

ART 343 — Graphic Design II

INSTRUCTOR: Jiong Li

OFFICE: VA 218

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RESOURCES: www.jiong.com/resources

COURSE DESCRIPTION	Principles of photography, illustration, collage and typography applied to posters, book covers, magazines, point-of-purchase displays, and promotional materials, and includes instruction in computer-graphics software programs in a Macintosh-based computer laboratory. Two hours lecture and six hours laboratory. Materials fee required (5 units).
PRE-REQUISITES	ART 342 or consent of instructor.
REQUIRED TEXTS & MATERIALS	No text book is required for this class, however, there are several suggested readings in the Resources website under “Books on Design” headline. Please let me know in the beginning of the quarter which one you intend to read (you can suggest another book if none of the titles on the website interests you). You will be expected to finish reading at least one book before the end of quarter. 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 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	T, R, 8:00 – 11:50 am / VA 232
OFFICE HOURS	T, R, 5:00 – 7:30 pm
COURSE OBJECTIVES	This course builds on the principles and concepts presented in ART 342 Graphic Design I. Students will further explore the relationship between images and type in print media, and solve visual communication problems in real-world scenarios.
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. Remaining silent during the critique throughout the course will cost you 8 points total (this is your 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

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. BOOK COVER	20 points	3. CLIENT BROCHURE	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. CD + POSTER	25 points	Prefinal	*1 point
Thumbnails	*1 point	Participation Points	8 points
Digital Sketch 1	*1 point	*Preparation Points	12 points
Digital Sketch 2	*1 point		
Prefinal	*1 point		
		Total	100 points

PROJECT I: 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.). You may choose a book you have already read and re-design its cover completely. The book cover should include

front cover, back cover, and spine, printed on a single sheet of paper (overall size should not exceed 11" x 17").

Typography will be emphasized as one of design elements. All design elements should reflect the content of the book. Print your design in color and trim it to a size of your choice, then mount it onto a 15" x 20" board (No spray mount in the building!).

PROJECT II: MUSIC CD + POSTER

Create a music CD cover and insert, together with an 11" x 17" promotional poster. The CD could be fictional or actual CD re-design. Make sure you research and understand the target audience of the CD before designing.

Print your final design in color and trim it to actual size. Present the CD cover and insert in an actual CD jewel case. Mounting your poster is optional (No spray mount in the building!).

PROJECT III: PROMOTIONAL BROCHURE

THIS IS A REAL-WORLD PROJECT. Gresham Art Gallery of San Bernardino Valley College is in need of a promotional brochure. You will be designing this brochure for a real client. In return, the winning design(s) picked by the client will be used for publishing, and the designer(s)' name(s) will be printed in the publication. This will be a great portfolio piece to promote yourself, if your design gets published.

Project details will be handed out during the quarter.

PROJECT GRADING GUIDE

Grading will be based on following criteria:

1. Composition.
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. Look & Feel of the design appropriate for your target audience.
8. Craftsmanship is important, but design and concept will be emphasized.
9. Finishes will not be graded based on computer skills.

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.

CLASS SCHEDULE	Tuesday	Thursday
	Jan. 13 Introduction	Jan. 15 Project I design brief / thumbnails Discussion / Demo / Workshop
	Jan. 20 Project I digital sketch due Critique / Discussion / Workshop	Jan. 22 Lecture / Demo / Workshop
	Jan. 27 Prefinal due Critique / Discussion / Workshop	Jan. 29 Project I finish Critique / Lecture / Demo
	Feb. 3 Introducing Project II and III Lecture / Demo / Workshop	Feb. 5 Project II design brief / thumbnails Critique / Discussion / Workshop
	Feb. 10 Digital sketch #1 due Critique / Discussion / Workshop	Feb. 12 Digital sketch #2 due Critique / Discussion / Workshop
	Feb. 17 Lecture / Demo / Workshop	Feb. 19 Prefinal due Critique / Discussion / Workshop
	Feb. 24 Project II finish Critique / Lecture / Demo	Feb. 26 Project III design brief / thumbnails Critique / Discussion / Workshop
	Mar. 3 Digital sketch #1 due Critique / Discussion / Workshop	Mar. 5 Digital sketch #2 due Critique / Discussion / Workshop
	Mar. 10 Digital sketch #3 due Critique / Discussion / Workshop	Mar. 12 Project III Workshop
	Mar. 17 Prefinal due Critique / Discussion / Workshop	Mar. 19 Project III finish
	Mar. 24 (No Class)	