

ART 232 — Principles of Design MGMT

INSTRUCTOR: Jiong Li

OFFICE: VA 218

PHONE / E-MAIL: 909.537.3821 / jli@csusb.edu

RESOURCES: www.jiong.com/resources

COURSE DESCRIPTION	An introduction to basic procedures used by designers and production managers including techniques of problem solving, presentation, typography, layout and graphic arts practices, and composition and includes instruction in graphics software programs in a Macintosh-based computer laboratory. The focus will be on concept, process and product. Materials fee required. Eight hours activity. (4 units).
PRE-REQUISITES	ART 120 and 122 or consent of instructor.
REQUIRED TEXTS & MATERIALS	No text book is required for this class. Each student need to have a journal/sketchbook to record your research, concept development and design progress on the projects, to collect visual elements, to doodle, and to sketch. You will be asked to turn in your journal for review from time to time. You are also expected to have a portable storage device, which could be an iPod, or a flash drive(2GB or greater), to backup your digital files. Lost files are the student's responsibility.
MEETING TIME & LOCATION	M, W, 1:20 – 5:10 pm / VA 232
OFFICE HOURS	M, W, 10:30 am – 1:00 pm
COURSE OBJECTIVES	<p>This is a basic course dealing with visual communication using the computer as a creative medium. Hands on software training directed toward the art of graphic design and aesthetic expression will be emphasized. Several projects will be created using the computer and related tools. Different design style will be demonstrated and discussed in the class. Critical reviews of design projects will focus on the elements and principles of visual design.</p> <p>The purpose of this course is to provide students the technical skills to work with computers and design related software. Students will also have the opportunity to improve their visual communication skills through class projects and critical reviews.</p>
COURSE PROCEDURES	<p>The course consists of following sessions.</p> <ol style="list-style-type: none">1. Lecture / Demo. All students will be in attendance. Students will have hands-on training working with the computer to produce the assigned project related to course lectures and demonstrations. Each day attendance will be taken and a lab assignment may be given. You must complete the assignment and hand it in at the end of class. No excuses will be accepted. Late assignments will not be accepted, unless otherwise stated by your instructor.2. Critiques / Discussion. All students will be in attendance, on time with the required assignment completed. There will be three kinds

of critiques: class critique, group critique, and one-on-one critique. You have the right to remain silent during the critique but If you do so throughout the course, your participation points will be zero.

3. Workshop. All students will be in attendance. You can work on your project; do your research; interact with your classmates; or ask for help from your instructor.

GRADING No late assignment will be accepted and graded. This class will be treated in a professional manner. All deadlines must be met. Your final grade will be the result of following points:

1. Project points
2. Preparation points
3. Tutorial/Demo points

PERCENTAGES	100 – 94 = A	86 – 83 = B	76 – 73 = C	66 – 63 = D
	93 – 90 = A-	82 – 80 = B-	72 – 70 = C-	62 – 60 = D-
	89 – 87 = B+	79 – 77 = C+	69 – 67 = D+	59 – 0 = F

PROJECT STEPS Step 1. RESEARCH / CONCEPT DEVELOPMENT. Gather visual elements related to the project based on your research and concept. You are required to have a design brief done in the beginning of each project to summarize your research and concept development. Record the design brief in your journal.

Step 2. THUMBNAILS. A visual representation of an idea. Three or more quick rough concept sketches. Options of shape and type should be explored. Make sure they are dark and clear enough to communicate at a distance. Keep thumbnails simple. Record the thumbnails in your journal.

Step 3. DIGITAL SKETCHES. A further visual representation of an idea produced using digital means. Typically printed out on a black and white laser printer. Size should be actual, or printed version sized to fit a standard sheet of paper.

Step 4. PREFINAL. Pretend final. This work is as complete and refined as possible. This ensures a better critique to catch any problems before the actual finish.

Step 5. FINISH. Final and complete project. Mounted and presented as specified. Finish the best design for review. The finish should be accurate and well crafted.

PROJECTS	1. PICTOGRAPHS	20 points	3. LAYOUT	35 points
	Thumbnails	*1 point	Thumbnails	*1 point
	Digital Sketch	*1 point	Digital Sketch 1	*1 point
	Prefinal	*1 point	Digital Sketch 2	*1 point
			Digital Sketch 3	*1 point
	2. BOOK COVER	25 points	Prefinal	*1 point
	Thumbnails	*1 point		
	Digital Sketch 1	*1 point	Tutorial Points	8 point
	Digital Sketch 2	*1 point	*Preparation Points	12 points
	Prefinal	*1 point	Total	100 points

PROJECT ONE: PICTOGRAPHS

Create at least 3 original, interrelated icons that communicate interrelated actions, processes, concepts, or objects. These pictographs should communicate a specific function that could be used for the purposes of editorial design, application programs, interactive multimedia presentation, or websites online.

Each pictograph can be done in color but must communicate effectively at any pixel depth including black and white. Design pictographs about 2" x 2" printed at 300 dpi. They must also communicate effectively at 32 x 32 pixels. Examine and study various computer icons/pictographs. Take a close look at different websites, look at design books and magazines, and notice other uses for pictographs. You might want to use these symbols later for your own website or resume. One of the pictographs may be a trademark. The other pictographs may be used as secondary marks or information symbols.

Finished pictographs should be printed in color. All pictographs are expected to be labeled, identifying the function of each one. Arrange your designs on an 8.5" x 11" print.

PROJECT TWO: BOOK COVER

Select a story or subject matter that can be represented by both visuals and words. Design a title and other appropriate information for a book cover (author, publisher, etc.).

Typography will be emphasized as one of design elements. All design elements should reflect the content of the book. Final project should be printed in color with the size being at least 8.5" x 11".

PROJECT THREE: LAYOUT

Based on the topic of art or design, the following elements will be designed:

1. Three spreads (6 pages) options
 - a. Two double page spreads for a magazine or book, a cover and contents page or,
 - b. Three double page spreads for a magazine or book.
2. Elements and format
 - a. At least 500 or more words of text, A headline or title, At least four visuals, color, any size.
 - b. Must be mounted on neutral colored mat board.

TUTORIAL/DEMO PROJECT

Each student will have the opportunity to give a demo to the entire class. The tutorial should be related to the software covered in this class. These demos do not need to be extensive. They should take no more than 10 minutes to explain. Please prepare a handout to give to the students when you present, explaining how to achieve the goal with each step clearly defined. Make sure they are something that you think other students can and will use, and don't try to take on something that you don't think you can easily demonstrate.

You are expected to let me know by the fourth week (after project 1 finish) of your demo subject and presentation date. Your tutorial presentation is worth 8 points.

PROJECT GRADING GUIDE

Grading will be based on following criteria:

1. Composition. Strong visual impact at first sight.
2. Visual hierarchy.
3. Expressive and communicative quality of type.
4. Type or text in relationship to imageries.
5. Type or text as a shape or an image.
6. Appropriate selection or creation of visuals.
7. Craftsmanship is important, but design and concept will be emphasized.
8. Finishes will not be graded based on computer skills.

CLASS SCHEDULE

Monday	Wednesday
Apr. 6 Introduction Lecture / Demo / Workshop	Apr. 8 Project 1 thumbnails due Critique / Discussion / Workshop
Apr. 13 Lecture / Demo / Workshop	Oct. 15 Digital sketch due Critique / Discussion / Workshop
Apr. 20 Lecture / Demo / Workshop	Apr. 22 Prefinal due Critique / Discussion / Workshop
Apr. 27 Project 1 finish Critique / Lecture / Demo	Apr. 29 Project 2 thumbnails due Your tutorial project (subject & date)
May. 4 Lecture / Demo / Workshop	May. 6 Digital sketch #1 due Critique / Discussion / Workshop
May. 11 Lecture / Demo / Workshop	May. 13 Digital sketch #2 due Critique / Discussion / Workshop
May. 18 Prefinal due Critique / Discussion / Workshop	May. 20 Project 2 finish Critique / Lecture / Demo
May. 25 Memorial Day (No Class)	May. 27 Project 3 thumbnails due Critique / Discussion / Workshop
Jun. 1 Digital sketch #1 due Critique / Discussion / Workshop	Jun. 3 Digital sketch #2 due Critique / Discussion / Workshop
Jun. 8 Digital sketch #3 due Critique / Discussion / Workshop	Jun. 10 Prefinal due
Jun. 15 Project 3 finish Final class critique	Jun. 17 End of Spring Quarter (No Class)

ATTENDANCE Attendance is required. If you arrive 30 minutes late, you will be marked absent. If you leave the class 30 minutes early, you will be marked absent. Although you may have a computer at home where you work outside of class, it is important that you have peer interaction and dialogue as you complete assignments, much as you would in a professional environment. Assignments are due on the dates indicated; coming to class without your assignments will result in your not receiving credit for the assignment. The due date is the due date.

ADA STATEMENT Students with medical, psychological, learning or other disabilities desiring academic adjustments, accommodations or auxiliary aids will need to contact Services to Students with Disabilities (SSD), at UH 183 or phone (909) 537-5238. SSD determines eligibility for and authorizes the provision of services.

DISCLAIMER This syllabus and its accompanying weekly schedule are subject to change according to the needs of the class as determined by the instructor. I reserve the right to make any and all changes to the schedule to accommodate projects and/or facilities; changes will be discussed in class and a new schedule will be generated.

IMPORTANT You must enroll in this class before the census date to receive credit. Students attending the class without enrolling will not receive credit and will be asked to leave.