GRAPHIC DESIGN I

FACULTY INFORMATION

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GENERAL COURSE DESCRIPTION

FINA-S250 | Studio: KV 204 | *Use KV203 "The Design Center" as an alternative lab.*
Tuesdays and Thursdays from 1:15 – 4:15 P.M. Pre-requisite: D210

Graphic Design 1 is an introductory course that is primarily concerned with creating and managing visual forms (combined with type) to communicate meaning and values to influence an intended audience across a wide variety of media in informative, systematic, symbolic, intuitive, and sometimes provocative ways. The course is primarily concerned with equipping the students to learn about three aspects of the design process: i) ideation; ii) production; and iii) delivery.

In ideation, students give form to an idea through sketching and refining the idea which leads to the next step: production where they will use relevant techniques, methods, and tools necessary to realize their ideas in digital or physical forms. Finally, in delivery, students learn not just how to present their work verbally but more importantly, how to "package" their ideas into a presentable format, both digitally and physically. The broad scope of graphic design through developing applications of design knowledge as a process, supplemented by lectures, class discussions, readings, peer learning, and computer assisted learning (YouTube and other online tutorials) will be explored. **This is not a software course for Adobe Creative Suite.** Due to the pre-requisite for this course D210 or equivalent, you are deemed to have learned the skills necessary in using relevant the software.

COURSE OBJECTIVES

- Identify applicable elements and principles of graphic design for tackling specific design problems;
- Apply design concepts to informative or persuasive materials for an intended audience;
- Create graphic design projects using relevant tools: computer and other manual techniques;
- Solve problems in graphic design using relevant elements and principles of design.

ASSESSMENT COMPONENTS

A+ 100% - 98% | A 97% - 93% | A- 92% - 90%
B+ 89% - 87% | B 86% - 83% | B- 82% - 80%
C+ 79% – 77% | C 76% - 73% | C- 72% - 70% (Failing for fine-art majors)
D+ 69% - 67% | D 66% - 63% | D- 62% - 60% | F 59% - 0%

- Unless specified, all exercises/projects are due at the beginning of the class at a designated date and they can be turned in only on class days.
- **There will be no "make up" opportunities for missed projects/pop quiz/exercises unless you provide immediate documentation/notification within a week.** Exercises/projects that are more than a week late will not be accepted.

- The deadline will not be extended for any projects unless there are circumstantial factors that affect the progress of the course.
- Opportunities to earn extra credits are announced in class and full participation to fulfill the extra requirement must be fulfilled before the extra credit can be tallied and added towards/on top of the final score.
- Incomplete exercise/project will be marked down by a letter grade drop from the overall grade earned.

4 projects totaling 100 points (Rubric further elaborated in project/grade sheet)
1st project – 25 points
2nd project – 25 points
3rd project – 25 points
4th project – 25 points
Every project includes Participation with criteria such as:

- **Professionalism:** Conducts him/herself professionally; Demonstrates time management skills; Maintains communications with professor
- **Quality of Work:** Achieves satisfactory results for completing the project
- **Quantity of Work:** Works effectively and efficiently; tasks done in a timely manner; handles multiple tasks
- **Work Habits:** Prepared and being pro-active in approaching the tasks
- **Comprehension:** Seeks to/Understands the assigned duties and tasks
- **Reliability:** Job completion, ability to get things done, conscientiousness
- **Attitude toward work:** Enthusiastic and willing to perform duties and tasks
- **Dependability:** Punctual and reliable in attendance; completes assigned duties and tasks
- **Initiative:** Interacts will with others in the office; Being proactive; Exhibiting high levels of engagements
- **Leadership:** Demonstrates leadership abilities; Takes initiatives w/o being told

ATTENDANCE AND PENALTIES ASSOCIATED WITH TARDINESS

Attendance will be taken each class day; In order to be recorded as present: You must come to class: on time, prepared with materials, and stay for the entire period. **The professor will tolerate up to two absences and two tardies before your grade is affected. Two tardies constitute one absence.**
Leaving early (defined as before class officially ends) is considered tardy as well. The penalties are as follows**:**
3rd absence = $^{1/3}$ letter grade reduction in your final grade (e.g. An 'A' grade becomes 'A-') [one drop]
4th absence = $^{2/3}$ letter grade reduction in your final grade (e.g. An 'A' grade becomes 'A-' then 'B+') [two drops]
5th absence = Full letter grade reduction in your final grade (e.g. An 'A' grade becomes 'A-' then 'B+' then 'B') [3 drops]
6th absence = $1^{1/3}$ letter grade reduction in your final grade (e.g. An 'A' grade becomes 'A-' then 'B+' then 'B' and finally 'B-') [4 drops]
7th absence = $1^{2/3}$ letter grade reduction in your final grade (e.g. An 'A' grade becomes 'A-' then 'B+' then 'B' then 'B-' and finally 'C+') [5 drops]
8th absence equals an automatic failure of the course.

OTHER STANDARDS OF CONDUCT

- If you expect an interruption in your schedule, notify the professor in advance. A doctor's note or a note from your employer will be considered a legitimate reason to be late or missing from class.
- Sending a notification email or an employer/doctor's note does not exempt you from your obligations.
- Despite having the legitimate notes, you are still considered to have missed the class. Note that email notification is not considered a legitimate note, rather a professional behavior that is encouraged. Academically, it may be considered "buying" you extra time for a renegotiated due date with the professor. Unless agreed, turning in your project in absentia is not acceptable.
- If you show up after class started, you will be considered tardy. It is your responsibility to find out what you have missed. The professor is not obligated to repeat the delivery of course materials as missed information can be obtained from your classmates.
- At the end of class the room must be returned to order before you leave.
- Cellphones are not allowed during class sessions.
- Losing your work due to failed technology or media is not an excuse for late work as you are expected to develop an effective backup strategy for all your digital files.
- Avoid emailing during weekends and public holidays or during designated conference dates as the response time will be delayed.

IUS ACADEMIC DISHONESTY

The Student Code of Conduct prohibits activities and prescribes penalties for academic dishonesty. According to Indiana University Southeast Policy, adopted by the President's Cabinet and printed in the IUS Student Handbook, students found guilty of any form of academic dishonesty, including (but not limited to) cheating, fabrication, facilitating academic dishonesty, plagiarism, and collusion, may receive an F on the project and/or an F in their course(s) from the instructor and may be suspended from the university by the administrative action. Furthermore (where applicable):

- The work you submit for assessment in this course must be your own individual work (or of your group, if applicable).
- Works from other classes may not be turned in as a substitute. If violated, you may receive an F for the project.
- Submission in absentia is prohibited without prior arrangements. If violated, you may receive an F for the project.
- It is your responsibility to familiarize yourself with university and school policies and to uphold the values of academic integrity such as the Standards of Excellence for Fine Arts Students.

PROFESSIONAL-ISM: STANDARDS OF EXCELLENCE FOR FINE ARTS STUDENTS

- Students actively contribute to critiques and class discussions by offering thoughtful perspectives and constructive criticism.
- Students demonstrate curiosity and enthusiasm for the discipline and subject matter of study.
- Students are willing and active learners and researchers who seek information for building context and content for artistic practice, and engage in scholarly discourse relating to the discipline.
- Students are committed to continuous self-evaluation and personal improvement.
- Students respond analytically and proactively to assessments given by faculty, advisors, or others by making changes to address legitimate concerns.

▪ Students actively solicit feedback for purposes of making quality improvements to work and practice.

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YEAR OF THE ROOSTER

Year of the Rat	Year of the Ox	Year of the Tiger	Year of the Rabbit	Year of the Dragon	Year of the Snake
Year of the Horse	Year of the Sheep	Year of the Monkey	Year of the Rooster	Year of the Dog	Year of the Pig

Image source: https://www.travelchinaguide.com/intro/social_customs/zodiac/

According to the Chinese zodiac, 2017 is the year of the rooster. The zodiac is essentially a repeating cycle of 12 years with each year being represented by an animal and its attributes. In order, they are the rat, ox, tiger, rabbit, dragon, snake, horse, goat, monkey, rooster, dog, and pig. We will explore proportions and characteristics associated with theories by an Austrian zoologist, ethologist, and ornithologist, Dr. Konrad Lorenz who linked cuteness to evolutionary biology by proposing the concept of *kinderschema*, the set of traits that we identify as cute and adorable.

Applying Dr. Lorenz's baby schema of cuteness, create a coloring book jacket for the year of the Rooster. You may log on to amazon.com for ideas to title your coloring book. Components of the book jacket includes: front and back covers, the inside flaps (minimum 3") and a spine with relevant information.

Objectives:
- To expand the student's awareness to other areas such as human emotions in order to express the idea of cuteness within a given context.
- To work on layout, grid structure and compositional elements that deal with proportions to emulate the idea of cuteness for an intended audience.

Deliverables:
- A completed hard and soft copies of book jacket with an accompanying book, snugly fitted.
- Presentation images, showcasing your jacket with a background.

Grading Criteria (25 points)
- IDEATION: The ability to translate concepts covered in class (3 pts)
- PRODUCTION: Craftsmanship through tools and techniques (3 pts)
- DELIVERY: Quality of presentation in digital and physical formats (3 pts)
- Appropriateness/Uniqueness of solution (3 pts)
- Effective usage of either one more dominant or in various combinations of the principles of design such as alignment, balance, contrast, emphasis,

unity or repetition to aid in the effectiveness of the message for an intended audience (3 pts)
- Professionalism, Quality of Work, Quantity of Work, Work Habits, Comprehension, Reliability, Attitude toward work, Dependability, Initiative and Leadership (1 pt each, 10 pts total)

Schedule:

1/10 Tue	Projects explained. Answering questions about projects. Research for project ideas. 10 ideas before end of the class.
1/12 Thu	Ideation stage: 20 ideas expected before beginning of class. Be ready to discuss your ideas to expand upon them. Ideas refined the end of the class.
1/17 Tue	Ideation stage: Ideas finalized by the end of class. Apply idea to jacket. Continue working in class. Explore theme and motifs. Approval necessary from ideation to production.
1/19 Thu	Production stage/Delivery stage: Work in class to further revise, implement and execute your idea from production to delivery. Execute ideas on computer: choosing fonts, adding details, fine tune and tweak colors, add texture and other refinements where necessary.
1/24 Tue	Delivery stage: Work in class to finalize ideas. Approval necessary before proceeding towards the delivery stage. Readying work for final presentation. Shoot presentation images.
1/26 Thu	**Project 1 and presentation images due at the beginning of the class. Late work will not be accepted.** Class presentation. Design evaluation: What works? What failed? Project two assigned and explained. Groups assigned. 10 sketches due at the end of class on 1/31 Tuesday.

Reference:
Chinese zodiac: https://www.travelchinaguide.com/intro/social_customs/zodiac/

Why are things cute?: https://www.youtube.com/watch?v=Z0zConOPZ8Y

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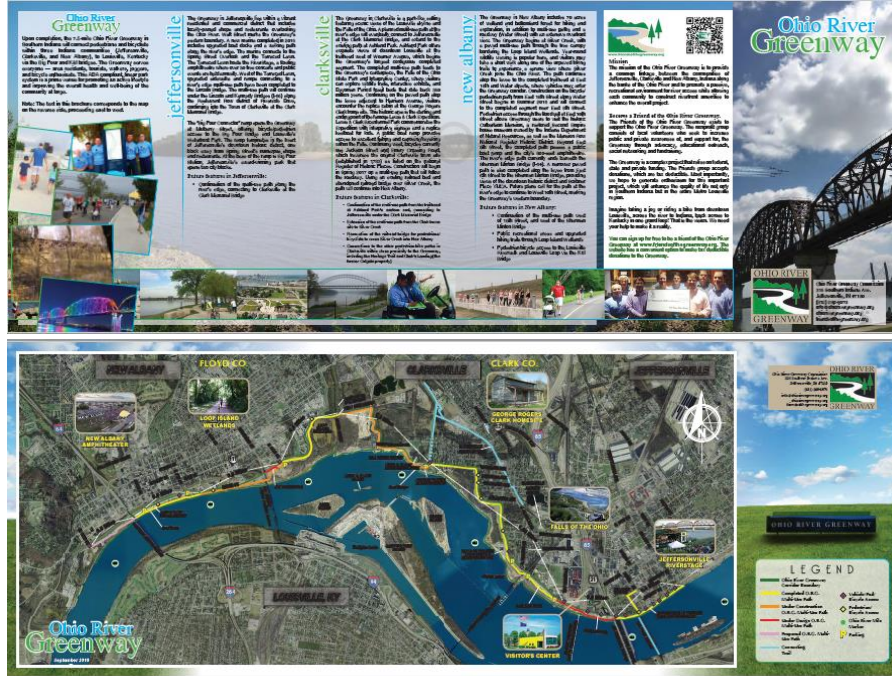## OHIO RIVER GREEN-WAY DEVELOP-MENT COMMI-SSION

Image source: Ohio River Greenway

Working with the project director for the Ohio River Greenway Development Commission (ORGDC), we will create an awareness campaign to redesign their current posters and brochure to reflect some new updates initially created in 2009 by then IUS Graphic Design Student Marie Billings. The intention of this display is to inform the general public about the Ohio River Greenway Project. This is also an opportunity to solicit for volunteers and donations. ORGDC owns 7 free standing poster and brochure displays and 1 wall fixture poster display in the following areas:

- Clarksville Library – 1 Free Standing Poster
- Jeffersonville Library – 2 Free Standing Posters
- New Albany Library - 2 Free Standing Posters
- Clarksville Town Hall – 1 Free Standing Posters
- New Albany City Hall – 1 Wall Fixture Poster
- Jeffersonville City Hall – 1 Free Standing Poster

Overall height of Poster Display 66",

Overall width 28" - Frame Size 22"x 28"

Each display must display a large map of the entire Ohio River Greenway and each community with their areas highlighted. As a community-based project, you are exposed to "Service Learning" which is a teaching and learning strategy that integrates community service to enrich your learning experience instills civic responsibility and communal strengthening through an active collaboration. We will form 4 groups of 4 students per group (depending on class enrollment). Each group becomes a small agency, with everyone divvying up their responsibilities accordingly. *There is an opportunity to earn extra credit for this course through this project. Refer to grading criteria below.*

Objectives:
- To inform the public by using information graphics and wayfinding
- To gain real world experience in collaboration with a real client as part of service learning is about connecting with the wider community where organizations and personnel operate.
- To manage the process of design in executing a campaign, including learning the necessary skills associated with presentation of ideas which includes systematic progressions of the design progress from sketches to finished product.

Deliverables:
- A Word-processed design brief.
- A completed hard and soft copies of poster with the possibilities to expand to three other posters.
- A completed hard and soft copies of a two-sided, multi-folded brochure
- A research poster for the 13th Annual IU Southeast Student Conference to be held on April 21, 2017 if you choose to earn the extra credit by a specified date.

Grading Criteria (25 points):
- IDEATION: The ability to translate concepts covered in class (3 pts)
- PRODUCTION: Craftsmanship through tools and techniques (3 pts)
- DELIVERY: Quality of presentation in digital and physical formats (3 pts)
- Consistency of theme and motifs throughout (3 pts)
- Effective usage of either one more dominant or in various combinations of the principles of design such as alignment, balance, contrast, emphasis, unity or repetition to aid in the effectiveness of the message for an intended audience (3 pts)
- Professionalism, Quality of Work, Quantity of Work, Work Habits, Comprehension, Reliability, Attitude toward work, Dependability, Initiative and Leadership (1 pt each, 10 pts total)

- **Extra credit:** A letter grade upgrade based on the final score of this project for participation at the Annual IUS student conference. For e.g. B+ gets upgraded to become A+. **Students must declare their intentions to participate and must register from Feb. 15 – Mar 20, 17.** The credit is only applicable upon successful completion of a research poster based on this campaign and an in-person presentation on April 21, 2017. Based on the progress of the project, deadline for grade submission, and the decision of the client, you may also earn extra credit for working on the chosen design to be completed with the client.

Schedule:

1/31 Tue	Grade from project 1 returned. Ideation stage: 10 sketches due by the end of class. Brainstorming for main ideas. Research and refine ideas. Work in class based on ideas refined. Refining and approval for finalizing idea during ideation stage.
2/2 Thu	Work in class to turn ideas into digital layout. Work in class. Refinement. Critique. Approval necessary from ideation to production. Execute ideas on computer. Files necessary from the client to facilitate the next stage.
2/7 Tue	Ideas for campaign refined and approved. Simultaneously refine posters to ensure consistency in design direction and styles.
2/9 Thu	Delivery stage: Execute ideas on computer: choosing fonts, adding details, fine tune and tweak colors, add texture and other refinements where necessary. Layout brochure in InDesign and other relevant software. Work in class.
2/14 Tue	Production stage: Start printing of poster(s) or brochure in b/w and reduced size or by joining multiple sheets together for actual size to check for details and errors.
2/16 Thu	Delivery stage: Work in class to further complete project. One on one consultation. (Registration opens for participation in the student conference)
2/21 Tue	Delivery stage: Continue working in class. Prepare for both brochure and poster to be completed next week. Prepare slides presentation for client on 2/23 Thu
2/23 Thu	**Poster and mock-up of brochure due at the beginning of class. Late work will not be accepted.** Class presentation for the client. Design evaluation. What works? What failed? If you wish to earn an extra credit, you must declare your intentions to the professor and register online between the dates of Feb 15 – Mar 20. As this is a group project, the extra credit is individualized for each participating student but due to the similarity of the topic, there may be a limit to number of student participation.

References:
How to launch a successful fundraising campaign: https://upleaf.com/nonprofit-resources/online-fundraising/how-launch-successful-fundraising-campaign

Pentagram: http://www.pentagram.com/#/home

ORGDC - http://ohiorivergreenway.org/

13th Annual Student Conference: https://www.ius.edu/student-conference/

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PROTECT-ING OUR LOVED ONES

Image source: http://yeoh.com/index2.php?section=student&g=936

It is important that we place safety as a top priority not just for ourselves but also the ones we love. Practicing safer sex can reduce our risk of getting STDs. For this, graphic design can aid to raise awareness and we will participate in a national condom design competition organized by One Condoms. (http://www.onecondoms.com/pages/one-design-contest-rules-regulations).

Submit your artwork by uploading your artwork. Due to the restrictions, you are not allowed to use stock photography or copyrighted images without necessary licensing. You are required to sign up in order to submit your contest. We will aim for the 2017 Contest 1 which has an entry period from Jan 1 – Mar 31, 2017 and the voting period is from Apr 1 – Jun 30. You must submit proof of submission for this project to be considered complete. You may explore more than one idea for submission.

Objectives:
- To exercise student's creative faculty in combining image and text to create a tongue-in-cheek message.
- To test student's ideas on a national level competition where peers, judges and the public vote over a period of time.

Grading Criteria (25 points)
- IDEATION: The ability to translate concepts covered in class (3 pts)
- PRODUCTION: Craftsmanship through tools and techniques (3 pts)
- DELIVERY: Quality of presentation in digital and physical formats (3 pts)
- Proof of submission (3 pts)
- Effective usage of either one more dominant or in various combinations of the principles of design such as alignment, balance, contrast, emphasis, unity or repetition to aid in the effectiveness of the message for an intended audience (3 pts)
- Professionalism, Quality of Work, Quantity of Work, Work Habits, Comprehension, Reliability, Attitude toward work, Dependability, Initiative and Leadership (1 pt each)

Schedule:

2/28 Tue	Grade from project 2 returned. Ideation stage: Project 3 assigned and explained. Research and work in class. 20 ideas in sketches expected before end of class period.
3/2 Thu	**CONFERENCE. Class postponed.**
3/7 Tue	Selecting a main idea to proceed from 20 ideas. Refinement for approval from ideation to production. Work in class. Ideas must be finalized before end of the class. You must use your own image/artwork.
3/9 Thu	Production stage: Work in class. Execute ideas on computer: choose appropriate fonts, add details, fine tune and tweak colors, texture, background, etc. You may explore more than one idea for submission. Production stage: Start printing your designs in b/w to check for details and errors.
3/14 Tue	Production stage: Approval necessary before submission of work. One on one consultation.
3/16 Thu	Delivery stage: Remember to register in order to submit your work.
3/21 Tue	**Project due at the beginning of the class. Late work will not be accepted. Proof of submission necessary to be deemed complete.** Project 4 assigned and explained. 20 sketches due on Tuesday 3/23 at the beginning of the class.

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SUSTAINABILITY WITH MINIMALISTIC PACKAGING

Image source: http://yeoh.com/index2.php?section=student&g=422

Big change begins with small steps. We will take on the issue of sustainability on a small scale. Instead of the usual rhetorical questions and condemnations, propose a solution that is both creative and practical which can bring about change in a consumeristic society. In a consumptive marketplace where consumers' interests can be heightened, your final project is about creating an environmentally "efficient" packaging through a minimalistic approach. By this, you are encouraged to use ample white space with succinct text and carefully cropped images. Your creativity in proposing a solution to minimize, reduce or reuse the packaging are tested and graded accordingly (refer to grading criteria below). Include a self-created logotype for a fictitious company. Refer to this site for some ideas: http://www.a2591.com/2010/12/minimalist-effect-in-maximalist-market.html

For starters, you will be randomly assigned an everyday object. Using this object as a product, you will create a packaging that will bring out the best feature of the object through clever usage of photographic images, relevantly attractive colors with persuasive and succinctly written copies of text to accommodate the product on a packaging. You are expected to use photographic skills, lighting, and relevant software to create a digital layout before producing a physical mock-up for the packaging. Information pertaining to the product such as its size, descriptions, features, bar codes, and manufacturer's contact must be included.

Objectives:
- To create an environmentally "efficient" packaging by considering sustainability as a driving core message in the planning and production through minimization, reduction or reusing to create a sustainable packaging design.
- To use photography primarily as a persuasive image-based message for the intention to "sell" the message to a targeted audience.
- To design and fabricate a structural design element that deals with three dimensionality (front, top, bottom, back and sides)

Grading Criteria (20 points)

- IDEATION: The ability to translate concepts covered in class (3 pts)
- PRODUCTION: Craftsmanship through tools and techniques (3 pts)
- DELIVERY: Quality of presentation in digital and physical formats (3 pts)
- Considerations for minimizing, reducing or reusing (3 pts)
- Effective usage of either one more dominant or in various combinations of the principles of design such as alignment, balance, contrast, emphasis, unity or repetition to aid in the effectiveness of the message for an intended audience (3 pts)
- Professionalism, Quality of Work, Quantity of Work, Work Habits, Comprehension, Reliability, Attitude toward work, Dependability, Initiative and Leadership (1 pt each, 10 pts total)

Schedule:

3/23 Thu	Grade from project 3 returned. Project 4 assigned. Project explained. 20 sketches due at the beginning of class. Presentation of ideas for feedback. Ideation stage: Research for ideas for refinement. Further refine ideas towards a final one.
3/28 Tue 3/30 Thu	SPRING BREAK (3/27 – 4/2) **20 sketched ideas due at the beginning of class on 4/4**
4/4 Tue	Ideation stage: Refinement of ideas based on feedback. Work in class towards a final idea.
4/6 Thu	Production stage: Explore flattened packaging in digital layout using Adobe Illustrator. Bring b/w copy and test prototype. Check for details (fictitious logotype, bar codes, content information, contacts, etc)
4/11 Tue	Production/Delivery stage: Print in b/w and test packaging.
4/13 Thu	Production/Delivery stage: Print in color and test packaging. Gather feedback.
4/18 Tue	Delivery stage: Final printing stage and project due next class.
4/20 Thu	Project 4 due at the beginning of the class. **Late work will not be accepted.** Class presentation. Design evaluation. What works? What failed? Discussions of how grades and artwork are returned.

Course contract and signature

I have received, read and agree to abide by the terms and condition of the Syllabus for S250 Graphic Design 1 as well as the Fine Arts Disposition Code (FADC). I, the undersigned, also acknowledge that information related to the course requirements have been explained by the professor and I understand that it is my responsibilities as a student to meet the requirements outlined and will accept the consequences if my choices and actions lead to the final consequences or outcome. I also give Professor Yeoh permission to use my work for future publications on web-based or print for purposes of promoting the Department of Fine Arts, School of Arts and Letters or the Indiana University Southeast, New Albany, Indiana.

Print name:

Student signature: Date: