

Communication Design—VT 1300
Dixie State College — Department of Visual Technologies
Fall 2008 · Monday, Wednesday 1–2:15 p.m.

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Required Items: flash drive for transporting files, sketch pad(s) for brainstorming/creating thumbnails
Recommended Text: *Robin Williams' Design Workshop*, Williams/Tollett (Peachpit Press)

Course Description, Objectives, & Requirements

Students will receive an introduction to thought processes, practical considerations, and application of design principles and software including Adobe InDesign, Illustrator, Acrobat, and Photoshop. Emphasis will be directed toward the principles of electronic document construction, typography and design as they relate to publication layout—including display ads, newsletters and brochures. At the end of the semester, students will have gained the basic knowledge and skill to create these and other documents.

Study Requirements & Teaching Methods

Reading and study of the assigned texts, note taking, class participation and computer lab use is required. Class meets twice a week for 2.5 hours and will consist of hands-on, interactive instructor/student exploration of outlined course topics. The instructor will clearly present each session's software design issues prior to student participation and will be available to answer questions and provide assistance throughout. In-class written tests will be given. A reasonable amount of time will be given for completion of all assigned projects, although additional lab time will be required. If a student misses a class, it is the student's responsibility to get the notes or the assignments from a classmate.

Study Requirements & Teaching Methods

Grading is one component of my system of evaluation and feedback concerning students' progress. In *Communication Design*, as in most classes, student evaluation is based on a range of criteria including:

- A. Individual conferences reviewing student's work
 - 1. Mastery of basic skills
 - 2. Quality of work (craftsmanship)
 - 3 Execution of key notions and concepts
 - 4. Quality of ideas (creativity and originality)
 - 5. Progress and growth thus far in the semester (achievement of potential)
- B. Class time efforts
 - 1. Class and lab attendance
 - 2. Deadlines in this class are not flexible (just as they are not flexible when working with clients)
 - 3. Energy and effort put forth (and relation of that effort to the content of students' work)
 - 4. Class participation and interaction with other students

Grading

Final course grade is determined by averaging all projects and exams. Standard grading scale is as follows:

A • 100–94	B+ • 89–87	C+ • 79–77	D+ • 69–67	F • 59 or below
A- • 93–90	B • 86–84	C • 76–74	D • 66–64	
	B- • 83–80	C- • 73–70	D- • 63–60	

Please refer to the DSC website for drop/add and withdrawal procedures.

Take measures to ensure that cell phones do not interrupt class. Each disturbance results in a 1 point reduction in your overall grade.

Attendance, Absences, & Tardiness (Read this section twice!)

Consistent attendance is essential for the successful completion of this course. All students are expected to attend class regularly. The work is intensive and absence, for whatever reasons, may seriously affect your progress (and grade). A strong attendance record demonstrates a commitment to established goals. Each absence reduces your grade by three points until you get to five absences; more than five *unexcused* absences from this class, for any reason, will result in an automatic “F” for the class and no credit will be earned until the course is repeated satisfactorily. You are responsible for all material covered and assigned regardless of absences. You should obtain any missed lecture notes from a classmate and contact the instructor about any assignments. It is your responsibility to explain your absence to the instructor.

Students are expected to arrive on time for all classes. Any student arriving after the scheduled beginning time for class will be considered tardy and three such occurrences equals one absence for the course. Students arriving more than 30 minutes late will be counted as absent even if they attend the remainder of the class session. Students who consistently arrive on time should not have to wait for class to begin because others are chronically late. A similar policy will affect those who excuse themselves early.

Course Needs and Requirements for Fulfillment

Notebook for lectures
Sketchbook for developing initial ideas on paper
Flash drive for transporting class projects
2 Coursework Exams (written, closed-book, in-class)
Midterm Project
Comprehensive Final Exam
Final Project
Several coursework projects (daily class-participation grade)

Class Schedule *The course outline, projects and presentations are subject to minor changes with your interests in mind.*

Week One (27 Aug.)

Class: Introduction; description of course; discuss plans for semester

Week Two (3 Sept.)

Class: *Being A Graphic Designer*; design principles demo; discuss ads in design context; typography; pixel/vector differences

Week Three (8, 10 Sept.)

Class: Illustrator—Interface; palettes; menus; file formats; fonts; working with typography; primitive shapes, strokes, fills and gradients (Shapes)

Class: Illustrator—paths, points and curves; Layers (PenTool, Cat); assign Company Profile

Week Four (15, 17 Sept.)

Class: Illustrator—Pantone colors; work on Company Profile; assign Logo Design

Lab: help session/individual thumbnail critique/work on Logo Design

Week Five (22, 24 Sept.)

Class: Review for Exam One

Class: **Presentation and critique: Logo Design**

Week Six (29 Sept., 1 Oct.)

Exam One

Class: Go over results for Exam One

Class Schedule *continued*

Week Seven (6, 8 Oct.)

Class: Photoshop—Basics (interface, palettes, menus); resolution; file formats; tools; layers (Selecting)

Class: Photoshop—Modes; scans; cropping, enhancing, and retouching (Do-It-Yourself, Space Travel)

Week Eight (13, 15 Oct.)

Class: Photoshop—Duotones (Image conversions)

Lab: Photoshop (Gene W.—Before/After)

Week Nine (20, 22 Oct.)

Class: Finish all Photoshop projects not yet turned in; review for Photoshop test

Class: Photoshop—Competency Test

Week Ten (27, 29 Oct.)

Class: InDesign Basics (interface, palettes, menus); document set-up; file management; tools (Ad Project)

Class: More InDesign (text [import/entry/edit], links, typography); work on Ad Project

Week Eleven (3, 5 Nov.)

Class: **Presentation and critique: Ad Project** (Postcard Project)

Lab: Work on Postcard Project

Week Twelve (10, 12 Nov.)

Class: **Presentation and critique: Postcard Project** (Business Card)

Lab: Work on Business Card

Week Thirteen (17, 19 Nov.)

Class: **Presentation and critique: Business Card Project** (Final Project)

Lab: Work on Collaterals

Assign Final Project (assembly/modification/output of multi-element documents)

Week Fourteen (24 Nov.)

Lab: Work on Final Project

Week Fifteen (1, 3 Dec.)

Lab: Work on Final Project

Lab: Work on Final Project

Week Sixteen (8, 10 Dec.)

Classes: Review for Comprehensive Final Exam; **Final Project Critiques**

Finals Week (15–19 Dec.)

Comprehensive Final Exam