



ARTS 104: Introduction to Graphic Design

SPRING 2015

Monday 11:30–13:10
Langford C205

SYLLABUS

Instructor

Anatol Bologan

abologan@arch.tamu.edu

Office hours:

Langford A 133

Tuesday-Thursday 3 PM to 4 PM

Required reading:

**Digital Foundations:
Intro to Media Design with
the Adobe Creative Suite**
Xtine Burrough, Michael
Mandiberg

Recommended reading:

Graphic Design Thinking
Ellen Lupton, Jennifer Cole
Phillips

**Graphic Design:
New Basics**
Ellen Lupton, Jennifer Cole
Phillips

Online resources:

www.wiki.digital-foundations.net

www.commarts.com

www.designobserver.com

www.smashingmagazine.com

Office hours:

College of Architecture,
Langford A133

Tuesday 3:00 PM - 4:00 PM

Thursday 3:00 PM - 4:00 PM

IMPORTANT:

You have to bring your own computer and licensed version of Adobe Creative Suite software in order to take the class. If you have any questions or concerns, please contact me.

Course Description

Introduction to the concepts and techniques utilized in graphic design; exercises in typography, use of color, understanding design principles and integrating them into complex and comprehensive design layouts. Students are expected to spend time outside of class to practice techniques and become familiar with Adobe Creative Suite.

Course Objectives

To understand the principles and process of graphic design, its philosophy, contemporary notions and techniques, and develop a unique voice through practice.

Course Format

Students are expected to be respectful during lectures, peer reviews, presentations, etc. Treat others professionally and cultivate a positive creative environment. Reading assignments should be read before class. Class discussion is essential to the learning process so participation will be part of the grade.

Course Schedule:

1. What is Graphic Design?

Exercise 1

Reading: Digital

Foundations chapters 1-2

2. Composition

Exercise 2

Composition and grid.

Reading: Digital

Foundations chapter 3

3. Typography

Exercise 3

Reading: Digital

Foundations chapter 4

4. Color

Exercise 4:

Colors and shapes

Reading: Digital

Foundations chapter 5

5. Parts and lines

Exercise 4 : Illustration

Reading: Digital

Foundations chapter 6

6. Working with Images

Project 1 Inspiration and

Discussion

Reading: Digital

Foundations chapter 7-8-9

7. The Design Process

Project 1 Update

Exercise 3 Design Challenge

Reading TBA

Attendance

Attendance to all class sessions is mandatory with points taken off of class participation grade for any unexcused absences. Late work will not be accepted without the consequence of a lowered grade.

Grading Policy

Student work will be evaluated based on following criteria:

1. Meeting project requirements and deadline.
2. Relevance of solution.
3. Uniqueness, creativity and experimentation.
4. Craftsmanship and presentation.

Grade Breakdown

Exercises	5 x 50	points
Creativity	200	points
Final Project	1 x 450	points
Class Participation	1 x 100	points
Total	1000	points

Grading Scale

A (1000-900) **B** (899-750) **C** (749-600) **D** (599-450) **F** (<450)

Deadlines will be clearly noted on eLearning and/or project printouts. It is your responsibility to keep track of when your work is due and ensure that you are clear on project expectations. All grades will be posted through eLearning.

Important Information

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact Disability Services, in Cain Hall, Room B118, or call 979-845-1637. For additional information visit <http://disability.tamu.edu>.

Course Schedule:

9. Designing Identity

Project 2 Inspiration and

Discussion

Reading TBA

10. Interactive Design

Project 2 Update

Illustrator Challenge

Reading TBA

11. Project 2 Due

Presentation and Critique

Final Project Assigned

Reading TBA

12. Color

Reading TBA

13. Going Beyond the

Principles

Final Project Inspiration and

Discussion

Reading TBA

14. Portfolio and exhibition

Final Project Update and

Review

*Schedule is subject to
change as the semester
progresses*

Plagiarism

As commonly defined, plagiarism consists of passing off as one's own ideas, work, writings, etc., which belong to another. In accordance with this definition, you are committing plagiarism if you copy the work of another person and turn it in as your own, even if you should have the permission of that person. Plagiarism is one of the worst academic sins, for the plagiarist destroys the trust among colleagues without which research cannot be safely communicated. If you have questions regarding plagiarism, please consult the latest issue of the Texas A&M University Student Rules, under the section "Scholastic Dishonesty."

Aggie Honor Code

"An Aggie does not lie, cheat or steal or tolerate those who do."

The Aggie Code of Honor is an effort to unify the aims of all Texas A&M men and women toward a high code of ethics and personal dignity. For most, living under this code will be no problem, as it asks nothing of a person that is beyond reason. It only calls for honesty and integrity, characteristics that Aggies have always exemplified.

The Aggie Code of Honor functions as a symbol to all Aggies, promoting understanding and loyalty to truth and confidence in each other. Upon accepting admission to Texas A&M University, a student immediately assumes a commitment to uphold the Honor Code, to accept responsibility for learning and to follow the philosophy and rules of the Honor System. Students will be required to state their commitment on examinations, research papers, and other academic work. Ignorance of the rules does not exclude any member of the Texas A&M University community from the requirements or the processes of the Honor System. For additional information, please visit: www.tamu.edu/aggiehonor

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