

Prof. Haikes
230 Gatewood
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Office Hours:
M&W 10:30-11:30
By appointment

Required Texts

Graphic Design: The New Basics, Ellen Lupton and Jennifer Cole Phillips.

Illustrator CS5 for Windows & Macintosh
Visual QuickPro Guide
Photoshop CS5 Professional for Windows & Macintosh Visual Quickstart Guide
Available from Adams, on Tate Street, or through www.amazon.com.
Both are available online.

Additionally, the UNCG library has electronic resources of technical books available online.

Additional readings will be distributed to students throughout the year. We will read excerpts from artists in both PDF and online sources. These readings are required and are directly related to student projects. Students are expected to fully engage with the ideas presented in the text.

Materials

Basic Studio Tools

Sketchbook (must bring each class)
Paper
Pencils
Mat Presentation board
3M adhesive dots

Course Title: Graphic Design

Course Number: ART 341

Prerequisites: Art 140, ART 120, ART 140, ART 150

Credits: 3:2:3

M&W 12-2:50
128 Gatewood

Course Description:

Advanced study of design fundamentals in print and, with emphasis on cross-application work and content. Emphasis will be placed on how you develop concepts and creative solutions, and how you have implemented those into the finished design.

Collaboration, discussion and the exchange of ideas are crucial to the process of the course and your development as an artist and designer.

Student learning outcomes:

1. To gain experience working with typography in relation to image as it relates to graphic design.
2. To explore the potential of graphic design for creative expression and effective communication.
3. To develop an individual voice in your graphic design work.
4. To develop research, conceptual and technical skills.
5. To learn how to present your work in a professional manner.

Project one: Logo

Students will be required to create a logo for their company. The logo should have the following iterations:

- 1" - Full color, black and white, duo tone
- 3" - Full color, black and white, duo tone
- 8" - Full color, black and white, duo tone

Project two: Company Identity Package

Using the logo, and other identifying graphics students will design an identity package which will include the following:

- Business card/ letterhead
- Logo used in Web page mock-up (only front page)

Project three: Single Page Graphics

- Poster
- Postcard

Project four: Multi Page document

- Choice of brochure
- Zine
- Calendar

Final Critique: Examine time During April 28th- May 4th

Research Book

Using InDesign, students will create a design artist research and exercise book. This book will be added to throughout the semester with research assignments, critical analysis of artwork and design exercises. This can be printed out on the laser printer.

Supplies As needed

You will need to obtain tools and materials as dictated by your projects, including Paper for printing. Give yourself time to have purchase these.

Supplies in Studio

Cutting Mat
Paper cutter
Epson Printers
Laser printers

Software

Adobe Photoshop CS5
Adobe Illustrator CS5
Adobe InDesign CS5

Other materials

Students will need some kind of digital storage medium (i.e., flash drives, disks), if they do not have one already. It is strongly recommended that students buy an external hard drive. Students will need to purchase materials (boards, paper etc) for their projects.

Pay for Print

Students will need to pay for each print made on the large-format Epson printers in the Digital Studio. Your UNCG FirstCard will be charged per foot of print; make sure to keep some money on your FirstCard. Do not use the laser printer instead of paying for a higher-quality print; the difference is obvious, and it will impact your grade.

Means of Evaluation

Project #1: 15%
Project #2: 15%
Project #3: 15%
Project #4: 15%
Research book: Indesign document 15%
Class participation and Discussion: 15%
Final presentations: 10%

Grading Criteria

A : Student work must reflect outstanding achievement both in quantity and quality, and all work must be completed as assigned. Student must display exceptional attitude in class participation, response to criticism, and professional conduct. Student ability to communicate visual language and execute ideas exhibits outstanding achievement. Student must adhere to departmental and | or faculty attendance **policy**. *Very difficult to attain.*

B : Student work must reflect above-average achievement both in quantity and quality, and all work must be completed as assigned. Student must display a positive attitude in class participation, response to criticism, and professional conduct. Student ability to communicate in visual language and execute ideas exhibits above-average achievement. Student must adhere to departmental and | or faculty attendance **policy**. *Difficult to attain.*

C : Student work must reflect an acceptable achievement both in quantity and quality, and all work must be completed as assigned. Student must display a positive attitude in class participation, response to criticism, and professional conduct. Student should exhibit an acceptable level of ability in communication visual language and execution of ideas and have an acceptable pattern of attendance. *Most students receive this grade.*

D : Student achievement is below average in quality and | or quantity. Student response to criticism, professional conduct, and participation in class discussion is below acceptable standards or reflects an indifferent attitude. Student work reflects an inability to satisfactorily communicate in visual language and execute ideas. Student pattern of attendance may be unsatisfactory.

F : Student work and attitude reflect an unsatisfactory level of achievement both in quantity and quality. Student exhibits an unsatisfactory ability to communicate in written texts and execute ideas and a pattern of low productivity. Student attendance record may be unacceptable. Students lack of participation in critiques, poor response to criticism, and inappropriate professional conduct will result in a failing grade.

Academic Integrity Policy

Students are expected to abide by the UNCG Academic Integrity Policy for this class. (All out of class assignments are to be completed

Clean-up and Lab Care

On the days when we are working in class, it is your responsibility to clean up your work area and leave the classroom as you found it. Remember that no food or drink will be allowed in the digital lab, period.

Additionally, the craft room must also be left cleaner than when you found it.

Digital Etiquette

Cell phones are not permitted in class. Do not let them ring.

Internet surfing is only allowable if it is course related. However do not waste your nor my time.

Email, please use my UNCG email. It is b_haikies@uncg.edu. Additionally, emails should have greetings, closings and a subject line. If I do not know who the mail is from and, or there is no subject, I do not open it.

Social Media. Please refrain from using social media (facebook, myspace, twitter etc.) in class, unless it is directly related to your project. It is a huge time waster. You know when you are actually doing work and when you re wasting time. Do not waste your or my time.

STUDENTS WHO TEXT, SURF OR OTHERWISE ENGAGE ELECTRONIC MEDIA DURING A CRITIQUE WILL BE ASKED TO LEAVE. YOU AND YOUR WORK WILL CONSIDERED BE ABSENT FOR THE DAY.

individually by the student unless otherwise directed by the instructor.

Other requirements

Students are expected to be self-motivating, to explore and do research on their own as well as in the allotted class time. For each hour in class expect to spend on average 2 outside of class. Art takes time. Attendance **is mandatory; so is being on time, with all materials, ready to work. You will be permitted one unexcused absence, after which your grade will be reduced one step** (e.g. B- to C+). Absences will be considered excused if accompanied by a note from a doctor or health service, or a note on school letterhead from a coach, professor or administrator. Keep in mind that a steady stream of excused absences may affect the quality of your work, and so can have a negative impact on your final grade. Finally, three unexcused lates will equal one absence.

Students must be ready to present their final project to the studio for formal critique. **Projects MUST be printed and on the walls, or ready to display, at the beginning of critique.** Projects still printing or being assembled during critique have missed the deadline. Missed deadlines result in a loss of one grade per class period. Students are required to present their projects formally to the class. A missed critique without a valid excuse will result in an F for that assignment. Leaving during a critique will result in an F for that assignment. It is in your best interest even if you are not done to come to the critique.

Recommended Readings

Design Language by Tim McCreight

Graphic Design: The New Basics, Ellen Lupton & Jennifer Cole Phillips

Getting it Right with Type, Victoria Squire

Grid Systems, Kimberly Elam

Illustrator CS5: Visual QuickStart Guide, Elaine Weinmann

Photoshop CS5: Visual QuickStart Guide, Elaine Weinmann

InDesign CS5: Visual QuickStart Guide, Sandee Cohen

Typographic Design: Form and Communication, 4th edition / Rob Carter

Typography; a manual of design, Emil Ruder

Typography, Wolfgang Weingart

The Form of the Book, Jan Tschichold

Understanding Comics Scott McCloud