

GRAPHIC Design

HCC – Ybor City Campus
Course Syllabus

Instructor: Ryan Lowe

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Term: Fall Semester

Course Title: GRA-1111C Graphic Design

Course Description: This course introduces students to the basics of graphic design as a creative medium through use of the computer. File management, storage, and design software are explored.

Course Length: 14 weeks/55 hours

Classroom #: 207 (computer MAC Lab)

Pre-requisites: none

Course Objectives: The course is aimed to use microcomputers software applications as a form to solve graphic design problems. This course will give the students various skills, which they will be able to use, in order to become excellent problem solvers. This will be achieved through lectures, tutorials, homework assignments and examinations.

Grading Opportunities: A total of eight grading opportunities will be given along with participation: two (2) test (20% of final grade) and four (4) projects (60% of final grade). You will also be graded on class participation (20% of final grade)

Grading Criteria: Will be specific to each project. Please reference project briefs.

Grading Scale: 90-100 A, 89-80 B, 79-70 C, 69-60 D, 0-59 F

Classroom Policies

Late Work: Assignments must be in on the date identified in the syllabus and at the beginning of class. Late projects will not be accepted. Any deviation of this policy will be extremely rare and at the discretion of the instructor.

Attendance: This class will be taught as if running in an industry situation. A minimum of 82% (45 hours) of scheduled course hours are necessary in order to receive a passing grade in a course. Class begins on time. Students arriving 10 minutes late will be considered absent for the first part of the class (2hrs). Students leaving early without the instructor's approval will also accrue a ½ absence (2hrs).

Plagiarism: Plagiarism will not be tolerated and may lead to immediate expulsion from the class and/or college. Plagiarism includes taking words, ideas, or artwork from anyone else and presenting it as your own or not citing properly in accordance with APA or MLA style.

Food/Beverages: Food and non-sealed beverage containers are NOT permitted in any classroom, lab or studio.

Cell Phone: Cell phone usage is NOT permitted in any classroom, lab or studio.

Add/Drop: The first six (6) academic days (not including Saturdays, Sundays and holidays) of each quarter are designated as the Schedule Adjustment period. During this time, students may make registration adjustments (adding, dropping, or changing days/times of courses) without financial penalty.

Required Text(s): none, the instructor will bring in recommended books

Supplies: Note pad or sketch book, presentation boards, adhesive, CDs + standard kit. Specifics will be outlined in project sheets.

ADA Statement: Students or applicants who would like to request reasonable accommodations should contact the Student Services Coordinator for the school. Students with disabilities are encouraged to contact the Student Services Coordinator in advance of the quarter of study when accommodations are needed.

Saving Work: It is the student's responsibility to save his or her work to disk. Multiple copies should be saved and verified prior to leaving the classroom. The teacher is in no way responsible for the work saved on hard drives, nor is he/she bound to give an extension on work improperly saved. The hard drives will get purged regularly. Students are expected to back up all work. Loss, theft, computer failure, etc. are not acceptable excuses.

Syllabus Changes: Syllabus is subject to change at the instructor's discretion. Awareness of these changes is the student's responsibility.

Class Schedule: (below)

GRAPHIC Design

Class Schedule

Week 1

Student questionnaire, MAC basics, Individual meetings

Week 2

(HURRICANE)

Week 3

Basic Design
PDF creation | Raster Graphics
project.01: raster graphic project assigned
(Adobe™ Photoshop®)

Week 4

Vector Graphics
(Adobe™ Illustrator®)
project.01: mid point class critique: full comps
project.02: vector graphic project assigned

Week 5

Studio Time

Week 6

Page Layout
Typesetting Basics
project.01: **DUE class critique: raster graphic**
project.02: mid point class critique: full comps

Week 7 Mid Term

Intermediate Design
project.02: **DUE class critique: vector graphic**

Week 8

test.01: material covered up to this point
project.03: web site assigned
(Macromedia™ Dreamweaver®)

Week 9

Web Design
project.03: mid point class critique: idea: sitemap / wire frame / comps
Exercise: building a quick site

Week 10

project.03: mid point class critique: final: sitemap / wire frame / comps

Week 11

project.03: **DUE class critique: web site**

Week 12

project.04: media kit ~ web print final assigned

Week 13

test.02: Final cumulative test
project.04: mid point class critique: full comps

Week 14

project.04: **DUE class critique: media kit**

Final Remarks ~ "on freelancing as a graphic designer"