



1. **ART 1273 | 21634 | 3 Credit hours | Graphic Design 1**
2. **Instructor Name: Mike Brown**
 - brownm@nsuok.edu
 - 918-207-7898
3. **Course Delivery Method:** Face to face 100%
4. **Class Days / Meeting Times:** Tuesday / Thursday 9:30am – 12:00pm
5. **Course Prerequisites and/or Co-requisites:** ART 1173 Computer Applications and ART 1233 2D Design and ART 1253 Color
6. **Catalog Description:** An overview of graphic design history, visual principles, and tools used by graphic designers. Analysis and production of designs for varying media.
7. **Course Purpose / Goals:** Student will learn basic terminology and graphic design principles. There will be an introduction to the fundamentals of graphic design that lead to the discovery and comprehension of the visual language. Form, balance, structure, rhythm, composition, color, and harmony are studied in this course. Various media and software will be used. Foundation laid for advanced courses in design.
8. **Student Learning Outcomes:** In order to develop your skills in designing an identity system you will be expected to achieve the following objectives. 1. To become familiar with basic principles and terminology in graphic design. 2. To develop basic skills using tools and theory used in traditional hand skills and computer. 3. To learn terminology necessary to communicate concepts and theory in graphic design and typography. 4. To create computer based projects using Adobe software. This is not a computer applications class. The Adobe applications will be use to support your basic design projects only. 5. Using shape, space, line, size, scale, value, color, texture and typography. 6. Study the Graphic Design movements throughout history.
9. **Instructional Methods / Strategies:** The main instructional strategy is lecture, discussion, and the introduction of exercises that will require you to develop skills in visual communication. Additional instructional methods include, but are not limited to, the following: lectures, group discussion, display examples, guest lectures, and general instructional comments during working sessions. Course assignments, documents, notes and materials will be posted on Blackboard. Students should check Blackboard daily, download relevant materials, print documents and bring them to class. Students are also required to keep their Blackboard contact information updated, as class communication will occur through blackboard.
10. **Learning Outcome Assessment Methods:** In class assignments and Critiques, Presentation
11. **Instructional Materials:** (not required) Recommended Reading: Design Magazines.

MATERIALS LIST: • 3 Ring Binder • Sketchbook should be at least 7.5 by 10 inches for ideas and journal assignments.
• Sharpie Markers • USB Removable Drive for storing computer files and handing in assignments

12. Grading Policy / Scale: Due date will be given on all assignments and must be met for full credit potential. Work is graded by total points averaged against a 100 point scale. Points for projects are awarded as follows:

80 – 100 – Exceeds Criteria | 70 – 79 Meets project specs and criteria | 1 -69 Does not meet specs nor criteria

All grades will be averaged to arrive at your final grade. You must attend the entire course and submit, in proper form, examples of all the course assignments to be credited with the course.

13. Class and Instructor Policies:

- All coursework must be created by you within the time-frame of the class
- Work containing nudity, profanity, stereotypical/degrading images of a racial or sexual nature will not be accepted
- Profanity in the classroom will not be tolerated.
- Electronic devices must be turned off during lecture and critiques. (i.e. cell phones, music devices, etc.)

Compliance: by enrolling in this class, you agree to comply with the policies and procedures as outlined.

Notice of Right to Retain Student Work: The NSU Art program reserves the right to retain certain selected examples of student work for teaching purposes and as a part of its permanent collection.

14. Academic Policies / Required Information

Please go to <http://offices.nsuok.edu/academicaffairs/SyllabiInformation.aspx> for required information pertaining to:

- Academic Misconduct
- Americans with Disabilities Act Compliance
- Behavior Intervention Team
- Inclement Weather/Disaster Policy
- Release of Confidential Information
- Student Handbook
- Teach Act
- Textbook Information
- Title IX

15. Class Calendar with Assignment Due Dates:

- August 21, 2017 – December 15, 2017
- Due dates for specific assignments will be given during class.
- All assignments are due at the beginning of the class period on the due date indicated when the assignment is given.
- Late work is NOT acceptable.
- If a student is absent on the due date, arrangements must be made with instructor by class time.