**Course Syllabus: Intro to Graphic Design**

2016-2017 Trimester Two

Koa Computer Lab

Instructor: Janet Powell

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**Course Description:** In this introductory course students will use design as a creative process in communication. Students will explore various methods used to create and combine words, symbols, and images to create a visual representation of ideas and messages. Students will use the basic elements and principles of art. Students will be exposed to real-world projects by producing work for the school.

**General Objectives:** *Students will …*

1. Recognize and appreciate good design
2. Practice using the works-every-time layout
3. Learn the elements, principles, and theories of design
4. Learn about different layouts
5. Learn about type, color basics, and visuals

**Specific Objectives:** *Students will …*

* Know basic ameateur errors
* Produce an ad for Island School using the works-every-time layout
* Understand how the following elements affect design: space, line, shape, size, color, texture, and value
* Understand how the following principles affect design: focal point, contrast, balance, movement, rhythm, and unity
* Know the Gestalt theory
* Know where to put visuals and type for impact
* Know the basics of type
* Choose proper color to impact their design
* Work with photos and illustrations
* Produce a visually appealing products that convey a message

**Grading:**

Final grades are based on the following:

Participation/Conduct - 20%

Quizzes- 20%

Projects- 60%

**Conduct:** Each week students will get points, points will be subtracted for tardies or students not working on assignments

**Assignments:** Assignments not turned in on the due date will result in loss of points. If you need extra time then an email must be sent to me. A verbal notification will not suffice. Once the email has been sent and you have received an email back from me, you will have 3 extra school days to complete the assignment. Please see point system for late work below.

Assuming you have received a hundred percent. Late work will result in the following scores.

Week after due date: 89%

Two weeks after due date: 79%

Three weeks after due date: 69%

Etc.

**Policies:**

Students will follow all Island School rules outlined in the Student Handbook.

Tentative Schedule

We do not meet on ‘E’ days

|  |  |  |
| --- | --- | --- |
| Date | Lessons/ Content | Assignment |
| 11/28  (4 days) | Mon: Syllabus, Course Website, Google Classroom, What is design?  Tues: Research & Brainstorming  Wed: The works-every-time layout  Fri: Pixlr Tutorial | Participation: Sketches for Island School Ad |
| 12/5  (5 days) | Mon: Copyright  Tues: Work on project  Wed: Work on project  Thur: Work on project  Fri: Presentations | Project: Island School Ad |
| 12/12  (4 days) | Tues: Layout sins  Wed: Find example, label  Thur: Presentations  Fri: Quiz | Participation: Identifying layout sins  Quiz: Layout sins |
| 12/19  (2 days) | Mon: Type, Helvetica Movie  Tues: Helvetica Movie |  |
| ⅕  (2 days) | Thur: Color Basics, Pixlr Tutorial  Fri: Work on type composition project |  |
| 1/9  (4 days) | Mon: Work on type composition project  Tues: Work on type composition project  Wed: Work on type composition project  Thur: Presentations | Project: Type composition project  Quiz: Type & Color |
| 1/17 (Midterms)  (4 days) | Tues: Elements & Principles of Design  Wed: Work on participation assignment  Thur: Layouts  Fri: Work on initial logo, business card, and letterhead | Participation: Explaining elements and principles found in ad, webpage, magazine cover, etc. |
| 1/23  (3 days) | Mon: Work on initial logo, business card, and letterhead  Tues: Work on initial logo, business card, and letterhead  Thur: Work on initial logo, business card, and letterhead | Project: Business card & Letterhead |
| 1/30  (5 days) | Mon: Presentations  Tues: Visuals  Wed: Review  Thur: Introduce project, start sketches  Fri: Sketches | Quiz: Elements, principles, layout  Participation: Sketches for final project |
| 2/6  (4 days) | Work on final project | Participation: Rough Draft # 1, peer feedback |
| 2/13  (4 days) | Work on final project | Participation: Rough Draft # 2, peer feedback |
| 2/21  (4 days) | Work on final project  Thur: Presentations  Fri:Presentations | Project: Final community report due |
| 2/27 (Finals ) |  | Final Exam |