**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 projectWed: 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: PresentationsFri: Quiz  | Participation: Identifying layout sinsQuiz: 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 projectThur: Presentations  | Project: Type composition projectQuiz: 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 letterheadTues: Work on initial logo, business card, and letterheadThur: 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, layoutParticipation: 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 projectThur: PresentationsFri:Presentations | Project: Final community report due  |
| 2/27 (Finals ) |  | Final Exam  |