

SYLLABUS

Art 225 Graphic Design I & II

Augsburg College Art Department

Week End College, Spring 2009

Instructor: Virgil Bolton

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Office: Office hours by appointment, Old Main 6

Description: this course will introduce students to the fundamentals of Graphic Design. Through lectures, demonstrations, hands-on projects, group critiques, and individual discussions, students will study the expressive use of text and image to convey a message and create unique, effective, and innovative graphic design solutions. Graphic Design II students will have higher expectations placed on their course work and will be expected to build on the skills they develop in Graphic Design I. Advanced students will also be expected to work more independently on individual projects of personal interest.

Objectives: the student who successfully completes this course will:

- + demonstrate an ability to produce successful 2D design work.
- + have improved ability to analytically critique designs.
- + gain a better understanding of the fundamentals of typography.
- + demonstrate proficiency in manipulation and presentation of text and images.
- + gain a better understanding of the methods used in page layout and design.

Textbook and materials:

- + no textbook required
- + sketching materials (pencils, erasers, sketchbook, tracing paper)
- + mounting materials (cutting tools, adhesive, mounting board)
- + digital storage (flash, cd, external hard drive, web storage, etc.)

Computers and software: although the instructor will be available to help with computer and software questions, students must be prepared to use online resources to answer their questions.

These resources include:

- + Help documentation included with each software title (the Help menu)
- + Adobe's website (<http://www.adobe.com>)
- + Augsburg's Student Technology page (<http://www.augsburg.edu/techdesk>)
- + Lynda.com (<http://lynda.com>)

Policies and procedures:

Attendance is mandatory. Information and demonstrations will be presented in class, often at the beginning of class. Lack of attendance will reduce your grade; missing a class will reduce your final grade one letter (i.e. from a B to a C). Arriving late and leaving early will count as 1/2 absence each.

Class time will be available to work on your projects however you will need to have access to a computer and software outside of class. Our classroom lab is the only full lab of computers that have all of the software we will be using in this course. In addition, there are two computers in the basement of Urness (Hall) and two computers in the Link Lab in Lindell Library that have the same software as our lab. Also, keep in mind this lab is used by other classes so plan ahead and check the room schedule.

Grading:

Assigned projects will be graded between 0.0 and 4.0. According to Augsburg College policy, number grades have the following definitions:

- + 4.0 achieves the highest standards of excellence
- + 3.0 achieves above basic course standards
- + 2.0 meets basic standards for the course

Projects will be evaluated on:

- + Execution (craft and presentation)
- + Creativity (originality, refinement/development, appropriateness, visual interest)
- + Accuracy (following/meeting the project requirements)
- + Verbal presentation

Expectations and standards will grow with each project. Your work must continue to develop and improve throughout the course. Late work will not be accepted. There will be no make-up work or extra credit.

Fine Arts: this course fulfills a Liberal Arts Foundation requirement in the Fine Arts. The Fine Arts are traditionally defined to include dance, music, theatre, and visual arts. Augsburg's Fine Arts departments are Art, Music, and Theatre. There is also an emerging Film Studies program.

These four disciplines engage very different realms of knowledge, sets of skills, techniques and modes of discourse, but all share a common goal of rigorous inquiry into the ways artistic expression can record, discover, and creatively express the truths of human experience. As a liberal arts foundation course in the Fine Arts, this course will examine the arts as creative expression of the human imagination through activities such as creation, historical study, and critical analysis.

Speaking: since this course fulfills the speech graduation skill, you will be speaking through critiques and presentations. You will be presenting your projects to the class and be evaluated on your speaking skills. You must pass this course with at least a 2.0 to receive credit for the graduation skill: Speaking.

Special Accommodations: to request academic accommodations due to a disability, please contact the CLASS Office (x1053) or the Access Center (x1749). If you have a letter from these offices indicating you have a disability which requires academic accommodations, please present the letter to me so I will be able to provide the accommodations that you will need in this class.

Course outline (may be adjusted depending on individual class requirements):

- + introduction, history, contemporary work
- + compositional studies
- + grouping principles and hierarchy
- + typography: letterform and text
- + grid systems
- + audience, message, result
- + multi-page document, booklet