

**Pellissippi State Community College
Master Syllabus**

**Digital Graphic Design 1
CGT 1105**

Class Hours: 4.0
Laboratory Hours: 0.0

Credit Hours: 4.0
Revised: Spring 2017

Catalog Course Description

A study of visual communications theory, creative problem solving techniques and concepts for graphic design. Portfolio development and review.

Prerequisites

ARTP 1010 and CGT 1030 and CGT 1950

Corequisites

CGT 1110

Textbook and Other Reference Materials

Textbooks:

Graphic Design Solutions by Robin Landa, most recent edition

Required Materials:

Xacto knife and #11 blades, metal ruler, adhesive (ATG tape),
mat board as specified by instructor, 8.5 × 11 and 12 × 18 laser writer paper,
Three-ring Binder with clear insert cover and 3-hole punch
USB flash drive or SDXC card (4 Gigabyte or larger)
Cloud server subscription (Google Drive)

Week / Unit / Topic Basis

1. Orientation: Course Structure; Defining Graphic Design; Reading List Assigned; Formal Elements of Graphic Design
2. Fundamentals of Graphic Design; Formal Elements of Graphic Design (Cont.); Design Development; Critique; The Principles of Design
3. Fundamentals of Graphic Design (Cont.); The Design Critique; Critique / Peer Evaluation; Working with Positive and Negative Space: Quiz Review
4. The Graphic Design Process; Research Strategy; Concept Formulation; Art Direction; Quiz #1; Design Development Project 1
5. Designing with Type; Design Development: Project 1; Fundamentals of Typography; Classifications of Type; Principles of Layout; Incorporating Grids; Presentation: Project 1 Critique/Peer Evaluation; Assign Project 2
6. Designing with Type (Cont.); Expressive Typography; Design Development Project 2
7. Logos, Symbols, Pictograms; Design Development: Project 2; Presentation: Project 2 Critique/ Peer Evaluation; Assign Project 3; Quiz Review

8. Visual Identity; Design Development: Project 3; Quiz #2; Individual Student Mid-Term Evaluations; Concept Presentations / Peer Evaluations / Project 3
9. Visual Identity (Cont.); Initial Presentations / Project 3; Design Development:
10. Elements of Effective Poster Design; Review Chapter 7; Design Development: Project 4
11. Book Jacket and CD Covers; Presentation: Project 4 Critique / Peer Evaluation; Assign Project 5 / Team Project; Design Development: Project 5; Quiz Review
12. Packaging and Shopping Bags; Design Development: Project 5; Initial Concept Presentations / Peer Evaluation; Quiz #3
13. Individual Team Critiques: Project 5; Design Development: Project 5; Final Team Critiques: Project 5
14. Presentation: Project 5 (Cont.); Final Exam Review
15. Final Exam Period

NOTE: This syllabus is subject to modification by instructor to best meet the educational progression of the students in this course.

Course Goals

NOTE: Roman numerals after course objectives reference goals of the Media Technologies —Communication Graphics program.

The course will

- A. Enhance student development of conceptual problem-solving skills. I, II, III, IV
- B. Guide the student toward an understanding of the scope and processes of graphic design. I, II, III, IV
- C. Expand the student's knowledge of designing within the imposed limitations of technology, budget, and client specifications. I, II, III, IV
- D. Direct student to develop presentation skills in written, oral and visual formats. I, II, III, IV
- E. Guide the student toward development of a professional graphic design portfolio. I, II, III, IV
- F. Encourage student to take design risks and reward experimentation. I, II, III, IV

Expected Student Learning Outcomes

NOTE: Letters after performance expectations reference the course goals listed above

The student will

1. Formulate creative strategies for effective visual communications.
(A,B,C,D,E,F)
2. Conduct and complete research as the basis for creative problem solving.
(A,B,C)

3. Understand the theoretical and applied processes of effective graphic design. (B,C)
4. Students will make oral presentations to the class articulating their individual and group design projects. (C,D)
5. Become familiar with the organizational structure, the ethical responsibilities, and the social context of the graphic designer in contemporary society. (B,C,)
6. Incorporate both visual and verbal concepts into effective forms of visual communication. (A,B,C,D)
7. Use digital media in the development of graphic design and finished art. (A,B,C,D,E,F)
8. Incorporate digital technology in creating portfolio pieces. (A,B,C,D,E,F)
9. Acquire an understanding of how to format and organize a professional graphic design portfolio. (D,E,F)
10. Present a professionally formatted portfolio of individual graphic design projects. (D,E,F)
11. Critically analyze graphic design using objective evaluation criteria. (B,C,D)
12. Demonstrate the capacity for risk taking as a creative problem solver. (A,B,C,F)
13. Demonstrate the capacity for both individual and team project development. (A,B,C,F)
14. Actively work as part of a design team to develop their interpersonal and conflict resolution skills. (A,B,C,F)

Evaluation

Testing Procedures: 30% of Grade

3 Quizzes 15% (5% each)

Final – 15%

Students will be tested on material from reading assignments, lectures, class handouts, etc. (Missed tests or quizzes may not be made up without instructor approval.)

Laboratory Expectations:

Students will find it necessary to spend additional time in the Macintosh lab in order to successfully complete assignments.

Field Work:

None

Other Evaluation Methods: 70% of Grade

Portfolio: 55%

Students will submit a project portfolio. Evaluation criteria will include: research, visual/verbal concept, art direction, teamwork, and presentation.

Notebook: 5%

(3 ring binder) of copy and design from ad specimens

Participation 10%

(in-class exercises, role-playing and teamwork)

Grading Scale:

The final grade will be calculated from the factors as mentioned above and will be evaluated on a standard scale.

A 92–100 | B+ 89–91 | B 82–88 | C+ 79–81 | C 72–78 | D 65–71 | F Below 65

Policies**Attendance Policy**

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of Academic Affairs, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of Academic Affairs.

Academic Dishonesty

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:

- Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
- Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
- Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one's own work.
- Taking an exam for another student.
- Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
- Any of the above occurring within the Web or distance learning environment.

Please see the Pellissippi State Policies and Procedures Manual, Policy 04:02:00 Academic/Classroom Conduct and Disciplinary Sanctions for the complete policy.

Accommodations for Disabilities

Students that need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class

or in her or his office. Students must present a current accommodation plan from a staff member in Disability Services (DS) in order to receive accommodations in this course. Disability Services (<http://www.pstcc.edu/sswd/>) may be contacted via Disability Services email or by visiting Alexander 130.

Other Policies

CGT Program

Roll

Roll will be taken at the beginning of the class period. Three days being tardy will count as one absence. In the event that you are late, be sure to have the instructor mark you present. Leaving class early without prior approval from the instructor is not acceptable.

Make-up Work

In the event of an absence, students must use their own initiative to secure lecture notes, assignments, and other information that might have been covered during the class period.

Cell Phones

Please make sure all cell phone ringers are turned off during class periods. Taking or making calls during scheduled class time is not appropriate unless the instructor has prior knowledge of a critical or sensitive situation that may warrant an immediate response.

Internet

Checking e-mail or surfing the web during class is not an appropriate use of scheduled instructional time unless it relates to a specific assignment for this class.

Music/MP3 players - Listening to music or any recorded material not specifically related to subject matter being taught in this class is not appropriate during scheduled class time.

Lab Usage

Please remember that the Pellissippi State's policy states No Food or Drink in classrooms. That policy is especially important in computer labs. Our Mac labs are the best in the region—keep them clean!