ART2363
Victor Chalfant, Instructor
TTh 7:45 - 10:30 am

Objectives:
- The development of a good sense of design
- The development of greater proficiency with the current design software
- Perfection in craftsmanship
- The development of the ability leading to creative solutions to visual problems

Class time is divided into:
- Introduction of project or principle
- Demonstrations & Discussions
- Lectures & Presentations
- Project development
- Presentations & Critiques

Computers play a large role in modern graphic design, but this course will also deal with hand-rendered work and increased creativity. The course is highly technical, and requires a great deal of outside work. The problems assigned will be related to the lecture and experiential activities in class but will be more self-developed and will be more substantial in form. The class will meet for 5.5 hours each week, and students will be responsible for at least an equal amount of outside class work.

Since new material is introduced at each class session and since the class time is structured, it is necessary for students to perform at maximum during each class session. This course is a progressive, cumulative type course in which understanding and achievement at any stage in the course is dependent upon the degree of understanding and achievement in the previous stage. Therefore, work is to be turned in on the assigned due date. A critique will be held at the beginning of class on the due date. Participation in these critiques is counted as part of your grade. Students that are late for or absent from critiques will have their projects counted as late, and their grade on that project lowered by one full letter. 10 additional points will be deducted per day for any project turned in past the due date. Any project not turned in within one week of the due date will be counted as a 0%.

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Required Textbook:
Graphic Design Basics, 4th ed., by Amy Arntson

Suggested Textbook:
Adobe Illustrator 10 Classroom in a Book, Adobe Creative Team

Additional reading materials will be suggested from time to time.
Students are graded according to:

- Successful and creative solutions to the problems assigned
- Presentation of projects
  - Presentation is not only the presence and physical appearance of a student’s work, but also the student’s discussion and defense of their design decisions.
- Technique & Craftsmanship
  - Projects will be judged on the skill with which they are executed.
- Responsiveness and productivity in class
  - Students are expected to listen to and follow the instruction, participate in class discussions and critiques, and to be in class and working on the given assignment during each class meeting.
- Quizzes and Tests
  - Quizzes or tests may be given at the instructor’s discretion throughout the semester.
- Attendance
  - Students are expected to be in class and ready to work at the beginning of class time. Materials and supplies needed for the current project should be brought to class. Excessive tardiness or missing more than 4 class meetings will lower your final grade. If a student is more than 20 minutes late for class or arrives without materials for working, that student is considered absent. If a student misses class it is that student’s responsibility to find out what was missed and to meet any deadlines.
- There are NO excused absences.

An e-mail address is mandatory in this class.

If you have any problems or questions during the semester, please feel free to talk with me. I am available during my office hours or by appointment.

It is the responsibility of students with disabilities to inform the instructor of any special needs.

Cellphones and pagers should be turned off or set to vibrate during class.

Materials:
The materials for this class will vary slightly from student to student. The following is an approximation of supplies used.

- A set of technical pens (3-5 ranging in sizes from approximately .005 to 08)
- A large black marker (ie. Marks-A-Lot) and/or Black gouache (small tube)
- White gouache (small tube) or other white touch-up
- Hot Press Bristol board (11 x 14” pad) and/or illustration board
- A Pad of Tracing paper (minimum of 11 x 14”)
- An 18” Metal ruler
- An X-Acto knife with a pack of additional blades
- Circle templates (various sizes)
- French curves (various sizes)
- 1-2 Zip disks
- A hard bound sketchbook
- Black mat board
- Spray mount or dry-mount tissue
- Photo quality ink jet printing paper
- A high-quality portfolio (mid-term)
- Other materials will be required from time to time, but this should be the majority of your supplies.