Course Description
This course offers students further exploration of concept development and the language of symbols combined with further exploration into the aesthetic issues of type. Emphasis will be placed on content, form, and technique for effective use of graphic design and typography in ads, posters, newsletters, desktop publishing, and other visual communications.

Statement of Prerequisites
ART 1110, ART 2122, ART 2122 Digital Design I, and a working knowledge of Adobe CS6 or CC.

Goal
Graphic Design 1 is a continued comprehensive introduction to the medium of visual communication design. The focus of this course is demonstrating how key elements and principles of design are used to communicate clearly and memorably through imagery and type.

Outcomes
Upon successful completion of this course, you will be able to:
1. Effectively combine conceptual and creative abilities in using imagery and type to communicate visually and verbally through the integration of form and meaning.
2. Successfully execute a design research process of problem solving, brainstorming, and iterations, ending in a finished visual design.
3. Demonstrate increased technical facility in using various hardware and software to design and produce graphic works, such as Adobe Photoshop, Illustrator, and InDesign. (This also includes low tech and hand tools too.)
4. Critically analyze visual media.
5. Present your own work and critically analyze your work and the work of your peers.
7. Appreciate aesthetic and creative activities.

Methodology:
Students will complete a series of assignments that build up to a final project that is the culmination of the skills learned during the course. Students will also practice critical thinking in the presentation of their own work, conducting self-critique, and critiquing the work of their peers.

The course is primarily studio and project based with additional reading and writing assignments. The hands-on focus of doing design will be supplemented with lectures, discussions, demonstrations, and critiques. At least once during the semester, individual conferences will be held to discuss each student’s progress.

Casper College may collect samples of student work demonstrating achievement of the above outcomes. Any personally identifying information will be removed from student work.

Warning – Workload
This course requires time outside of class time per week to complete assignments. A major component of the class is participation (attendance, discussion, readings, writings, and personal exploration).

Course Objectives
Upon completion of this course, students should be able to:
1. Solve creative problems related to the design process.
2. Demonstrate, in work created for class, knowledge of the elements and principles of design.
3. Use the computer hardware and software as effective tools for problem solving, exploration, and the creation of a final graphic design product.
4. Develop solutions to design problems that go beyond the most obvious.

Required Text
Graphic Design School: The Principles and Practice of Graphic Design
Paperback: 208 pages
Publisher: Wiley; 5th Edition
(August 26, 2013)
ISBN-10: 1118134419
Evaluation Criteria

You will be expected to attend all classes and lectures, complete all assignments, and participate fully in classroom discussion. Each assignment will include a specific grading rubric. From an overall perspective, assignments will be evaluated on concept, process, outcome, technique, and utilization of design principles. Graphic design 1 students will be evaluated on all criteria at an introductory level.

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Concept

Concept reflects the strengths and weaknesses of your ideas for each assignment. The qualities of your ideas are reflected in the visual statement of your ideas. The slickest visual design cannot replace the lack of strong concepts that drive your rationale for your use of type, image, line, color and form, etc. Your use of these design elements is measured against the stated aspirations of your concept and the appropriateness to the requirements of the assignment or design challenge.

Process

Concepts rarely arrive fully formed. Ideas require a research process of exploration and trial and error to develop into mature finished work. What range of idea development did you use in creating effective work? Did you take risks? Assessment of your process will be judged by the aggressiveness and depth spent in development through written statements, rough sketches, mock-ups or comps, and any other collateral materials.

Technique

The technique score reflects the craftsmanship, exactitude, and neatness with which the final product is executed. This includes the appropriate and skillful use of technical software to achieve the final product.

Design principles

Your adeptness at thoughtfully employing design principles and spatial relationships will also be assessed.

Outcome

The outcome score reflects assessment of the finished product, which is the sum of your entire process as applied to the particular assignment or design challenge.

Grading as follows

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90 - 100</td>
<td>Exceptional performance, effort and accomplishment beyond expectations.</td>
</tr>
<tr>
<td>B</td>
<td>80 - 89</td>
<td>Very good work, consistent effort and participation, full attendance.</td>
</tr>
<tr>
<td>C</td>
<td>70 - 79</td>
<td>Satisfactory work, average effort, good attendance.</td>
</tr>
<tr>
<td>D</td>
<td>60 - 69</td>
<td>Poor work, effort, or attendance.</td>
</tr>
<tr>
<td>F</td>
<td>0 - 59</td>
<td>Unacceptable work or excessive absence.</td>
</tr>
</tbody>
</table>

Plus and minus additions to the letter grades will be used to further differentiate the above. Late assignments will lose one letter grade if something is not presented during class critique, and one additional letter grade for each class period late—that’s TWO letter grades if turned in the following class after it is due. (Ouch!) Grades are not subject to negotiation. Art courses are rigorous academic courses and not an easy A.

Attendance

(Single most common cause of poor grade or failure of this class!!)

Attendance is very important and will reflect on your grade. You are allowed three (3) absences for any reason without penalty. On the fourth absence, you drop one letter grade for the course (ex. A to B). If you miss five of any combination of lecture or lab for any reason you will fail (ex. A to F). This is a result of missing too large of a
portion of the course to make up. You can fail a class due to lack of attendance alone. Three late arrivals (15 minutes or more) to class, count as an absence.

Materials

This is a basic list. Students may need to purchase other materials as projects dictate. All supplies do not need to be purchased immediately but as the need arises.

- Black cold press mounting board, black foam core board
- Hand production tools (ruler, x-acto knife or utility knife, tape, metal ruler)
- 1 jump drive (USB, 8 Gigs or greater) or a portable hard-drive.
- Blank CD-R disks to submit files.
- Sketchpad or binder with sketching ideas and brainstorming activities.
- Some kind of binder to turn in sketches, written statements, and any other pertinent collateral gathered during the research process.
- Clear page sleeves 8.5x11.

Note: Your final project will require additional materials depending on the format you choose to present your work – mattes, mounts, frames, book materials, etc.

Class Policies:

Last Date to Change to Audit Status or to Withdraw with a W Grade: (College deadline or yours, if different) (Your attendance policy, exam, homework, assignment make-up policy, anything particular to your class)

Student Rights and Responsibilities:

Please refer to the Casper College Student Conduct and Judicial Code for information concerning your rights and responsibilities as a Casper College Student.

Chain of Command:

If you have any problems with this class, you should first contact the instructor to attempt to solve the problem. If you are not satisfied with the solution offered by the instructor, you should then take the matter through the appropriate chain of command starting with the Department Head/Program Director, the Dean, and lastly the Vice President for Academic Affairs.

Academic Dishonesty:

(Cheating & Plagiarism) Casper College demands intellectual honesty. Proven plagiarism or any form of dishonesty associated with the academic process can result in the offender failing the course in which the offense was committed or expulsion from school. See the Casper College Student Code of Conduct for more information on this topic.

Official Means of Communication:

Casper College faculty and staff will employ the student's assigned Casper College email account as a primary method of communication. Students are responsible to check their account regularly. This is also where you will find course evaluation links during course evaluation periods.

ADA Accommodations Policy:

If you need academic accommodations because of a disability, please inform me as soon as possible. See me privately after class or during my office hours. To request academic accommodations, students must first consult...
with the college’s Disability Services Counselor located in the Gateway Building, Room 344, (307) 268-2557, bheuer@caspercollege.edu. The Disability Services Counselor is responsible for reviewing documentation provided by students requesting accommodations, determining eligibility for accommodations, and helping students request and use appropriate accommodations.

Assignment Breakdown
Each Unit will consist of in-class projects, quizzes and take homework assignments.

Project One: 250 pts
Project Two: 250 pts
iPad App: 250 pts
Muse Website: 250 pts
Total: 250 pts

Week 1 - 4
Colaborative Project
Single Rees Recital

Week 4 - 8
Colaborative Project
Single Rees Recital

Week 8 - 12
iPad Portfolio
This is your work where YOU shine

Week 12 - 15
Muse Template
Somewhere to show off your work