

GRDS 1301

Fall 2016 // Foundations of Graphic Design
GRDS 1301.001

Nancy Miller
Nancy.Miller@tamucc.edu
o: 361-825-2380

Meeting Time
Office Hours M/W 3:30-
T/Th 9-11 am 6:20pm
Bay Hall 224c Bay Hall 234

tamuccdesign.wordpress.com

Course Description

This studio course explores fundamental components of design theory, concept and composition. Students will explore presentation techniques, printing processes, technical tactile skills associated with the field, defining and exploring a targeted audience, and appropriate software introductions. Students will create printed works utilizing these skill sets.

Student Learning Outcomes

- The student will demonstrate an understanding of the basic components of a graphic design solution: research, strategy, concept, design and craft.
- The student will identify the cultural and technological contexts in which the graphic designer works by participating in introductory studio exercises in graphic design.
- The student will gain a basic understanding of different design application software and apply them interchangeably while becoming proficient in design production.

Required Texts

Graphic Design, Referenced: A Visual Guide to the Language, Applications, and History of Graphic Design
by Armin Vit, Bryony Gomez Palacio

Recommended Texts

Go: A Kidd's Guide to Graphic Design by Chip Kidd
Graphic Design, The New Basics by Ellen Lupton

Required Materials

1. Portable Hard Drive (recommended).
2. DropBox Account (free).

TAMU-CC Design Resources

1. design.tamucc.edu for program information
2. tamuccdesign.wordpress.com
- internal information
- student work
- latest news (teacher travel dates, cancellations, events, etc.)
- student resources (Course structure, UL Review, Student Handbook Download, Type Rules, etc.)
3. IG, FB, TW, SC #tamuccdesign

Email

- You are required to use your University email address. You can always forward this address to one that you check on a more regular basis.
- Please consider e-mail as official correspondence and be sure to keep copies of e-mails that are sent and received for records purposes.
 - Efforts will be made to address your e-mail within 48 hours. If you do not receive an email within 48 hours, please send a follow-up email.
 - E-mail communications should be about class business.
 - Please use the subject line in a way that indicates the content of the message. Please also use professional language and include your full name and a complete inquiry in the body of the message. Unprofessional emails will result in non-response.

Attendance, Participation, & Grading

- Attendance is recommended for your success and will be recorded during each class session.
- Four (4) absences will result in the drop of a single letter grade for the semester.
 - Arriving late to class on three (3) occasions will result in the recording of one (1) absence.
 - Students are required to attend class for the duration of the scheduled time or until the Professor dismisses the class.
 - Leaving early will result in a half absence.
- Your attendance and participation reflects on you as a student and your final grade will be an indication of that.

How will I grade?

Each project will be graded on three factors: 1) discussions, critiques, and other class participation; 2) your creative process; and 3) the final artifact.

Please see last page of this syllabus to see the projects you will be completing this semester.



GRDS 1301

Fall 2016 // Foundations of Graphic Design
GRDS 1301.001

Nancy Miller
Nancy.Miller@tamucc.edu
o: 361-825-2380

Meeting Time
Office Hours M/W 3:30-
T/Th 9-11 am 6:20pm
Bay Hall 224c Bay Hall 234

tamuccdesign.wordpress.com

Grading Scale

100-90 A, 89-80 B, 79-70 C, 69-60 D,
59 & below F

Attendance

Four (4) absences results in a drop of a single letter grade and arriving late (without notice) to class on three (3) occasions will result in the recording of one (1) absence.

Late Work

No late work is accepted. If you are unable to make the final critique of a project, please make arrangements with me to turn in and present to the class on an earlier date.

Plagiarism

Plagiarism of concept, imagery, layout, or copy (text) of any kind is not tolerated and will result in a failing grade. In the event of an act of plagiarism, you will be reported to the University for academic review.

Professionalism

Cell Phones

Cell phones are to remain off or in silent mode during the full class session. Please do not text message or use your phone in the classroom, except for emergencies. In the case of an emergency phone call please take the call outside.

Music/Headphones

Headphones are not permitted during lectures/presentations by either the professor or your classmates.

Studio Work Time

We share Bay Hall 234 with a number of other classes. You are encouraged to stay until the end of each class to work on your projects.

Academic Advising

The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. The Academic Advisor will set up a degree plan, which must be signed by the student, a faculty mentor, and the department chair. The College's Academic Advising Center is located in Driftwood 203E, and can be reached at 825-3466.

Grade Appeal Process

Students who feel they have not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details on the process of submitting a formal grade appeal, please visit the College of Liberal Arts website (<http://cla.tamucc.edu/about/student-resources.html>). For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean.

Disabilities Accommodations

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

GRDS 1301

Fall 2016 // Foundations of Graphic Design
GRDS 1301.001

Nancy Miller
Nancy.Miller@tamucc.edu
o: 361-825-2380

Meeting Time
Office Hours M/W 3:30-
T/Th 9-11 am 6:20pm
Bay Hall 224c Bay Hall 234

tamuccdesign.wordpress.com

*class schedule is tentative
and is subject to change*

Week One **August 24**

In Class

Introduction, Syllabus, Course Overview
Video :: [The Universal Arts of Graphic Design](#)
[How to be Creative](#)

Homework

Purchase books
Read :: [What is Graphic Design AIGA.org](#)
Read :: [Good Designers Learn from History](#)
Write 1 paragraph on your top 3 takeaways
from each resource

Week Two **August 29/31**

In Class

Assignment :: Famous Designer Presentation
Choose Designer from [Google Doc](#)
Lecture: What is graphic design?
• About visual communications
• Disciplines and careers

Homework

Reading :: GDR, Principles of Design

In Class

Lecture :: CCC & CRAP
• Components: form, line, shape, space
• Composition: harmony, emphasis, alignment, flow, scale
Assignment :: Elements/Principles Samples

Homework

Work on Elements/Principles Assignment

Week Three **September 7**

September 5 Labor Day Holiday

In Class

Due/Present :: Elements/Principles Samples
Quiz :: Components & Composition

Homework

• Bring 3 hi-res digital images of your chosen
designer for a Photoshop exercise, next class
• Photoshop Tutorials :: Helpx Photoshop
Fundamentals
• Readings :: GDR Principles of Print
Production

Week Four **September 12/14**

In Class

Lecture :: Image/Color Modes/Resolution/
CMYK vs. RGB and Why? When? How?
Adobe Photoshop Intro
Assignment :: Where's your designer?
Lecture :: Legally obtaining imagery

Homework

Photoshop Tutorials :: Helpx Photoshop
Fundamentals

In Class

Guests :: Clampitt Paper Mini School
• Paper in design
• Print processes and paper

Homework

Continue work on Photoshop exercise

Week Five **September 19/21**

In Class

Working Day :: Where's your designer?
Lecture :: Photoshop Tricks/Tips
Lecture :: Photoshop Preparing files for
output
Lecture :: Printing, bleeds, trimming,
mounting

Homework

Finalize :: Where's your designer?
Photoshop Tutorials :: HelpX as needed

In Class

Lecture :: Productive Critique
Due/Critique :: Where's Your Designer?

Homework

Readings :: GDR Principles in Typography

Week Six **September 26/28**

Video :: [The History of Typography](#)
Lecture :: Typography in Design

Homework

Readings :: [Beginners Guide to Type](#)

In Class

Presentations Group 1
Lecture :: Type Anatomy & Mechanics
Exercise :: [The Kerning Game](#)

Homework

Online Tutorials :: [Helpx Design Logo with AI](#)
Study Type Anatomy & Rules

Week Seven **October 3/5**

In Class

Quiz :: Type Basics
Lecture :: Color
Lesson :: Adobe Illustrator
Exercise :: Adobe Illustrator basics/tools/
layers/artboards/clipping/text/stroke/effects
Exercise :: [Pen Tool Game](#)

Homework

Online Tutorials Illustrator

In Class

Lesson :: Adobe Illustrator 2
Assignment :: Your Designer's Monogram
Lecture :: Sketching Process/CCC

Homework

Monogram sketches
Online Tutorials :: Helpx as needed

GRDS 1301

Fall 2016 // Foundations of Graphic Design
GRDS 1301.001

Nancy Miller
Nancy.Miller@tamucc.edu
o: 361-825-2380

Meeting Time
Office Hours M/W 3:30-
T/Th 9-11 am 6:20pm
Bay Hall 224c Bay Hall 234

tamuccdesign.wordpress.com

*class schedule is tentative and
is subject to change*

Week Eight **October 10/12**

In Class

Presentations Group 2

Working Day :: Sketches to Digital in
Illustrator

Demo :: Sample Monogram

In Class

Working Day :: Designer's Monogram

Homework

Finalize Monogram

Week Nine **October 17/19**

In Class

Lecture :: File Output in Illustrator/Printing
Due :: Final Monogram Print/Digital File

In Class

Presentations Group 3

Quiz :: PSD/Ai Basics

Homework

Online Tutorials :: [Helpx Get Started](#)

Bring a magazine to next class

Week Ten **October 24/26**

In Class

Lecture :: Layout & Grid, Communication &
Visual Hierarchy, Golden Ratio

Lesson :: Why? When? How? InDesign

Homework

InDesign Tutorial Videos

In Class

Lecture :: InDesign Continued

Exercise :: InDesign Grids

Week Eleven **October 31/ November 2**

In Class

Lecture :: InDesign Continued

Lecture :: Copy in Design

Assignment :: Designer Book Jacket

Homework

Book Jacket Sketches, headline concepts

In Class

Review Sketches

Exercise :: Book Jacket Demo

Homework

Work on Designer Book Jacket

Week Twelve **November 7/9**

In Class

Small Group critiques/Working Day

Homework

Finalize Book Jacket

Week Thirteen **November 14/16**

In Class

Working Day

Lecture :: File Output InDesign, Printing

Lecture :: Selling Your Ideas/Presenting

Homework

Finalize Book Jacket, Print for Critique

In Class

Due/Critique :: Designer Book Jacket

**See your advisor/Dr. Garcia for Spring
advising**

Week Fourteen **November 21**

No classes Nov. 22-25 • Happy Thanksgiving

In Class

Final Assignment :: Tweak Designer projects
to date, compile in multi-page .PDF

Lecture :: Identity & Branding

- Importance of branding

- Components of an identity program

- Measuring Design Effectiveness

- Style Guides

Homework

Work on Final Assignment

Week Fifteen **November 28/30**

In Class

Lecture :: The creative process

- Research Competitive Analysis, SWOT, TA

- Developing a creative brief

- Developing and executing concepts

- Keeping a process record

Homework

Tweak/Finalize Designer Photoshop,
Illustrator and InDesign for final

In Class

Lecture: The production process

- Different print methods and techniques

- Digital mediums

Week Sixteen **December 5**

December 5 Last Day of Class

In Class

Lecture: Presentations & Portfolios

- The Modern Portfolio

- Careers in Design/Specialization

Homework

Finalize Multi-page PDF of final projects

Week Seventeen **December 14 • 1:45-4:15 pm**

Final Exam In Class

Final Presentations

GRDS 1301

Fall 2016 // Foundations of Graphic Design
GRDS 1301.001

Nancy Miller
Nancy.Miller@tamucc.edu
o: 361-825-2380

Meeting Time
Office Hours M/W 3:30-
T/Th 9-11 am 6:20pm
Bay Hall 224c Bay Hall 234

tamuccdesign.wordpress.com

Resources:

Graphic Design:

[50 Totally Free Lessons in Graphic Design Theory](#)

[Teach Yourself Graphic Design: A Self-Study Course Outline](#)

Historical Designers/Design:

- [Good Designers Learn from history](#)
- [Design History](#)
- [Design is History](#)
- [AIGA Design History](#)

Font Resources:

www.1001freefonts.com

www.fontsquirrel.com

www.dafont.com

www.google.com/fonts

Free Images:

search.creativecommons.org/

[Wikipedia:Public_domain_image_resources](#)

www.publicdomainpictures.net/

pixabay.com

Branding:

- [A Simple Brand Development Strategy](#)
- [From the American Institute of Graphic Arts \(AIGA\)—Brand Blindness](#)

Grading Opportunities

Designer Presentation (15%)

The student will research, create and present a 5-7 min. comprehensive presentation about their chosen historical designer's life, work and impact on the discipline.

Elements/Principles

Presentation (10%)

Review [Prezi](#) on the Elements/Principles of Design. Complete assignment at the end of presentation.

Quizzes (15%)

Components/Composition 5pts

Photoshop/Illustrator 5pts.

Typography Basics 5pts.

Where's Your Designer? Photoshop (15%)

Using Photoshop, students will create a collage using images of their chosen designer and various stock and background photos.

Your Designer's Monogram ::

Illustrator (15%)

Using Illustrator, students will create a typographic monogram for their chosen designer in their style.

Your Designer's Book Jacket ::

InDesign (15%)

Using InDesign, students will create a book jacket for a biography on their chosen designer. Visually, the design should mimic that of the designer.

Your Designer Projects Final Deck (15%)

Based on feedback from final critiques, students will tweak their 3 chosen designer projects and compile them into a multi-page PDF for presentation on final exam day.

5%-Refined Projects, Visual Presentation Materials

10%-Presentation Skills