COURSE DESCRIPTION Basic conceptual problem solving relevant to two and three-dimensional formats. Emphasis on graphic, typographic, and spatial relationships. Exploration of media and techniques, including electronic environments.

OBJECTIVES At the end of this course students will be able to:
- Define and apply typographic and graphic design terminology;
- Describe and apply the design process for various contexts, formats, and problems;
- Apply grid systems to solve design problems;
- Create solutions to design problems in the form of trademarks, editorial design, posters, and information design.

EXPECTED KNOWLEDGE Students are expected to have: a firm grasp of the principles and elements of design; sophomore-level drawing skills; and good craftsmanship.

EXPECTATIONS Come to all classes prepared with supplies, this syllabus, and anything else you need to do and show your work.

Take notes.

Ask questions if anything is unclear.

Participate in discussions and critique. This includes contributing to discussions and critique of your own and others’ work, as well as diligently working on your own projects during the class period. Performance, including active engaged participation in critiques and discussion, attendance, and timeliness will influence your grade.

ABSENCES Three absences are allowed without penalty. There is no difference between excused and unexcused absences. Three tardies (more than 5 minutes late) equal one absence. If you are tardy 30 minutes or more you will be marked absent. For your fourth (and any subsequent) absences your semester grade will drop ONE LETTER (e.g. from an A to a B, etc.) After five absences you fail the class.

CRITS & PRESENTATIONS You are expected to participate actively in crits and be prepared and professional for all presentations. A crit is a class discussion about work. Crits could include a monologue by the professor, class comments (led by the professor or a designated student), or response to questions posed by the author of the work being discussed. Failure to actively participate in crits (e.g. not having work to share, not posing questions to peers or offering feedback, etc.) will adversely affect your grade.

LEARNING TECHNOLOGY Teaching and learning in this course will focus on both the methods and processes of design, as well as the tools of design. Today the tools of design include traditional hand methods as well as the Adobe Creative Suite and the Macintosh computer. To learn how to correctly use the Adobe Creative Suite (primarily Illustrator and InDesign), you are required to purchase a membership to Lynda.com through the class discount program and complete specific online modules and tutorials related to course content as scheduled. To augment these tutorials, in-class introductions to the software will be provided. It is critical that you complete each online tutorial when scheduled, take notes for future reference, and practice your new skills. Your grade will be adversely affected if you fail to complete the tutorials and neglect learning these essential tools of design.

YOUR WORK Do not expect anyone to take you or your work seriously if you do not. Work that is not trimmed to size (e.g. an 8.5 x 11 printout must be trimmed to actual size of 5 x 6) cannot be posted for crit and will not be discussed, and you will be given a zero for the day. Showing up for
class without your work is akin to showing up to
work and presenting a client an incomplete project.
Being prepared means having your work printed
and trimmed BEFORE the start of class. If you are
trimming your work as crit starts you will not be
allowed to display it for crit, nor will I discuss it
with you individually.

Your name should be clearly readable on the back
of any projects submitted. Absence of a clear and
easy-to-read name on the back of a project is the
equivalent of not turning it in at all, and you will
receive a 0 for the project.

**LATE PROJECTS** Projects are due fully prepared
at the start of class. If you arrive late, or if your project
is not properly trimmed and fully prepared at the
start of class it will be considered late. Late projects
will automatically lose the equivalent of one full
letter grade (e.g. from a B to a C). If you choose to
submit a project late, you have an additional week
to work on the project. For example, if your project
was due on a Monday you have until the following
Monday to turn it in as ‘late work.’ For each addi-
tional day late (after the first week) your grade will
drop one full letter. Work more than 10 days late
will be marked as a zero and cannot be resubmitted
for a new grade.

**REWORKING PROJECTS** You are able to improve
your grade for two projects by resubmitting them.
The revised grade will be an average of the grades
received on the original and revised projects.
Revised projects are due two weeks after your
grade is returned to you. You may select which
projects to revise.

**WORK LOAD** Most of our class time will be spent in
critique, lecture, or work session. You are expected
to work outside of class. To earn an average grade
in this class you can expect to spend approximately
two hours of out-of-class time for each contact
hour. This class is demanding and you will be
expected to push your potential, stretch your cre-
ativity, think, write, and design as if you are training
to be a graphic designer.

**PLAGIARISM** is the taking of credit for other
people’s work either overtly or by implication. It
is common that graphic design involves the work
of several parties. Clearly stating what you did
and what others did will help you stay clear of
plagiarism. If your work is in any way modeled after
other work, show us the “original” and explain the
relationship of your work to the work it is modeled
after. Clearly credit all contributions. Plagiarism
also includes submitting the same project for 2
different courses without the prior consent of both
instructors.

**TECHNICAL NOTES** Back up your work. Do
redundant backups. Use your external portable hard
drive, and back it up regularly to CD.

Do not leave files on the hard drives of the com-
puters in 1301. All files left on these computers are
purged each week.

You will have to turn in PDFs of each and every
project you create. Keep your files in order and
backed up, because it’s not a matter of if your files
or back-up system but when. Be prepared when
this happens, because it will happen to you at some
point in time.

Your 1 Card will give you 24 hour access to the
Jenkins Fine Arts Center and access to room 1301
between 5 pm and 12 am (midnight), Monday
through Friday. Do not prop doors open or oth-
erwise circumvent security or you will lose that
privilege. Respect the equipment, do not misuse
equipment, materials, or supplies or you will lose
access to this resource. Drinks and food are not
allowed in the vicinity of the computers (only at the
large conference table). 1301 will not be accessible
during these holidays:

- Labor Day weekend (September 1–3)
- Fall Break (October 6–9)
- Thanksgiving (Nov 21–25)
- End of semester: Closes December 13

If you need to work beyond the lab hours, Joyner
Library has Macintosh computers equipped with
the Adobe Creative Suite, as does the Austin com-
puter lab, and many of the dormitory labs have at
least one Mac equipped with the Creative Suite. If
you have trouble finding the correct computers or
software in any of the labs, ask the lab attendant for
help.

**ACCOMMODATIONS** East Carolina University seeks
to comply fully with the Americans with Disabilities
Act (ADA). Students requesting accommodations
based on a disability must be registered with the
Department for Disability Support Services located
Accommodations are made for visible physical conditions, as well as issues such as depression, ADHD, and other ‘invisible’ conditions that may impair your ability to complete this course successfully. Any accommodations disclosed to the instructor are confidential. Informing the instructor at the START of the semester about any conditions or issues is essential to helping you succeed.

**CORRESPONDENCE** To increase your awareness of the importance of proper, professional communication you will need to follow these rules when corresponding with us via email. If these rules are not followed WE WILL NOT respond to your email.

- Sign off with your entire name; don’t make the recipient try to guess your name based only on your email address.
- Don’t start emails out with “Hey” or similarly informal openings.
- Use clear subject lines.
- If you’re dealing with a sensitive subject, talk about it in person, not through email.
- Include pertinent information.
- Review your email before clicking Send. Double check the “to” field, spelling, attachments and overall tone.
- And remember that how you write an email can make a lasting impression—good or bad.


**EMAIL & LISTSERV** Your official ECU email account is the primary mode of communication between faculty and students. You are **required** to check your email frequently. All students currently enrolled in graphic design courses are required to subscribe to the Graphic Design Listserv. During the second week of class we will check to ensure you are subscribed. If you are not, it will affect your grade. The faculty frequently post information about projects to the listserv.

To subscribe to the graphic design listserv:
From your ECU email account send an email to: listserv@listserv.ecu.edu
In the body type:
subscribe GDECU-L@listserv.ecu.edu
First Last
(replace ‘First Last’ with your first and last name)

If done correctly, you will receive an automated message that your subscription is pending approval by the list administrator. If done incorrectly, you will get an error message email.

Please note that when you press “reply” to an email sent to the listserv it will reply to the ENTIRE listserv. This includes all the graphic design faculty, all undergraduates in the program, as well as many alumni. ALWAYS check the “To” field in ANY email sent.

**SUPPLIES**
- perforated, spiral-bound sketchbook without grid lines, 8.5 x 11 inches (put your name on it!)
- a one-inch, 3-ring binder, minimum (put your name on it!)
- Strathmore tracing paper pad, 9 x 12; or roll of tracing paper
- pens: Pilot extra fine and/or Pigma Micron in any size you like for sketching
- Prismacolor markers: black, dark gray (e.g. 75 or 80% black); medium gray (e.g. 40 or 50% black); light gray (e.g. 20% black); plus six other prismacolors in your choice of colors (we suggest picking an array of colors for sketching); note that the gray markers can be warm or cool grays
- technical pencil and kneadable eraser
- X-acto knife, extra blades, self-healing cutting mat
- steel ruler with cork backing, 18 inch
- a t-square or metal triangle
- portable (runs on USB power) external hard drive (minimum 500 GB less than $100); CDs for backing-up hard drive
- headphones or earbuds (you may use your iPod earbuds or those you already have); bring these to class everyday so that you can watch movies privately during work sessions
- estimated cost of supplies for the semester $400
- You will need to have funds available to purchase other supplies as requested and announced by the instructor.

**ASSIGNMENTS** You **MUST** complete all assignments to pass this class. Failure to turn-in a project will result in the semester grade of “F”
<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
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</thead>
<tbody>
<tr>
<td>AUGUST 20</td>
<td>21 Syllabus + introduce Grid Torture</td>
<td>22 Syllabus + introduce Grid Torture</td>
<td>23 supply check, Lynda membership purchased, 100 Grid Torture thumbnails, InDesign introduction</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>27 supply check, Lynda membership purchased, 100 Grid Torture thumbnails, InDesign introduction</td>
<td>28 InDesign lynda videos watched, Grid Torture comps due, printing and trimming demo/quiz</td>
<td>29 InDesign lynda videos watched, Grid Torture comps due, printing and trimming demo/quiz</td>
<td>30</td>
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<td></td>
<td></td>
<td>30 crit of 4 Grid Torture digital comps</td>
<td>31</td>
<td>31</td>
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<tr>
<td>SEPTEMBER 3</td>
<td>4 Monday Classes MEET!!! crit of 4 Grid Torture digital comps</td>
<td>5 Grid Torture DUE, essay prepared, introduce Editorial Spreads, type-setting lecture, Letterpress Lab visit</td>
<td>6 Grid Torture DUE, essay prepared, introduce Editorial Spreads, type-setting lecture, Letterpress Lab visit</td>
<td>7</td>
</tr>
<tr>
<td>10 Editorial Spreads thumbnails, tape-up dummy, Illustration word lists and image sketches due</td>
<td>11 Editorial Spreads thumbnails, tape-up dummy, Illustration word lists and image sketches due</td>
<td>12 type samples due, illustration image grid due, in-class work session</td>
<td>13 type samples due, illustration image grid due, in-class work session</td>
<td>14</td>
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<tr>
<td></td>
<td>17 crit of 3 radically different design directions and comps of illustrations</td>
<td>18 crit of 3 radically different design directions and comps of illustrations</td>
<td>19 typesetting quiz, in-class workday</td>
<td>20 typesetting quiz, in-class workday</td>
</tr>
<tr>
<td></td>
<td>24 crit of 2 radically different design directions and final illustrations</td>
<td>25 crit of 2 radically different design directions and final illustrations</td>
<td>26 crit of final design and illustrations</td>
<td>27 crit of final design and illustrations</td>
</tr>
<tr>
<td>OCTOBER 1</td>
<td>2 Editorial Spreads DUE Introduce Typeface Poster, library visit</td>
<td>3 typeface and designer research due</td>
<td>4 typeface and designer research due</td>
<td>5</td>
</tr>
<tr>
<td>8 Fall Break</td>
<td>9 Fall Break</td>
<td>10 thumbnail sketches due, Illustrator introduction</td>
<td>11 thumbnail sketches due, Illustrator introduction</td>
<td>12</td>
</tr>
<tr>
<td>15 crit of 3 full-size tiled comps of radically different design directions</td>
<td>16 crit of 3 full-size tiled comps of radically different design directions</td>
<td>17 in-class workday, final text for poster due</td>
<td>18 in-class workday, final text for poster due</td>
<td>18</td>
</tr>
<tr>
<td>22 crit of 2 full-size comps of radically different design directions</td>
<td>23 crit of 2 full-size comps of radically different design directions</td>
<td>24 crit of final design direction</td>
<td>25 crit of final design direction</td>
<td>26</td>
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<tr>
<td>29 crit of final design direction</td>
<td>30 crit of final design direction</td>
<td>31 Typeface Posters DUE, introduce trademark, select businesses</td>
<td>NOVEMBER 1 Typeface Posters DUE, introduce trademark, select businesses</td>
<td>2</td>
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<tr>
<td>5 business presentations and research due</td>
<td>6 business presentations and research due</td>
<td>7 word lists, image sketches, and image grids, and 90 thumbnails due</td>
<td>8 word lists, image sketches, and image grids, and 90 thumbnails due</td>
<td>9</td>
</tr>
<tr>
<td>12 crit of 9 hand comps</td>
<td>13 crit of 9 hand comps</td>
<td>14 in-class workday, Illustrator introduction</td>
<td>15 in-class workday, Illustrator introduction</td>
<td>16</td>
</tr>
<tr>
<td>19 crit of 3 different design directions</td>
<td>20 crit of 3 different design directions</td>
<td>21 Thanksgiving Break</td>
<td>22 Thanksgiving Break</td>
<td>23 Thanksgiving Break</td>
</tr>
<tr>
<td>26 in-class workday</td>
<td>27 in-class workday</td>
<td>28 crit of final design direction (with color)</td>
<td>29 crit of final design direction (with color)</td>
<td>30</td>
</tr>
<tr>
<td>DECEMBER 3</td>
<td>3 crit of final design direction (with color)</td>
<td>4 crit of final design direction (with color)</td>
<td>5 Reading Day</td>
<td>6 Section 1 FINAL: 8–10:30 AM Section 2 FINAL: 11 AM–1:30 PM</td>
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<td>10</td>
<td>11</td>
<td>12</td>
<td>13 Section 4 FINAL: 11 AM–1:30 PM</td>
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</table>

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