



# NORTHEASTERN STATE UNIVERSITY

College of Liberal Arts | Department of Art | SPRING 2018

ART 2173 | CRN 31593 | 3 CREDITS | GRAPHIC DESIGN II

**Instructor Name:** Mike Brown

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918-207-7898

**Course Delivery Mode:** Traditional | Face to Face

**Class Days / Times:** T TH 9:30 – 11:50 AM

**Course Prerequisites and/or Co-requisites:** ART 1233, 1253, 1173, 1273.

**Catalog Description:** Advanced production of designs for varying media using professional graphics software. Problems dealing with traditional print design as well as introduction to web design.

**Course Purpose / Goals:** Graphic design is the art of visualizing ideas. This course is based and expands upon the basic visual principles and tools introduced in 2D Design & Graphic Design I. As you further explore the interaction of text and image, you will broaden your visual design thinking through the process and production of various assignments dealing with modern reproduction techniques.

**Student Learning Outcomes:**

- Utilize knowledge of and exposure to contemporary design issues and graphic design history in design solutions.
- Expand proficiency in all aspects of the design process, including creative brainstorming, conceptualizing, critical thinking, collaboration, and presentation.
- Learn by the analysis of problems and possible solutions using composition, typography, images and space.
- Identify and creatively approach a wide variety of design problems, with a focus on enhancing typographic skills and general design proficiency.
- Develop independence and exercise personal creativity and conceptualization in graphic design.
- Develop the skills necessary for the effective use of the computer as a design and information tool, with an understanding of production and output processes used in the business world.
- Develop the ability to discuss and defend you own work and exercise critical thinking in the examination of others work
- Learn how to create professional quality design. Considering type, color, and layout as well as limitations of the client.

### **Instructional Methods / Strategies**

The main instructional strategy is the introduction of exercises, assignments and quizzes that will require you to develop skill in operating the hardware and software used by art & media professionals. Additional instructional methods include, but are not limited to, the following: team projects, group discussion, display examples and general instructional comments during working sessions. Group and individual critiques may be employed at various stages of each assignment for the purpose of training students in developing the important verbal skills of explaining the reasons behind their solutions.

- Course assignments, documents, notes and materials will be posted on Blackboard.
- Students should check Blackboard often to download relevant materials, and print documents for reference.
- Students are also required to keep their Blackboard contact information updated as class communication will occur through blackboard
- Important information will be given out and discussed during class time. Regular attendance is very important since the majority of class time will be spent in lecture and hands-on demonstrations. Demonstrations may not be repeated.
- Additional outside of class time will be required to complete assignments.

### **Learning Outcome Assessment Methods**

- Due dates will be given on all assignments and must be met for full credit potential.
- Surveys, Quizzes, Tests, and Assignment Completion Rubrics are used to assess student mastery of the subject matter.
- All tests and quizzes must be taken on the scheduled day. Any missed quizzes can be taken the day of the final.
- Final Exam: see finals schedule.

**You must attend the entire course and submit, in proper form, all the course assignments to be credited with the course.**

**Instructional Materials:** Graphic Design Solutions, Robin Landa, 3rd Edition — ISBN 1-4018-8154-8

- Student should purchase a three ring binder and clear sheet protectors to create a reference notebook during the course.
- Sketchbook should be at least 7.5 by 10 inches for ideas and journal assignments.
- USB Removable Drive for storing computer files and handing in assignments
- Access to at least a 12x18 inch printer
- Sharpies fine and medium weight
- Number two pencils, ink markers
- Tracing paper, vellum, smooth Bristol board, black poster paper.

### **Grading Policy / Scale**

Work is graded by total points averaged against a 100 point scale. Points are awarded as follows:

- Work exceeds expectation and shows initiative 80 — 100 points
- Work only meets the project specs 70 — 79 points
- Work not meeting project specs 01 — 69 points

**Grading basis:** 80% design projects, quizzes, etc — 20% attendance and engaged participation in all class discussions, critiques, etc.

## Class and Instructor Policies

- **By enrolling in this class, you agree to comply with the policies and procedures as outlined.**
- All coursework **must be created by you** within the time-frame of the class
- Students **may not reuse work** previously turned in to another class
- Consider your instructor as the “client” in your assignments and projects.
- Solutions should reflect a professional manner.
- **Work that could be deemed in violation of sexual harassment policies in the workplace will not be accepted for grading.** (this could include pornographic and or stereotypical/degrading images of a racial or sexual nature)
- Profanity in the classroom will not be tolerated.
- **Electronic devices WILL NOT BE USED during lecture and critiques.** (i.e. cell phones, music devices, laptops, etc.)

**Students who enroll this course and have poor attendance and/or poor participation (as determined by the instructor) may be administratively withdrawn (involuntarily).** Students who are administratively withdrawn will be responsible for payment and repaying any financial aid received for the course or courses that must be returned to the provider. If you are concerned about your absences, progress, or success in a particular course, meet with your instructor immediately.

**Student Performance Activities:** (Attendance/Punctuality) regular attendance for the full class period is expected. Absences on key dates such as critiques, presentations or assignment hand-in days will severely affect your grade. Three unexcused absences will be considered excessive. Absences after 3 will drastically affect your grade.

**Academic Policies / Required Information** Please go to

<http://offices.nsuok.edu/academicaffairs/SyllabiInformation.aspx> for required information pertaining to: Academic Misconduct | American Disabilities Act Compliance | Inclement Weather/Disaster Policy | Release of Confidential Information | Student Handbook | Teach Act | Textbook Information | Title IX

**Class Calendar with Assignment Due Dates** Due dates for specific assignments will be given during class. All assignments are due on the due date indicated when the assignment is given. Late work is NOT acceptable and MAY BE ACCEPTED with a resulting grade reduction.

### **Notice of Right to Retain Student Work:**

The Art / Visual Communications program reserves the right to retain certain selected examples of student work for teaching purposes and as a part of its permanent collection.