Spring Semester 2009

Graphic Design I: GDES 3250

Application of communicative procedures and skills necessary to convey messages by means of graphic presentation: problem solving in publication design, packaging, large format design, and layout etc. Development of student’s individual style and main potential. Course in this sequence may not be taken concurrently.

(4) STU 12 8 hours contact per week: 2 hours per day: 8-9:50 am. M-TH

(Pr: GDES major, GDES 2710, GDES 3200, GDES 3710 (History of Graphic Design) prerequisite ~ junior standing).

Text books and Resources:

Logo Lounge volume #3 (or #4) - by Bill Gardener, Rockport Press publisher (check Amazon.com).

Recommended: Forms Folds Sizes by Poppy Evans, Rockport Press publisher (check Amazon.com) ISBN # 13: 978-1-59253-054-0

* Please note that there are no particular “assigned readings” for this course. Your textbooks are for assigned for research reference as they may apply to your creative research.

Suggested Readings: Design Basics Index (highly recommended for design research), CA magazine, How magazine, Adobe Illustrator Quick Start Guide, Adobe Photoshop Quick Start Guide

Resources:

a book for thumbnails (7.5" x 10") Moleskine sketch book
C-Thru 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
colored pencils: as needed
color prints: as needed
mounting boards as needed
spray glue: as needed
Commercial paper (Red River Paper) 50 sheets of Prem Matte @ 13 x 19. weight: 47lb color: bright white item #: 1432

Suggested: CanoScan Lide 60 (or similar) portable USB scanner

Backup storage devices as needed:
high performance recordable CD's (700 MB): as needed to back up work
portable jump drive for daily back up is also recommended

Course Description:

Application of communicative procedures and skills necessary to convey messages by means of graphic presentation: problem solving in publication design, packaging, large format design, and layout etc. Development of student’s individual style and main potential. Course in this sequence may not be taken concurrently.

Course objectives:

To assemble a portfolio of three comprehensive graphic design projects in corporate identity.

Course content:

Students will execute three projects in corporate identity:

Project #1: Corporate identity design for a business featuring a stationery suite and business folder.

Project #2: Corporate identity design for a business featuring a stationery suite and advertising campaign.

Project #3: Corporate identity design for a business featuring a stationery suite and packaging for a commercial product.

Each project will be executed in an approximate 20 day class period. A mid-project critique and final critique is given for each project. No mid-semester for final exams are given in this course. Each project will be of equal value in grading with all three project grades averaged for the students’ final grade in the course.
Evaluation:

class critiques and individual student-teacher discussion 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. Portfolios will be due at the end of each assignment (see calendars). Your 3 assignments will be graded and averaged for your final course grade. Class attendance will be figured into your final grade for the course. **Grade form evaluations will be placed in your portfolios when returned to you. Your final grade will be formulated from the “average” of your 3 class projects for the course.**

*PLEASE KEEP YOUR GRADE EVALUATIONS PRIVATE.*

Each project will be evaluated for:

concept, typography, craftsmanship and attention to detail, design and composition, student responsibility, and research and thumbnails (process book).

**Basic criteria for evaluation defined:**

**Conceptual strength**

- well thought out, original and appropriate ideas and design approach for proposed stated objectives
- thorough research and justification for conceptual approach
- application of conceptual approach in a consistent manner throughout the project

**Design / composition**

- formal design approach that is appropriate for the stated client/project
- obvious understanding of the appropriateness of chosen symbolic imagery
- thorough research and justification for formal design decisions

**Execution and craft (includes both execution and presentation)**

- exhibition of mastery of all media used
- all final pieces presented appropriately
- attention to all details

**Research + thumbnails**

- responsible and professional attitude / meeting deadlines / initiative and selfmotivation
- productive and on schedule for the semester
Student responsibility

- attending class and meeting regularly with the instructor
- accepting of constructive criticism
- skill in verbal expression when presenting work and viewing other student work
- fulfilling the requirements and objectives set forth for each project

Grading scale:

A++ = 4.4  
A+ = 4.0  
A = 3.7  
B+ = 3.3  
B = 3.0  
B- = 2.7  
C++ = 2.3  
C+ = 2.0  
C = 1.7  
D+ = 1.3  
D = 1.0  
D- = .7  
F = 0.0

Course policy:

Lab rules:

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

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! PLEASE NOTE: STUDENTS MAY WITHDRAW (ALTHOUGH WITH A "W" ON THEIR TRANSCRIPT) UNTIL MIDSEMESTER (FEBRUARY 28th).
Lates:

If you come to class late check with me, you may be marked absent. I will call the roll usually between 8 - 8:05 a.m. **Three (3) lates equals one absence.**

Deadlines:

Each of the 3 course projects are due on a specific deadline for class critique. Failure to turn in an assignment without an official valid excuse (*see The Tiger Cub*) on a project due deadline constitutes the grade of F on that project.

Make-up policy:

*If there is a valid university excused absence you will be allowed to turn your work in late without grade penalty. Student’s with an official university excuse will have up to 3 class days to finish their assignment (after due date), without grade penalty. More than 3 days the grade will be recorded as “F” for that project.*

*If you can not turn in your work by the due date please send me an email to confirm your situation ([DugasR8@auburn.edu](mailto:DugasR8@auburn.edu)).*

Academic honesty policy:

All portions of the Auburn University student 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 Statement:

Students who need accommodations are asked to arrange a meeting during office hours the first week of classes, or as soon as possible if accommodations are needed immediately. If you have a conflict with my office hours, an alternate time can be arranged. To set up this meeting, please contact me by E-mail. Bring a copy of your Accommodation Memo and an Instructor Verification Form to the meeting. If you do not have an Accommodation Memo but need accommodations, make an appointment with The Program for Students with Disabilities, 1244 Haley Center, 844-2096 (V/TT).
Fall Semester 2008

graphic design I (4) STU 12
GDES 4240 (Pr: GDES major, GDES 2710, GDES 3200, ~ junior standing).

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**class period: 8 - 9:50 M,T,W,TH**

professor Ray B. Dugas  Wallace Center 224  phone: 844-3384
dugasrb@auburn.edu (1-2 day response to email) **office hours: M-TH 1 - 2:30**

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business plan format: use this outline for a one page creative plan letter