

Principles ^[of] Graphic Design

instructor

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office hours

DH 200
MW 11:00–12:00
TR 1:30–3:00

course location

DH 118
TR 3:00–5:30

course description

This course builds on the principles of graphic design and provides an overview of design theory, typographic principles, integration of type and image, and basic studio skills and continued exploration in professional software. Assignments will stimulate the application of creative thinking to solve problems in graphic design.

Prerequisites: ART101 2-Dimensional Design, ART102 3-Dimensional Design, ART103 4-Dimensional Design, ART105 Color, ART106 Drawing 1, ART107 Drawing 2, ART 258 Graphic Design Software

course goals

- Acquire knowledge of the theoretical concepts in graphic design.
- Develop conceptual and technical skills in graphic design, such as conceptualization/composition, idea development, and communication skills for application to communications design projects.
- Prepare to apply the knowledge and skills acquired to hands-on projects.
- Develop independent and creative thinking skills.
- Develop constructive critiquing skills.
- Become familiar with the professional practices in graphic design.

course objectives

- to demonstrate an understanding of theoretical concepts, design principles and fundamentals through class discussions and the completion/presentation of hands-on projects.
- to think independently, develop and apply the knowledge and skills acquired, such as conceptualization/idea development/composition/communication to design projects for visual communication through class discussions and the completion/presentation of hands-on projects.
- to demonstrate the ability to engage in constructive critiques on their work and that of others, through participation in group critiques and integration of feedback into projects.
- to understand the professional practices in graphic design through completion of related tests, class critiques and discussions.

required textbook*

Guide to Graphic Design | Scott W. Santoro | ISBN-13: 9780205253111
guidetographicdesign.com
<https://www.instagram.com/guide2graphicdesign/>

** In addition to assigned book readings (and recording your reading in your process book), additional articles, online research, and short videos may be assigned throughout the course of the semester.*

course structure

Instruction will take the forms of large or small group critiques, discussions, lectures, demonstrations, work sessions, and one-on-one meetings. Each assignment is expected to meet a professional standard. In order to complete each project by its deadline, you should expect to spend several hours working outside of class.

Surfing the web, messaging, and working on other course projects will affect your grade. Set mobile devices to vibrate/off setting during class time. Headphones are permitted during scheduled work sessions (please

set all audio volumes to low). You must be able to hear the instructor speaking and music must not be audible to others.

materials

- always bring your syllabus, process folder, and materials to class
- Mac computer (may use classroom computer) with the following software: Adobe Creative Cloud: Photoshop, Illustrator, InDesign
- thin pocket folder(s) with binding clips to hold paper, three-hole punch, ream of letter--size paper (process folder for grading) and one 3-ring binder (record of entire semester work)
- flash drive or portable external hard drive
- writing utensils: pencil, thin and thick black markers
- trimming tools: x-acto knife and blades, metal ruler, t-square, self-healing cutting mat
- paper (purchased from the bookstore or online) based on specific project requirements
- other materials you may require for project needs include: adhesive, tape, stapler, tracing paper, colored pencils, camera to take quality photos of process work

printing

Only final presentation prints will be printed using good presentation paper stock on the Epsoms. All comps for critique will be printed on the laser (proofing) printer in the lab. You may use your own printer, the printers in the Doucette Hall Room 118B lab, or another printing service such as Piper Press. The hours of operation for Piper Press are M 8am–4, T–F 9–4 pm. The last file is accepted at 3:30pm. Only one Mac computer is networked to the printer. On occasion, that printer will be occupied printing a large university project and cannot be stopped to print your project, so be prepared. In addition, other students may be waiting in line to print their projects. So, to avoid being late for class, it is strongly advised to print your projects the day before the project is due (24 hours in advance). Only PDF files will be accepted at Piper Press for printing. Editing on site is not permitted because it ties up the computer for students waiting to print.

attendance policy

Attendance is mandatory. Per the Edinboro University Class Attendance Policy, students are expected to attend each and every class meeting in its entirety, and the faculty member shall maintain a record of classroom attendance.

While missing any day of class is not recommended, you are allowed two absences due to illness, oversleeping, doctor's appointments, work-related, car breaking down, vacation, etc. However, missing class on a critique or deadline day is ill-advised and will impact your assignment grade. For each *unexcused* absence over two, your grade will be decreased by .5 letter grade per absence (eg. if your final grade is a B and you missed 4 unexcused classes, you will receive a C). Seven or more absences results in automatic failure of the course and you should withdraw. **The last day to withdraw from the course is Friday, November 2nd.** It is best to withdraw from a class then receive an F grade. Please check with the Registration Office in Hamilton Hall, most often it does not affect your student loans.

Absences will be evaluated on a case-by-case basis and must be accompanied by documentation. You are responsible to provide a written formal excuse, in advance when possible, justifying any absence (ex. a doctor's excuse). Class absences are excused for medical reasons, university activities approved by the appropriate vice president or designee, and/or for personal exigencies. University activities appropriate

to be considered as an excused absence include but are not limited to: scheduled athletic events, cultural events, academic competitions, etc., in which the student is a participant. Other appropriate situations include: military duties, auto accidents, death in immediate family, medical emergencies. A student participating in an official university activity shall obtain a letter from the appropriate vice president or his/her designee authorizing the absence and provide it to the course instructor, in advance. **You are also responsible for obtaining any information/materials distributed during class and arriving prepared for any subsequent classes.** Should you miss class, please contact someone to find out what you missed and what is due for the next class.

Arrive to class on time. Arriving late will be noted in the attendance record, and will also affect your grade. Any combination of four late arrivals and/or early departures (without permission) will be counted as one absence. It is your responsibility to be certain that you are marked present if you arrive late. Important announcements are often made at the beginning of class and will not be repeated. Each student is responsible for verifying his or her attendance when arriving late to class and/or justifying early departure. Class participation is essential and will be taken into consideration when grades are calculated. If something is not clear to you, it is your responsibility to let the instructor know. The instructor will be glad to review the materials with you.

grading scale

A	93–100
A–	90–92
B+	87–89
B	83–86
B–	80–82
C+	77–79
C	73–76
C–	70–72
D+	67–69
D	63–66
D–	60–62
F	<60

course assignments

Students will complete a series of 6 projects that may include warmup/creative thinking/skill mastery exercises:

Project 1: What is Graphic Design T-Shirt Design	100 pts
Project 2: Menu Design (InDesign + Typography)	100 pts
Project 3: History of Graphic Design	100 pts
Project 4: Icon System, Obsession	100 pts
Project 5A: Information Graphics Poster (using icon system)	100 pts
Project 5B: Icons in Motion	50 pts
Total*	550 pts.

*This is a tentative point scale and is subject to change. Any and all changes will be communicated.

(By participating in this class you grant permission to the instructor to publish your work online or in print; any published work will be credited to you.)

assessment and evaluation policy

The final grade is an evaluation of all work produced in this course and may be affected by an individual's attendance record. To be successful in this class you must display curiosity and openness to new concepts, willingness to share ideas, and ability to develop your work thoroughly in and outside of class.

Individual grades are based on a variety of criteria including:

Projects are evaluated on competencies in evaluation of competencies in process, research, concept, design, originality, craftsmanship, preparation, participation, critique, presentations and implementation as demonstrated through sketches, preliminary and final designs.

- **process book:** Part of your grade requires maintaining progress over a set period of time. Trying to complete an entire project the night before it is due is not advised, as it will not benefit your work. One must allow time for the entire design process to take place. If you fall behind, please talk to me. Do not wait until the final review to inform me of the problems you may be having. You are required to maintain a process binder as a form of documentation for your creative process. Use this tool to record any sketches, notes, reflections, etc. you may explore. Not only will this binder cultivate your process skills, it will serve as a useful resource of ideas for future designs.

- **craftsmanship:** Projects must meet high standards of craft and implementation. Do not underestimate the importance of quality craft. Develop your attention to detail.
- **critique:** There are two parts to communication: speaking and listening. The critique is essential to graphic design education, as it creates a platform for you to share your opinions and hear the opinions of others. A critique provides practice in communicating your ideas, developing the ability to defend your design solutions, and using the vocabulary relevant to the project at hand. During critique students must be prepared to describe the project and its content, explain the concept behind the design, the process used, provide a rationale for the solution, and show discarded ideas. To encourage productive feedback, come to class prepared with a question you would like the class to answer in regard to your work, ask the question and listen to the feedback. It is required, and part of your grade, that each student takes the time to listen, provide feedback without interrupting, and engage in every project presented.
- **preparation and quality of work:** Always come prepared to work in class. Lack of preparation will affect your final grade. Projects must be finished completely as required. Partially completed work will suffer a grade penalty regardless of the final. Maintaining progress over a set period of time is critical, trying to complete an entire project the night before it is due is unacceptable and will not benefit your work or your client!
- **deadlines:** All assignments, unless otherwise noted, are due at the beginning of class on the listed due date. Assignments are expected to be turned in on time. Regardless of excused, unexcused, or late, projects will not be accepted more than one class late and will receive an F. If you miss a class, it is your responsibility to get the assignment, complete the homework, and submit work upon returning. If you have any questions, please talk to another student or contact me. Whether late or on time, every project must be printed, and will not be accepted via e-mail. Submit each project after the presentation. Include your process book, all backwork, every exercise associated with the project, and the final project (printed on good paper stock as required). As the projects progress, you may be asked to submit your final project in a portfolio sleeve.
Prepared/Tardy: All projects are due organized at the beginning of class or project grade will be reduced by 5% (half a letter grade) from A to B+.
Excused Absences: Project due upon return with written justification (Dr. Excuse), No decrease in grade.
Unexcused Absences: Project due upon return or not accepted, contact professor, grade is decreased by 10% (full letter grade) from A to B.
Attend but project not complete: Projects are due beginning of the next class, and the project grade is decreased by 10% (full letter grade) from A to B.
- **academic dishonesty:** All academic dishonesty, Plagiarism, or another student completing your work will result in a F for the project, and referral to the Office of Student Judicial Affairs and a hearing before the Committee of Fact for disciplinary action. (*see academic integrity below*)
- **attendance and punctuality**
- **presentation and verbal participation:** Participation in an enthusiastic, willing, and self-motivated manner will count for a substantial part of your evaluation. Willingness to participate in critiques, professional presentation of your work, and consistent attempts to employ design vocabulary should be evident in your demeanor. On the due date of every project, you will present your work to the class. Strive to incorporate the terms learned in conjunction with each project, explain your process and strategy. Explain the concept behind your work. Prepare for the presentation, and adopt a professional demeanor.
- **readings/research/quizzes:** Every project will include assigned readings, one or more exercises in preparation for the project, and the project itself. Additional readings and research may be required. Quizzes may be given.
- **self evaluation:** With every project submitted, you will write a self-evaluation on a sheet provided (see example at left). Use this evaluation to reflect on your process and what you have learned. Your self-evaluation will help you to prepare for presenting your work. Include the self-evaluation for each project with the materials submitted.
- **final grade:** The final grade for the semester is determined by dividing the equivalent numerical total of all grades by the number of projects and minus Attendance/Tardy/Policies (talking/texting). There are no make-up dates for tests.

course website

Go to <http://principles.cassreese.com> upon arriving to class to access course materials, lectures, readings, handouts, and relevant resources. All course materials can be accessed here.

Course password: Principlesf17

internet outages

In the case of an internet outage, always have an internet source back-up plan to submit coursework. Local coffee shops or EU campus locations may offer wifi. As an internet outage is never an acceptable excuse for missing due dates, it is important to locate where you can go in the case of an outage.

technology support

EU Technology Help Center | 814.732.2111 | edinboro.edu/directory/offices-services/information-technology-services/technology-help-center/

title IX reporting requirements and the faculty member

Edinboro University and its faculty are committed to assuring a safe and productive educational environment for all students. In order to meet this commitment and to comply with Title IX of the Education Amendments of 1972 and guidance from the Office for Civil Rights, the University requires faculty members to report incidents of sexual violence shared by students to the University's Title IX Coordinator. The only exceptions to the faculty member's reporting obligation are when incidents of sexual violence are communicated by a student during a classroom discussion, in a writing assignment for a class, or as part of a University-approved research project. Faculty members are obligated to report sexual violence or any other abuse of a student who was, or is, a child (a person under 18 years of age) when the abuse allegedly occurred to the person designated in the University protection of minors policy. Information regarding the reporting of sexual violence and the resources that are available to victims of sexual violence is set forth at:

<http://www.edinboro.edu/directory/officeservices/social-equity/sex-discrimination-sexual-misconduct/>

Office of Social Equity

Reeder Hall, Third Floor, 219 Meadville Street, Edinboro, PA 16444

814-732-2167

course-related policies at edinboro university

Edinboro University has multiple course-related policies addressing issues such as accommodations for students with disabilities, class attendance, and grade appeal, among others. The Student Code of Conduct also addresses issues of cheating and plagiarism, and the consequences of such behaviors. You may use keywords: COMMON COURSE POLICIES at the University web page (www.edinboro.edu) for links to this information.

student disability accommodations

Edinboro University of Pennsylvania offers services to meet the accommodation needs of students with many types of disabilities. The Office for Students with Disabilities (OSD) provides services to students based upon documentation of a disability and a request for accommodations based on this disability. Please refer to Edinboro University Policy A008 (Reasonable Accommodations for Students with

Disabilities), which may be found at the following link: <http://www.edinboro.edu/directory/offices-services/hr/policies/documents/A008%20Reasonable%20Accommodations%20for%20Students%20with%20Disabilities.pdf>. This policy is in compliance with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973.

Office for Students with Disabilities
Crawford Center, 200 Glasgow Road, Edinboro, PA 16444
814-732-2462

academic integrity

It is expected that all work submitted through this course is the student's original work, generated for the express purpose of completing the requirements of this course. All papers submitted in this course may be screened for originality using Turnitin's plagiarism detection software. This software checks submissions for text matches, Web content, books including classic works of literature, and newspapers, magazines and scholarly journals.

Students are to be aware that academic dishonesty is not tolerated in this course and should be familiar with the following definitions:

Cheating. Behaviors including, but not limited to, use of unauthorized notes or reference materials during examinations; copying answers from another student's paper during an examination; the unauthorized possession of academic materials, including exams; the unauthorized exchange of course assessment materials, including exams; the unauthorized exchange of information or collaboration regarding tests, or other course assignments; aiding another to engage in cheating; and/or all other acts of academic dishonesty that any member of this academic community would reasonably understand to be a breach of this academic integrity statement will be considered cheating and an act of academic dishonesty.

Plagiarism. Plagiarism may be defined as the act of taking the ideas and/or expression of ideas of another person and representing them as one's own. This includes, but is not limited to, using ideas or passages from a work without properly attributing the source, paraphrasing the work of another without giving proper credit, and/or the sale, purchase, or exchange of papers or research. It is the student's responsibility to know what plagiarism is and to properly cite the work of others. If a student is in doubt, it is their responsibility to resolve any ambiguity prior to submitting the work. Plagiarism is nothing less than an act of theft, and, as such, is subject to University disciplinary action.

Potential sanctions associated with academic dishonesty may be found in the University's Student Code of Conduct and Judicial Procedures at the following link:
www.edinboro.edu/directory/offices-services/judicial-affairs/STUDENT-CODE-OF-CONDUCT-Feb2016.pdf

support services

The following support services are available on campus to assist you towards success. Please take advantage of these services. If I can help you in any way please come talk to me, it is my desire to have you succeed. Please self-identify should you have special considerations. Campus Switchboard 732-2000

Professor – Do not wait, contact your professor for help!

Academic Advisor – Contact your Advisor for help you may need while attending Edinboro University, (beyond scheduling)

Academic Success Center (ASC) – Go to ASC to receive help with time management, study skills, attendance, stress reduction, etc.

Baron Forness Library, 2nd Floor, Monday through Thursday 8am – 8pm, Fridays 8am – 4:30pm
If you miss more than 2 classes, I will send an academic alert to ASC requesting follow-up. (I want

you to succeed!)

Writing Center – 732-1584 Dr. Robert Holderer, Ph.D., Baron Forness Library, 2nd floor, Room 203
MW 9am–6pm, TTR 9am–8pm, Friday 9am–3pm, walk-ins welcome, appointments preferred
Tutors provide guidance as collaborators in the writing process and possess skill in working with each individual's needs regarding written communication, especially in developing, revising, and editing students' papers.
<https://my.edinboro.edu/group/writing-center/home> or type in writing center in EUP website keyword search

Center for Career Development – call for schedule 732-2781, Monday thru Friday 9am – 4:30pm,
Baron Forness Library, 2nd floor
Help decide a major, job search, resume and cover letter writing, mock interviews, job placement, specialized interest tests, graduate school advice, register on College Central to search for jobs and post your resume, internships, job fairs

Tutoring – Please go to the Academic Department offering the course to arrange for tutoring

Campus Police – Crisis or Emergency available 24/7, call 732-2911 on campus or “911” otherwise, 732-2921 non-emergency

Technology Help Desk – 732-2111 Ross Hall, call or walk in

Ghering Health and Wellness Center – 732-2743, McNearney, Monday thru Friday 9am – 10pm, Sat. and Sun. 3 – 10pm.

Medical Care, appointments preferred

Food Pantry – Hygiene Bags – Free non-perishable food items/shampoos (Have a fully belly and smell great!)

Parenting Resource Room – Moms nursing room, TV, comfy furniture for children, lockers, other parents

Campus Ministry Cooperative and Interface Counsel – 732-2601, pastoral counseling and care

Campus Crusade “Cru” Wednesday, 8pm, Pogue Center Cinema, (Dr. David Hurd, Faculty Advisor)

Chi Alpha Thursday held at McLane Church, 7pm, Van Pick up at Pogue and Rose Café Entrance 6:30-7pm

Bible Studies/Small Groups Daily on Campus (Joel Miller 814-449-9400 Chi Alpha Director)

Counseling and Psychological Services CAPS - 732-2252, Ghering Health and Wellness, 9a.m.-5p.m., appointment required. Free confidential counseling facilitate intellectual and personal growth by helping students to resolve concerns/stress that may interfere with their academic progress, social development, and satisfaction at Edinboro University

National Suicide Prevention Lifeline – NEED HELP NOW? text START to 741-741 or call 1-800-273-TALK (8255) <http://suicidepreventionlifeline.org/> Free, 24-hour hotline available to anyone in suicidal crisis or emotional distress
<http://www.halfofus.com/> Get help and feel better (feelings, facts, help a friend, help yourself, find help now)
<http://www.ulifeline.org/main/Home.html> Great online resource for college mental health, search for info you need

Crisis Intervention Assistance after hours – available 24/7 Erie County 814-456-2014 (Crisis Services/Safe Journeys Behavioral Health) or Crawford County 814-724-2732 (Crisis Hotline/Meadville Medical Center)

Crime Victim Center or Rape Crisis Center – 814-455-9414, Thursday by appt. at McNearney Health Center, www.cvcerie.org also 24/7 call -800-352-7273 Free confidential services to crime victims, witnesses of crime, family members or friends of crime victims, including homicide, assault, abuse, DUI, sexual assault, and non-violent crimes such as burglary, identity theft, etc. Counselors help victims develop appropriate coping skills, provide a support system, and work to help reduce the traumatic effects of the crime through counseling, education, and advocacy

Safe Journeys – 814-438-2232 x2839 (24/7), Call collect for appointment at Edinboro at McNearney Health Center, Tuesday by apt. Free confidential counseling and sanctuary (shelter) for victims of physical, emotional, sexual abuse, or those who have grown up with family abuse.

SafeNet – 814-455-1774 x242, Call to make appointment at Edinboro at McNearney Health Center Free confidential counseling relating to domestic violence, provides sanctuary (shelter), support, education and advocacy
www.safeneterie.org Crisis Hotline 814-454-8161

Gaudenzia – 814-455-6304, Call to make appointment at Edinboro in McNearney Health Center, Tuesdays by appointment
<http://www.gaudenzia.org/> Free confidential counseling, substance abuse treatment services, support, drug rehab, alcohol rehab and recovery center

course schedule

This is a tentative schedule and is subject to change. Any and all changes will be communicated.

week 1

- 8.28 Introduction/Syllabus Overview; Review Course Website; Begin P1
 8.30 Due: P1 Warmup

week 2

- 9.4 Due: P1 Phase I
 9.6 Due: P1 Phase II Thumbs; Illustrator T-Shirt Demo

week 3

- 9.11 Due: P1 Phase II Roughs
 9.13 Begin P2; P1 Crit

week 4

- 9.18 **Due: Final P1;** Demo: InDesign; Begin P2 Warmup
 9.20 Due: P2 Phase I + Phase II Initial Research; P2 Warmup Crit

week 5

- 9.25 Lecture: Type & Typography; Due: P2 Phase II
 9.27 Due: P2 Phase III; P2 First Finish Crit

week 6

- 10.2 P2 Final Crit
 10.4 Begin P3; Lecture: Brief History of Design

week 7

- 10.9 No Classes, Reading Day
 10.11 **Due: Final P2;** Due: P3 Phase I

week 8

- 10.16 Due: P3 Phase II; Lecture: Elements & Principles of Design
 10.18 Due: P3 Phase III

week 9

- 10.23 Due: P3 Phase IV; P3 First Finish Crit; Demo: Tile Printing
 10.25 Due: P3 Phase V; P3 Crit

week 10

- 10.30 Begin P4; Lecture: Visual Coding
 11.1 **Due: Final P3;** Due: P4 Phase I

week 11

- 11.6 Lecture: Semiotics; Due: P4 Phase II; P4 Small Crit
 11.8 P4 First Finish Crit

week 12

- 11.13 P4 Revision Crit
 11.15 **Due: Final P4;** Begin P5A

week 13

- 11.20 Due: P5A Phase I
 11.22 No Classes, Thanksgiving Break

week 14

11.27 Lecture: Infographics; Due: P5A Phase II
11.29 P5A: First Finish Crit

week 15

12.4 Begin P5B; P5A Small Crit; Demo: Animated GIFs
12.6 P5B Small Crit

week 16 Finals Week

12.11 12:30–2:30, TBD; P5 Revision Crit
12.13 12:30–2:30, TBD; **Due: Final P5**

contact information

Name:

I prefer to be called:

Study Area/Year:

Email:

design background

What do you most want to learn this semester?

List the software applications and your level of proficiency.

What area of design are you interesting in pursuing?

Tell me a little bit about yourself. (This is only for my information)

I have read and understood the syllabus. Please sign and submit today.

signature:

date: