

# ART 232 — Principles of Design MGMT

INSTRUCTOR: Jiong Li

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RESOURCES: [www.jiong.com/resources](http://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, 8:00 – 11:50 am / VA 232
OFFICE HOURS	M, W, 12 – 1:00 pm, 5:00 – 6:30 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"><li>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.</li><li>2. Critiques / Discussion. All students will be in attendance, on time with the required assignment completed. There will be three kinds</li></ol>

of critiques: class critique, group critique, and one-on-one critique. Remaining silent during the critique session throughout the course will affect your final grade (this counts as part of the participation points).

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. participation points

<b>PERCENTAGES</b>	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.

<b>PROJECTS</b>	1. LOGO	15 points	4. LAYOUT	30 points
	Design Brief	*1 point	Design Brief	*1 point
	Digital Sketch	*1 point	Digital Sketch 1	*1 point
	Prefinal	*1 point	Digital Sketch 2	*1 point
			Prefinal	*1 point
	2. STATIONERY	15 points	Participation Points	8 point
	Digital Sketch	*1 point	*Preparation Points	12 points
	Prefinal	*1 point		
	3. BOOK JACKET	20 points	Total	100 points
	Design Brief	*1 point		
	Digital Sketch	*1 point		
	Prefinal	*1 point		

#### PROJECT ONE: LOGO

Create an original logo for a business or re-design an existing logo. Logo could be used for stationery, application programs, websites and so on.

The logo should be designed in color but must communicate effectively at any pixel depth including black and white. The resolution of the logo should be 300 dpi. It must also communicate effectively at 32 x 32 pixels at 72 dpi. Examine and study various logo designs. Take a close look at different websites, look at design books and magazines, and notice other uses for logos. You might want to use the logo later for the next project.

Finished logo should be printed in color. Arrange your logo design on an 8.5" x 11" paper in 3 different sizes (small, medium, large).

#### PROJECT TWO: STATIONERY

Design a complete set of stationery for a business, which should include a business card, a letterhead and an envelop. You can utilize the logo in the previous project.

Finished stationery should be printed in color. Arrange the complete set of stationery design on an 12" x 18" paper.

#### PROJECT THREE: BOOK JACKET

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 jacket (author, publisher, etc.). You may choose a book you have already read and re-design its jacket completely. The book jacket must include front cover, back cover, spine, inside front cover flap and rear cover flap, printed on a single sheet of paper (overall size should not exceed 12" x 18").

All design elements should reflect the content of the book. Print your design in color and trim it to a size of your choice. Please prepare two final prints for presentation – one for displaying on the wall and the other for your mockup book.

#### PROJECT FOUR: LAYOUT

Design an editorial layout for a magazine based on a topic of art or design. The following elements should be included:

1. Three double page spreads
2. 500 or more words of text
3. A headline or title, and a subtitle
4. At least 5 imageries (photos, illustrations, collages) of any size

Please make sure that you DO NOT use copy-right protected imageries. You will receive extra credit if you create imageries of your own. Finished layout designs should be printed in color and trim to size.

#### PROJECT GRADING GUIDE

Grading will be based on following criteria:

1. Design concept
2. Application of design Principles
3. Visual hierarchy
4. Appropriate selection or creation of type
5. Appropriate selection or creation of imagery

6. Relationship between type and imagery
7. Look & Feel of the design appropriate for the target audience
8. Attention to detail
9. Design brief
10. Finish will not be graded based on computer skills

CLASS SCHEDULE

Monday	Wednesday
Jan. 11 Introduction	Jan. 13 No Class (Furlough day)
Jan. 18 No Class (M. L. King Holiday)	Jan. 20 Design brief due Lecture / Demo
Jan. 25 Digital sketch due Lecture / Demo	Jan. 27 Prefinal due Lecture / Demo
Feb. 1 <b>Project 1 finish due Critique</b>	Feb. 3 No Class (Furlough day)
Feb. 8 Project 2 digital sketch due Lecture / Demo	Feb. 10 Prefinal due Lecture / Demo
Feb. 15 <b>Project 2 finish due Critique</b>	Feb. 17 Project 3 design brief due Lecture / Demo
Feb. 22 Digital sketch due Lecture / Demo	Feb. 24 Prefinal due Lecture / Demo
Mar. 1 <b>Project 3 finish due Critique</b>	Mar. 3 Project 4 design brief due Lecture / Demo
Mar. 8 No Class (Furlough day)	Mar. 10 Digital sketch #1 due Workshop
Mar. 15 Digital sketch #2 due Workshop	Mar. 17 Prefinal due Workshop
Mar. 22 <b>Project 4 finish due Critique</b>	Mar. 24 (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.