

**COURSE SYLLABUS**

## ART 20204 – VECTOR GRAPHICS\*

## JRN 22303 –GRAPHICS\*

## ART 30104 – JUNIOR DESIGN STUDIO I\*

## ART 40104 – SENIOR DESIGN STUDIO I\*

\*This syllabus covers four courses taught concurrently with overlapping course outcomes and requirements.

# Fall 2016 August 22-December 8, 2016

Lecture: MW 11:30-2:10 | Lab: Integrated | ***Some class meeting days may be replaced by internet assignments.***

**Vector Graphics | ART 20204 | Graphic Design Studio Concentration | BFA Program |Art Department, School of Arts and Letters**

**Graphics | JRN 22303 | Communication Program, School of Arts and Letters**

**Junior Design Studio I | ART 30104 | Graphic Design Studio Concentration | BFA Program |Art Department, School of Arts and Letters**

**Senior Design Studio I | ART 40104 | Graphic Design Studio Concentration | BFA Program |Art Department, School of Arts and Letters**

# Professor: Benjy Davies, MFA Phone: 245-7372 | [bdavies@rio.edu](mailto:xxxxxxxxx@rio.edu) | Office: Fine Arts, Room 126

Office Hours: **8:30-1:30 Tuesdays, or by appointment.**

**THE BIG QUESTION**: How to use the programs creatively to create or enhance a portfolio of original print design.

Five Big Things to Learn:

* How to use the programs
* How to make professional original work with the programs
* How to distinguish good and bad work
* How to develop a personal style
* Understanding the field of graphic design

**COURSE DESCRIPTIONS**:

**Vector Graphics (ART):** This course will introduce the student to the basics of creating and manipulating vector graphics using Adobe Illustrator and Adobe InDesign. Students will use original and appropriated imagery to create original graphics. Basic principles of art and design will be emphasized, including type, page layout, image/type interaction, etc.

**Graphics (JRN):** Origins, development, and current uses of various forms of printing, type design and recognition, type harmony and legibility; copy fitting and layout fundamentals; introduction to color reproductions; trends in media typography; design of annual reports, leaflets, brochures, booklets, and other forms of communication.

**Junior Design Studio I:** Students will work independently or in small groups to create original graphics in a classroom lab setting. Regular critiques and discussions will help the student form their own design sensibilities. Lectures and demonstrations will expand the students’ knowledge of design software, typography, printing and reproduction techniques.

**Senior Design Studio I:** Students will provide professional design services to the University and the community. Projects will be selected by the instructor and students, and the faculty will supervise the design, production and delivery of completed work to the client. Students will refine and develop their professional portfolio and continue designing promotional material related to their career. Prerequisites: ART 30204 or permission of instructor.

**PREREQUISITES**: none

**CREDIT HOURS**: 4

**TEXTBOOK AND OTHER REQUIRED MATERIALS**: None

**PROGRAM OUTCOMES--**The following outcomes have been adopted for the degree program for which this course is required. Underlined outcomes are addressed in this course.

ART: Upon completion of the program, students will be able to:

1. Plan and install a professional exhibition of his or her work.
2. Demonstrate formal and technical proficiency in his or her area of study.
3. Document his or her work and experiences professionally, and engage in professional practice.
4. Explain the historical, cultural and conceptual aspects of his or her work.
5. Conduct independent research in the arts.

COMMUNICATION: Upon completion of the program, students will be able to:

1. Understand the relationships between communication theory and practical applications in everyday life, including within organizations and social relationships.
2. Understand the communication contexts among and between people, rhetoric, ethics and the media.
3. Understand how the media influences society, and society the media, and the influences of communication technologies upon those relationships.
4. Know the cultural impact of the media environment on the individual**.**
5. Have an awareness of the implications of information technology.
6. Have developed well-honed persuasive and presentational skills.
7. Have created a professional portfolio of communication materials (rhetorical, print, graphic design, and audio/video works all may be included) and successfully passed a senior exit interview.

**COURSE OUTCOMES:** The following outcomes have been adopted for this course. *All* *outcomes* listed below have direct relevance to course material. Upon completion of this course students are expected to demonstrate competence in these areas:

* Explain basic properties of vector imaging, including typographic terms, Bezier curves and operations, grouping, selecting of objects, layout and print terminology.
* Edit, adjust and manipulate vector-based graphics using a variety of techniques.
* Create elaborate vector illustrations using original and appropriate source material, and including clipping masks, effects, primitive shape combinations, and texture layers.
* Demonstrate formal awareness by creating work with radically different formal characteristics.
* Recreate example page layouts with little or no instruction.
* Plan, complete, and document a simple research project that results in a finished artwork suitable for gallery display, and that increases the student’s knowledge, abilities, and formal awareness.
* Create work in relationship to existing (famous) artwork.
* Create multiple page magazines using a consistent style with a variety of treatments within that style.
* Create a handmade magazine with all-original content.

**GRADING POLICIES/TESTING/ASSIGNMENTS/ATTENDANCE/EXPECTATIONS**

**Grade Components:**

Portfolio (50 points-see rubric)

Oral Exam (20 points-assigned by instructor)

Digital Portfolio/AQIP (10 points-see standard AQIP rubric, divide by 2)

Attendance, Effort, and Organization (20 points-see rubric)

Museum Visit: -5 points for non-completion

Exhibition Requirement : -5 points deduction for non-completion

**Total Possible: 100**

**93-100: A** | 90-92: A- | **87-89: B+** | 83-86: B | **80-82: B-** | 77-79: C+ | **73-76: C** | 70-72: C- **| 67-69: D+** | 63-66: D | **60-62: D-** | 0-59: F

**Exams:** One comprehensive oral exam for a grade, worth 20% of the final grade for the course. May be retaken upon request.

**Quizzes:** In-class quizzes will not be graded; will be used as an opportunity for students to test their knowledge.

**Grading Process:** At midterms and again at finals, each student will prepare a digital and print portfolio, and present it to the instructor. The student and the instructor will discuss the student’s progress, note areas of achievement and opportunities for growth. At the conclusion of this meeting, the student and instructor will agree upon a grade (either midterm or final).

**Assignments**

Logo design

Vector theory

Font anatomy

Illustrator tools

Clipping Masks

Layers and blending modes

Drawing tools, brushes

Typography

Typesetting

Font Classification and recognition

Type effects

Live Trace and Live Paint

Working with Bitmaps in Vector Files

Page Layout

Character and Paragraph styles

Page numbering

InDesign tools

Composition, balance, tension and other formal elements

Creativity

Self-instruction (tutorials)

**Projects-Depending on the course, you may be assigned (or choose) any number of the following projects. Other projects may be developed as the course progresses based on student interest and abilities.**

**Students enrolled in JRN 22303 must complete at least 6 projects, including the Art History Poster and the Zine.**

**Students enrolled in ART 20204, 30104, or 40104 must complete at least 8 projects, including the Art History Poster and the Zine.**

**Leaflet**

Students will design a leaflet or handout for an event, black and white, printed 4-up on letter sized paper.

**Bifold Flyer**

Students will design a bifold flyer, printed color, letter sized.

**Trifold Flyer**

Students will design a trifold flyer, printed color, letter sized.

**Logo and Identity Design**

Students will design a logo, letterhead and envelope for a real or imaginary company. Final comp will be printed at 11x17”.

**Poster-Type Only**

Students will design an original 11x17” poster advertising an event or product using vector graphics, including both type and illustration/images.

**Poster-Type and Image**

Students will design an original 11x17” poster advertising an event, product, using type and imagery.

**Poster-Abstraction**

Students will design an original 11x17” poster that is completely abstract.

**Poster-Art History**

Students will design an original 11x17” poster in the style of a famous designer.

**Vector Illustration**

*Students will design an original vector illustration, using a photographic reference, primitive shapes, drawings, or a variety of techniques. Although type may be included, this is an illustration, rather than a “design” project, and does not need to relate to any particular “client”. Final illustration should be printed at 11x17”.*

**Zine**

Students will write, illustrate, and design an original magazine. Magazine will be printed in black and white on a laser printer/copier. The magazine will by 8 pages long. The size of the magazine will be no more than 5.5”x8.5”. Staple binding is acceptable, but other bindings may also be used.

**Tutorial**

Students will complete a design tutorial, print a finished comp 11 x 17”.

**Magazine Copy**

Students will copy an existing magazine spread, print both the original and their copy at 11 x 17”.

**Newspaper Copy**

Students will copy an existing newspaper spread, print both the original and their copy at 11 x 17”.

**Additional projects may be cooperatively developed by the instructor and the students.**

**Etc. (free format as needed) :** If the majority of the students are finished early, one or more extra assignments will be added.

**Extra Credit Project(s):** Work for outside clients may be substituted for course assignments with permission of instructor

**Lecture, Lab and Assignment Information**: as above

**Classroom and Lab Behavior and Class Participation:**

It is expected that each student:

Always comes to class on time and ready to work

Completes all homework and projects on time

Helps other students and shares knowledge when working on projects

Undertakes challenging projects, and is willing to take risks

Leaves the workplace neat and clean and cleans up messes of others

Maintains a pleasant, enthusiastic attitude with other students, faculty and guests

Works outside of class at least 4 hours/week

**Attendance and Punctuality**

**Attendance**

* Attendance is mandatory.
* An excused absence is defined as “illness, family emergency, transportation emergency, professional conflict (job interview, etc.) or school-sponsored student activities.”
* All absences, whether excused or not will result in grade reduction. Make up assignments may be requested to erase excused absences.

**Homework/late work**

* Homework will be assigned as necessary.
* Failure to complete homework will result in grade reduction.

**Classroom distractions**

* *No cell phones, facebook, youtube, email, or other non-instructional electronic distractions may be used during class.*
* The class will vote on a penalty or method for enforcing this policy. The policy will be posted in the classroom.

**Other Course Requirements:**

**General AQIP Requirements**

**EACH STUDENT MUST:**

1. **Submit a disk** of images or other documentation as specified by the instructor of the course. Images must be clear and professional, sized, adjusted and named correctly. Disks must be submitted on or before the first day of the last week of class, and reviewed by the instructor. *You must submit* ***one disk for each course*** *you are enrolled in.*
2. **Visit a museum** or commercial gallery, and submit an original 500-1000 word reaction paper, in Microsoft Word format to each instructor. *You only need to do* ***one museum visit per semester****, no matter how many courses you are enrolled in.*
3. Make an effort to **show your work**. This could take several forms—you could enter a juried competition, organize a group or solo show, complete a design job for a client, or get a commission. *You only need to complete* ***one exhibition/commission per semester****, no matter how many courses you are enrolled in.*

**Failure to complete these requirements will result in grade penalties. See grading worksheet.**

**Vocabulary:** included in course website

**ADA POLICY:** If a student wishes to be identified as having a physical, mental, or learning disability, that may or may not require reasonable accommodation(s), he/she must register with the Office of Accessibility.  These registered students should identify themselves to their instructors and provide a written statement from the Accessibility Office that indicates the appropriate accommodations.  The process of a student self-proclaiming the need for accommodation should occur as early in the semester as possible.  The Office of Accessibility phone is 245-7339 and is located in Rhodes Hall, Room 116, University of Rio Grande.

**FERPA:** The University of Rio Grande and Rio Grande Community College are committed to fully respecting and protecting the rights of students under the Family Educational Rights and Privacy Act (FERPA).  These rights generally include the right to inspect, review and seek amendment to the student's education records and the right to provide written consent before personally identifiable information from education records is disclosed.  Under FERPA, students have the right to file a complaint with the US Department of Education concerning alleged failures to comply with FERPA.  Please see the Student Records Confidentiality/Rights Under FERPA section of the Student Handbook for details and more information.

**ACADEMIC DISHONESTY:** Standard universitypolicies, as described in the Student Handbook, apply.

**WITHDRAWAL:** Standard universitypolicies, as described in the Student Handbook, apply.

**MIDTERM and FINAL PORTFOLIOS AND EXAMS**

At midterms, each student will meet individually with the course instructor to present her or his portfolio, and take the oral exam. The instructor and the student will evaluate the portfolio, the student’s attendance, effort and organization, and arrive at a midterm and final grade. Individual projects will not be given numerical or letter grades. Students who desire more feedback relating to course grading may request a preliminary grading meeting at any time.

**TOPICAL OUTLINE and/or SCHEDULE**

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| **Week** | **Monday** | **Wednesday** |
| **WEEK ONE** | Syllabus Quiz  Final Exam Review  Files and Folders,  **Lesson:** Illustrator Basics-Type and Shapes (BW Abstraction) | **Lesson:** Illustrator Basics-Four Square Project  **Lecture:** Part ONE of Oral Exam |
| **WEEK TWO**  **Projects you could do this week:**   * **Tutorial** * **Leaflet** * **Poster-Type Only** * **Poster-Type and Image** * **Poster-Abstraction** | Work Day-Review and work on projects. | **Project Due**  Critique  Review for Quiz One |
| **WEEK THREE** | NO CLASS-Labor Day | **Quiz One**  **Lesson:** Illustrator Basics-Vector Basics (Shape Tracing) |
| **WEEK FOUR**  **Projects you could do this week:**   * **Tutorial** * **Leaflet** * **Logo and Identity Design** * **Poster-Type Only** * **Poster-Type and Image** * **Poster-Abstraction** * **Vector Illustration** | Work Day-Review and work on projects.  **Lecture:** Part TWO of Oral Exam | **Project Due**  Critique  Review for Quiz Two |
| **WEEK FIVE** | **Quiz Two**  **Lesson:** Advanced Shape Manipulation (Hexapus) | **Lesson:** InDesign Typography  **Lecture:** Part THREE of Oral Exam |
| **WEEK SIX**  **Projects you could do this week:**   * **Tutorial** * **Leaflet** * **Bifold Flyer** * **Trifold Flyer** * **Logo and Identity Design** * **Poster-Type Only** * **Poster-Type and Image** * **Poster-Abstraction** | Work Day-Review and work on projects. | **Project Due**  Critique  Review for Quiz Three |
| **WEEK SEVEN** | **Quiz Three**  **Lesson:** InDesign Elements | **MIDTERM PORTFOLIOS DUE**  Review for Midterm Oral Exams |
| **WEEK EIGHT**  **Projects you could do this week:**   * **Poster-Art History** | **MIDTERM Oral Exams, Meetings and Grading** | **Project Due**  **MIDTERM Oral Exams, Meetings and Grading** |
| **WEEK NINE** | **NO CLASS-NEW YORK TRIP** | **NO CLASS-NEW YORK TRIP** |
| **WEEK TEN**  **Projects you could do this week:**   * **Tutorial** * **Leaflet** * **Bifold Flyer** * **Trifold Flyer** * **Logo and Identity Design** * **Poster-Type Only** * **Poster-Type and Image** * **Poster-Abstraction** * **Vector Illustration** * **Magazine Copy** * **Newspaper Copy** | Work Day-Review and work on projects. | **Project Due**  Critique |
| **WEEK ELEVEN** | **Lesson:** InDesign-Multi-page layouts  **Lecture:** Part FOUR of Oral Exam | **Lesson:** InDesign Page Numbering, Headers and Master Pages |
| **WEEK TWELVE**  **Projects you could do this week:**   * **Tutorial** * **Poster-Type Only** * **Poster-Type and Image** * **Poster-Abstraction** * **Magazine Copy** * **Newspaper Copy** | Work Day-Review and work on projects. | **Project Due**  Critique  Review for Quiz Three |
| **WEEK THIRTEEN**  **Projects you could do this week:**   * **Zine** | **Quiz Four**  Review and work on projects. | Review and work on projects. |
| **WEEK FOURTEEN**  **Projects you could do this week:**   * **Zine** | Review and work on projects. | **NO CLASS – THANKSGIVING BREAK** |
| **WEEK FIFTEEN**  **Projects you could do this week:**   * **Zine** | **FINAL Oral Exams, Meetings and Grading**  **FINAL (Digital) PORTFOLIOS DUE** | **FINAL Oral Exams, Meetings and Grading**  **FINAL (Digital) PORTFOLIOS DUE** |
| **FINAL EXAM WEEK**  **FINAL Oral Exams, Meetings and Grading** | **FINAL Oral Exams, Meetings and Grading** | **Wednesday, December 7, 11am-1pm**  **PRINTED ZINES DUE**  **Attendance Mandatory**  **Student Presentations** |

**Class will NOT be cancelled for instructor absence.** In the rare event that the instructor is not there, students are still required to come to the classroom and complete the day's assignments. If, and only if, the lesson in question is impossible to complete without the instructor, find a lesson that can be completed, complete a tutorial, make a piece of art, do research for an upcoming lesson, or rework an old assignment. Each student will be expected to show the instructor what work was conducted on the day in question.

**This is a tentative schedule only! We'll make adjustments as we go through the semester!**