GDES 2230 Introduction to Graphic Design (4 credit hours)
Spring 2009 (January 7 – April 29)

<table>
<thead>
<tr>
<th>Wei Wang, Associate Professor of Graphic Design, Auburn University</th>
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<tbody>
<tr>
<td>E-mail: <a href="mailto:wangwei@auburn.edu">wangwei@auburn.edu</a></td>
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<tr>
<td>Web Site: <a href="http://www.courwaystudio.com">www.courwaystudio.com</a></td>
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<tr>
<td>Office: 223 Wallace Center</td>
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<tr>
<td>Telephone: 334.844.3386</td>
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<tr>
<td>Office Hours: 1:00 p.m. – 2:00 p.m. M, T, W, H</td>
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<tr>
<td>Class Meeting: 8:00 a.m. – 9:50 a.m. M, T, W, H</td>
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<td>Classroom: 117 Wallace Center</td>
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prerequisites

ARTS 1710, ARTS 1720, ARTS 1730, GPA 2.5 in GDES 2210 and GDES 2220.

texts

:: Photoshop CS5 for Windows and Macintosh (Visual QuickStart Guide)
:: Illustrator CS5 for Windows and Macintosh (Visual QuickStart Guide)
:: InDesign CS5 for Windows and Macintosh (Visual QuickStart Guide)

lab rules

- No food or drink
- No spray glue or fixatives
- No loud music
- No music file sharing
- No cell phones

class resource and shared folder

To access it from your desktop, click on “Go: Connect to Server” and enter the following as the server address: smb://cadc14, then select “INDD_Classes”, then “GDES_2230_001”. Use the “SHARED” folder to turn in your projects.

Note: To access this folder, you have to connect to the internet through VPN Client. Click here to download.

suggested readings

Design Basics Index, Communication Arts magazines, How magazines, Step by Step magazines, Print Regional Design Annuals, Art Directors Design Annuals, and Graphis magazine.

supply list:

- a book for thumbnails
- C-Taru grid ruler: At least 18”
- tracing paper: as needed
- X-acto knife and #11 blades: as needed
- broad nib marker pens - as needed
- drafting tape: as needed
• erasers- magic rub and kneaded
• pencils: as needed
• mounting boards as needed
• spray glue: as needed
• backup storage devices as needed: iPod / recordable CDs / Flash drive

course description

Design and layout, and image making procedures for creative problem solving in graphic design, emphasis on presentation, creativity and visualization.

course objectives

The objective of the course is to introduce the student to the process, techniques, basic terminology and concepts of the profession. The course challenges the student with tough assignments and rigorous grading.

To achieve success, the student is expected to approach the class with a serious attitude and a willingness to work beyond just doing what is asked. Graphic design is a very demanding and competitive profession, but for those who truly love it, the demands are well worth meeting and the rewards go beyond financial.

course requirements/evaluation

Assignments will be graded at specified times throughout the semester. Projects will be turned in along with pdf files documenting research and process (including scanned thumbnails and roughs) for each assignment at these times. An evaluation form will be given to you with a brief explanation of the grade. It will not be possible to pass this class without producing the required preliminary work. Your final grade will be an average of project grades plus consideration for attendance and for professional attitude (motivation, participation in class, preparation for class, presentation and craft). Criteria used will be the instructor’s evaluation of whether or not the projects submitted by the student fulfills the intent of the course and whether or not the project meets the professional standards set forth in class. Plagiarism will constitute an automatic grade of “F” on that project. Only work turned in on time may be revised after grading but no work will be re-graded however, all revised work will be taken into account in the final portfolio evaluation. In the event of a student not being able to complete all the course work on time, it is their responsibility to initiate a meeting with the instructor to discuss possibility of the grade of Incomplete (IN) being issued for the course.

<table>
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<tr>
<th>Grading Scale</th>
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<tbody>
<tr>
<td>A: 4.0</td>
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<tr>
<td>B: 3.0</td>
</tr>
<tr>
<td>C: 2.0</td>
</tr>
<tr>
<td>D: 1.0</td>
</tr>
</tbody>
</table>

1. Unusual and superior work that demonstrates excellent concept development, visual execution, and craftsmanship. Care is taken at all stages of the design process.

2. Above average work that is the result of good concept development, good visual development, and good craftsmanship. Care is taken at all stages of the design process. This grade may be given if the concept and effort are strong, but the final product falls short of ambition.

3. Average work. Adequately fulfills the requirements of the assignment. Ordinary concept and/or visual execution, minimal attention to craftsmanship, minimal investment in preliminary work.

4. Lack of concept, poor visual development, poor craftsmanship, inadequate investment in preliminary work.

Each project will be evaluated for: research, concept, process, execution, design, communication, typography, craftsmanship, presentation and attention to details.

Class critiques and individual student-teacher discussions give a strong projection of satisfactory and/or unsatisfactory performance on a daily basis. You are encouraged to meet with me at any time during the semester for a personal conference.

Although the projects will be of prime importance in determining the final grade, the following items should also be seen as significant factors:
1. Development and execution of the individual assignment within its specified limitations.
2. Ability to conceptualize.
3. Ability to verbalize objectively. (on one's own work in progress and on the work of others in class critique)
5. Professionally oriented attitude.
6. General sense of responsibility.
7. Self-motivation in research and problem solving.
8. Time management.

course policy

attendance

An effective environment in studio courses necessitates student-teacher contact as well as contact between students. It is evident that only those students attending class can benefit from critiques, lectures or exchanges which may become necessary in the course of a class meeting. It will be the policy in this class to allow 3 unexcused absences during the semester without penalty. However, each succeeding absence will incur a penalty of one letter grade from the final average — save your absences for unexpected events.

In this class, I will give many lectures and demonstrations. Missing one class day may cause you much more time and effort, so that I hope all of you can have perfect attendance in order to get the most from this class.

lates: if you come to class late, check with me, you may be marked absent. I will call the roll usually between 8:00 — 8:05 a.m. Three lates count as one absence.

excused absences

Students are granted excused absences from class for the following reasons: illness of the student or serious illness of a member of the student's immediate family, the death of a member of the student's immediate family, trips for student organizations sponsored by an academic unit, trips for University classes, trips for participation in intercollegiate athletic events, subpoenaed for a court appearance, and religious holidays. Students who wish to have an excused absence from this class for any other reason must contact the instructor in advance of the absence to request permission. The instructor will weigh the merits of the request and render a decision.

When feasible, the student must notify the instructor prior to the occurrence of any excused absences, but in no case shall such notification occur more than one week after the absence. Appropriate documentation for all excused absences is required. Please see the Tiger Cub for more information on excused absences.

deadlines

Each phase of the project is due on a specific deadline (see class calendar). Failure to turn in an assignment on that particular deadline constitutes the grade of F on that phase of the project. Personal absence will not excuse one's work from a deadline. (Have someone turn your work in for you if you can not attend class.)

Academic Honesty Policy

All portions of the Auburn University student academic honesty code (Title XII) found in the Tiger Cub will apply to this class. All academic honesty violations or alleged violations of the SGA Code of Laws will be reported to the Office of the Provost, which will then refer the case to the Academic Honesty Committee.

students with disabilities accommodations

Students who need special accommodations in class, as provided for by the American Disabilities Act, should arrange a confidential meeting with the instructor during office hours the first week of classes - or as soon as possible if accommodations are needed immediately. You must bring a copy of your Accommodation Memo and an Instructor Verification Form to the meeting. If you do not have these forms but need accommodations, make an appointment with The Program for Students with Disabilities, 1244 Halley Center, 844-2096 (V/TT) or email: scw0005@auburn.edu
GDES 3200 Introduction to Graphic Design
Spring 2008 (January 8 — April 29)

Wei Wang, Associate Professor of Graphic Design, Auburn University
E-mail: wangwei@auburn.edu
Web Site: www.onewaystudio.com
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class policy

prerequisites

GDES 2210, 2220 and portfolio entrance review.

objectives

The objective of the course is to introduce the student to the process, techniques, basic terminology and concepts of the profession. The course challenges the student with tough assignments and rigorous grading.

To achieve success, the student is expected to approach the class with a serious attitude and a willingness to work beyond just doing what is asked. Graphic design is a very demanding and competitive profession, but for those who truly love it, the demands are well worth meeting and the rewards go beyond financial.

attendance

An effective environment in studio courses necessitates student-teacher contact as well as contact between students. It is evident that only those students attending class can benefit from critiques, lectures or exchanges which may become necessary in the course of a class meeting. It will be the policy in this class to allow 5 unexcused absences during the semester without penalty. However, each succeeding absence will incur a penalty of one letter grade from the final average — save your absences for unexpected events.

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<tr>
<td>A</td>
<td>A+ 3.7</td>
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<tr>
<td>B</td>
<td>B+ 2.7</td>
</tr>
<tr>
<td>C</td>
<td>C+ 1.7</td>
</tr>
<tr>
<td>D</td>
<td>D+ 0.7</td>
</tr>
<tr>
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**suggested text books**

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:: Illustrator CS3 for Windows and Macintosh (Visual QuickStart Guide)
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