skills by creating professional work utilizing graphic software,
  - F. analyze relationship between graphic design needs and available computer software and how it relates to the job market.
- VI. ACADEMIC INTEGRITY:** It is expected that a student attending Mississippi College will be scrupulously honest. Therefore, plagiarism and cheating will be dealt with in accordance with the policies of the university. These policies are found on the MC web site at [www.mc.edu](http://www.mc.edu) under the catalog.
- VII. COURSE TOPICS:** The major topics to be considered are:
- A. The components of the Macintosh computer
    - 1. The Hardware: The Monitor, CPU, Hard Drive, Mouse, Jump Drives, Peripherals
    - 2. The Operating System: Macintosh OS X (*Tiger*), Desktop Environment
    - 3. Mouse Operations

- B. Working With Windows
  - 1. Opening Windows
  - 2. Activating Windows
  - 3. Moving Windows, Closing Windows, Reshaping Windows, Icon Views
- C. Disk and File Management
  - 1. Inserting/Properly Ejecting Jump Drives
  - 2. Creating/Using Files
  - 3. Launching Applications
  - 4. Deleting Files
  - 5. Shutting Down
- D. Basic Document Creation and Development
  - 1. Type Styles and Techniques
  - 2. Creating documents and layout related to the graphic arts profession
  - 3. Creating Tabs
  - 4. Basic Typography
  - 5. Creation of Business Documents
- G. Pictures and Text
  - 1. Legibility of Type
  - 2. Text Runaround
  - 3. Newsletter Design and Development
  - 5. Screen Tints
- H. Specialized Documents
  - 1. Ruled Form Layout
  - 2. Menu Layout
  - 3. Chart Development
  - 4. Advertisement 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 Comments and 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:

- A. **Textbook Exercises** 20%
- B. **Document Creation** 60%
- C. **Test including Final Examination** 20%

TOTAL = 100%

D. **GRADING SCALE:**    **A** = 95 - 100      **B** = 85 - 94  
   **C** = 75 - 84      **D** = 65 - 74

**XI. OTHER COURSE INFORMATION:**

**A. Attendance Policy:** (From the 2005-06 Mississippi College General Bulletin).

Students are expected to attend regularly and punctually all classes and laboratories for which they are registered. Cumulative absences may result in a lowered grade or loss of credit for the course. Tardiness is also subject to penalty, as is any failure to complete required class work on time. **Any student whose absences, whether excused or unexcused, exceed 25% of the class meeting will receive a grade of F in the course.** Therefore, a student receives a grade of F in any course immediately upon accumulating the following number of absences in that class:

- 12 in semester classes meeting 3 times a week
- 8 in semester classes meeting 2 times per week**
- 4 in semester classes meeting 1 time per week
- 6 in summer day classes

**For excessive numbers of unexcused absences, the student should expect a lowered grade in the course, with the maximum penalty of one letter grade at the discretion of the instructor. The responsibility for work missed rests entirely with the student.** A student registering late will be charged for all absences occurring prior to his or her reporting to class, although these may be treated as excused absences.

**B. Special Accommodations** - Students needing special accommodations due to learning, physical, psychological or other disabilities should contact Dr. Buddy Wagner in the Counseling and Career Development Center in Lowrey Hall. Telephone (601) 925-3354.

**C. Make-up Test Policy:** Students who have an excused absence for missing a test will be required to take a make-up test no later than the day of the next class meeting. It is the responsibility of the student to schedule the make-up exam time with the professor. The student must be accommodating to the professor's schedule. The professor reserves the right to administer a make-up test that is different from the regularly scheduled test.

**XII. LIST OF MATERIALS:**

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

**XII. INSTRUCTIONAL MATERIALS AND BIBLIOGRAPHY**

A. Textbook: Hickey, Donna, Saliger, Joanne R. (2005). QuarkXPress 6, A Step-By-Step Approach, first edition for Macintosh. Englewood, CO: Morton Publishing Company.

B. Bibliography:

PERIODICALS:

Dynamic Graphics  
Step by Step Graphics  
MacWorld  
MacAddict

Before & After  
Desktop Publishing  
MacUser

LIBRARY RESOURCES:

Beach, M. (1992). An illustrated guide to the working language of design and printing. Graphically Speaking.

Baumgardt, Michael (2004). QuarkXPress 6 for Print and Web Design.

Meggs, P. (1992). A History of Graphic Design.

Weinmann, Elaine, Lourekas, Peter (2004). Visual Quickstart Guide. QuarkXPress For Windows & Macintosh.

**XIII. CRITERIA FOR EVALUATION**

- A. Assignments will be demonstrated at the beginning of each class. **Please be on time at the beginning of each class. Demonstrations are difficult to make up.** 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 approximately every two weeks to advise the student of his/her progress in the course.