Graphic Design II

GDES 4250 • Spring 2009 • MTWH 1–2:50pm
Professor Heck: office 217 Wallace Center • heckdon@auburn.edu • 844-3386
10:30-11:30 MTWHF office hours and by appointment sign-up

Prerequisites
GDES major, GDES 3250 Graphic Design 1, junior standing.

Recommended texts
Geometry of Design: Studies in Proportion and Composition (Paperback) by Kimberly Elam
COLOR: messages and meanings book, by Leatrice Eiseman
Graphic Design A New History, Stephen J. Eskilson
Photoshop CS3 for Windows and Macintosh: Visual QuickStart Guide
Illustrator CS3 Visual Quick Start Guide
InDesign CS3 for Macintosh and Windows: Visual QuickStart Guide

The Auburn libraries (RBD and Architecture) are excellent resources for books on design. You are expected to use these resources for your research. Students are also urged to keep abreast of the following design periodicals: Print, LEE, Emigré, Eye, How, etc.

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. Courses in this sequence may not be taken concurrently.

Course objectives
• To assemble a portfolio that displays professionalism in terms of visual problem solving, concept development, and craft
• to learn to establish visual continuity and effective informational hierarchy in large format, multi-page, and self-promotional design projects
• to develop an awareness of professional design practices and the history of graphic design
• to further develop personal methodologies that aid in creative problem solving

Attendance
• Attendance in visual design studio is essential to derive the full benefit of instruction. Therefore, it will be the policy of this class to allow a maximum of four absences (excused or unexcused) for the semester. Any further absence will result in the reduction of your final average by one letter grade per additional absence.
• Three lates count as one absence, as does arriving at class unprepared.
• In case of an emergency, effort will be made to accommodate student needs; however, it is the student's responsibility to provide appropriate communication and documentation, and to complete all coursework on time, regardless of absences.

E-mail
heckdon@auburn.edu

I will respond to e-mail within two days, if possible. I may respond in person. I am always available via office hour appointments. Please use the provided signup sheet outside my office door.
evaluation
• You are expected to work in class.

• There is a direct relationship between the amount of work you do and the quality of your final projects. You will be expected to come to class with work that demonstrates significant improvement since the last class meeting.

• Your work should exhibit clear communication in both its visual and verbal components. For each project you will produce a bound book that documents your design process from preliminary brainstorming, through concept development, to final solution. Guidelines will be provided. Each process book will be turned in with its appropriate project and will receive an individual grade. The individual process book grades will then be averaged and this average will count as one project grade in the determination of your final grade.

• All projects will receive equal weight in the determination of your final grade.

• Evaluation of projects will be based on evidence of well developed concepts, effective visual execution, and excellent craftsmanship.

• Preparation of daily work and participation during critiques and class discussions will also affect your grade.

Grading
Each assignment will be graded individually after a general class critique. Projects will be returned with a brief explanation of the grade. Your final grade will be an average of individual grades plus consideration for attendance, professional preparedness, presentation, and craft.

Grade definitions
F Little or no work completed. Late work.

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

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

B 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.

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

Grading scale:

\[
\begin{align*}
A+ &= 4.4 \\
A &= 4.0 \\
A- &= 3.7 \\
B+ &= 3.4 \\
B &= 3.0 \\
B- &= 2.7 \\
C+ &= 2.4 \\
C &= 2.0 \\
C- &= 1.7 \\
D+ &= 1.4 \\
D &= 1.0 \\
D- &= 0.7 \\
F &= 0
\end{align*}
\]

Averaging the total number of grades to reach the final grade.
Graphic Design II

Academic Honesty:
The Student Academic Honesty Code applies to all students taking classes at Auburn University.

Students with Disabilities:
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 Haley Center, 844-2096.

Deadlines
A deadline will be set for each assignment. To receive a passing grade, the assignment must be complete at the time of the critique (including presentation). Any project complete on time may be revised. Any project not complying with the deadline will receive a grade of “F”, and may not be revised. (Personal absence will not excuse one’s work from a deadline. Again, if you are sick or absent the day of a critique, your project must be turned in even if you don’t attend the critique.

Final portfolio
You will submit a final portfolio on the next last day of class that consists of all projects and process books completed for the course.

Note
InDesign CS2 or CS3 will be used for the final assembly and output of all multi-page print projects in this class. Adobe Illustrator may be used for posters. Adobe Photoshop may be used for image manipulation only. Basic instruction on the use of software will be provided as needed. However, students are expected to acquire needed software reference books and actively pursue their own technical expertise. Software problems will not excuse late or inadequate work. It is also the student's responsibility to allow sufficient time for service bureau output. Printing problems will not excuse late work.
The following list of required materials is not complete. As the semester progresses other supplies may be needed depending on the specifics of the project.

**computer supplies**

1-500 MB or 1 Gig—USB removable storage device MUST BE MACINTOSH COMPATIBLE!
1-25 pack of recordable CD's

**texts**

*Geometry of Design: Studies in Proportion and Composition (Paperback)* by Kimberly Elam

*COLOR: messages and meanings book*, by Learrice Eiseman

*Graphic Design A New History*, Stephen J. Eskenazi


*Photoshop CS3 for Windows and Macintosh: Visual QuickStart Guide*

*Illustrator CS3 Visual Quick Start Guide*

*InDesign CS3 for Macintosh and Windows: Visual QuickStart Guide*

**basic supplies**

- tracing paper pad (for thumbnails), roll (for presentation)
- 12” or 18” clear c-thru red grid ruler
- tape (drafting / masking tape)
- 24” cork-backed metal ruler (both inches and picas)
- T-square and triangle rulers
- x-acto knife and at least 2 packs of #11 or #16 blades (get a bulk pack of 100 if you can)
- soft lead pencils / if you choose a mechanical pencil get an appropriate sharpener
- adhesives (rubber cement and thinner or repositionable spray mount)
- erasers (kneaded and white plastic)
- super black letramax board as needed
- Krylon Crystal Clear fixative as needed
- portfolio to store and organize projects
- 3-ring binder with clear acetate pages (8 1/2” x 11”) to organize handouts and research notes /or a flip and roll notebook
- black Crescent cover stock as needed

**presentation note**

All assignments will be presented on 15in. x 20in. black letramax board and flapped with tissue overlay and black Crescent cover sheet unless otherwise stated.
• The process book is a visual / verbal record of your design process, thinking, and effort.

• All documentation should be presented chronologically and neatly as single pages.

• Thumbnails, roughs, type studies, computer comps, etc. provide important evidence of the visual development of each project. However, written notes (brainstorming, research notes, critique notes, written responses to printouts, etc.) are essential indicators of the conceptual development of each project and of your thinking process. A process book lacking adequate written documentation will not receive a grade higher than C, regardless of its visual merit.

• Project deadlines apply to process books. Late work will not be accepted.

• Maintain your process book as you work on each project. Do not wait until the night before a project is due to organize its process book.

• Each process book will receive an individual grade. At the end of the semester, process book grades will be averaged and this average will count as one project grade in the computation of your final grade. This grade can help you or hurt you in borderline situations.

• As you have questions about this assignment, ask them. The process book should be a help to you, not a burden.

• Potential employers often ask to see evidence of your design process. Don’t throw your work away when the project or semester is finished.

What to include

• notes, lists, mind maps, bibliographic information, etc., from brainstorming and research

• annotated photos, photocopies, scans, samples, and other visual research

• thumbnail sketches / notes

• questions to ask in class

• roughs with evaluative notes (self generated, peer generated, critique generated)

• copywriting (notes, rough drafts, final draft)

• type studies / notes

• color studies / notes

• semi-comps with evaluative notes (self generated, peer generated, critique generated)

• anything else that enters into your design / thinking process
Graphic Design II

4 credits—Fall 2008 • MTWH 1–2:50 pm
8 contact hours per week

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10:30-11:30 MTWHF office hours and by appointment sign-up

Fall 2008

Attendance Policy:

Lab rules:
- No food or drink
- No spray glue or fixatives
- No loud music
- No cell phones

Students with Disabilities:
- 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).

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- I ______________ understand and agree to the above attendance policy for Graphic Design II.

- Your Signature________________

- Date____________
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☑ Your Signature_______________________

☑ Date________