



ARTC 1305 • Basic Graphic Design
Spring Semester • CRN: 82729

Instructor Name: **David O. Little**

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Office Hours: **By Appointment**

Campus locations and room number: **West Loop Campus, Room B124**

Meeting Days and Times: **Monday, 17:30 – 21:30**

Beginning and End Date: **January 17th, 2012 through May 6th, 2012**

Course Semester Credit Hours: Credit Hours: 3.00
(SCH) Lecture Hours: 2.00
Laboratory Hours: 4.00
External Hours: n/a

Total Course Contact Hours: 96.00

Course Length (number of weeks): 16

Type of Instruction: Lecture/Lab

Course Description: A study of two-dimensional (2D) design with emphasis in the visual communication design process. Topics include basic terminology and graphic design principles. Students explore and apply design concepts, including grid, type, color, and texture. This course should be taken before any advanced publishing or multimedia course.

Course Prerequisite / Corequisite:

- **MATH 0306** (Basic Math Pre-Algebra)
- **GUST 0341** (7th -9th Grade Reading)
- **ENGL 0300** or **0347**

Academic Discipline/CTE Program • Develop a portfolio of work that demonstrates proficiency in skills for
Learning Outcomes: employment.

- Demonstrate ability to select and apply industry standard software in design.
- Design and demonstrate use of software and techniques in Digital Communication's practical applications.
- Present a professional portfolio of work that demonstrates proficiency in skills for employment.

Course Student Learning Outcomes • Define basic design terminology.
(SLO):

- Apply the design process using graphic design principles.
- Demonstrate the use of design tools and equipment.

Learning Objectives: *Define basic design terminology.*

- Understanding and utilizing design elements and principles

Apply the design process using graphic design principles.

- Applying unifying techniques
- Understanding and applying conceptual development and processes



Learning Objectives: • Understanding and applying design execution and presentation

cont. • Controlling the viewer's response

Demonstrate the use of design tools and equipment.

- Discussions and examples demonstrating links between the commercial and fine arts
- Experiments and practices of typography
- Exploring methods of visualization and communication
- Color communication exercises

SCANS and/or Core Curriculum *Define basic design terminology*

Competencies: • Foundation Skills - Basic -Reading

• Foundation Skills - Basic -Writing

• Workplace Competencies - Information -Acquires & Evaluates

• Workplace Competencies - Information -Organizes & Maintains

• Workplace Competencies - Information -Interprets & Communicates

• Apply the design process using graphic design principles

• Foundation Skills - Basic -Listening

• Foundation Skills - Thinking -Decision Making

• Foundation Skills - Thinking -Creative

• Foundation Skills - Thinking -Problem Solving

• Foundation Skills - Thinking -Knowing How to Learn

• Foundation Skills - Thinking -Reasoning

• Workplace Competencies - Resources -Allocates Time

Demonstrate the use of design tools and equipment

• Foundation Skills - Basic -Speaking

• Foundation Skills - Personal Qualities -Self-Esteem

• Foundation Skills - Personal Qualities -Social

• Foundation Skills - Personal Qualities -Self-Management

• Foundation Skills - Personal Qualities -Integrity/Honesty

• Foundation Skills - Personal Qualities -Responsibility

• Workplace Competencies - Resources -Allocates Money

• Workplace Competencies - Resources -Allocates Material & Facility Resources

• Workplace Competencies - Technology -Selects Technology

• Workplace Competencies - Technology -Applies Technology to Task

Instructional Methods: Web-enhanced (49% or less)

Face to Face

Student Assignments: *Define basic design terminology.*

• Lab Exercises

• Homework Exercises

Apply the design process using graphic design principles.

• Projects

• Lab Exercises

• Homework Exercises

Demonstrate the use of design tools and equipment.

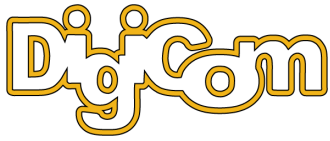


- Student Assignments:
- Presentations
 - cont.* • Projects
 - Lab Exercises
 - Homework Exercises

- Student Assessments: *Define basic design terminology*
- Various assigned readings from textbooks
 - In-class discussions
 - Apply the design process using graphic design principles
 - Group and/or individual projects
 - In-class discussions
- Demonstrate the use of design tools and equipment*
- Portfolios
 - Presentations
 - In-class discussions
 - Group and/or individual projects

- Instructor's Requirements:
- Provide the grading scale and detailed grading formula explaining how student grades are to be derived
 - Facilitate an effective learning environment through class activities, discussions, and lectures
 - Description of any special projects or assignments
 - Inform students of policies such as attendance, withdrawal, tardiness and make up
 - Provide the course outline and class calendar which will include a description of any special projects or assignments
 - Arrange to meet with individual students before and after class as required

- Program and Discipline Requirements:
- Complete and comprehend the objectives and technologies involved in all graded assignments.
 - Demonstrate the ability to apply creative thinking and problem solving to all class projects and assignments.
 - Complete all reading assignments pertaining to the subject matter of the course.
 - Attend class regularly, missing no more than 12.5% of instruction and lab time (12 hours)
 - Arrive at class promptly and be prepared with necessary books, storage media, assignments, and anything else required.
 - Exhibit safe and courteous lab habits.
 - Develop and share knowledge and information with fellow students.
 - Participate in keeping labs clean and organized; shutting down computers when finished; abiding by lab rules; showing respect for instructors, fellow students and lab assistants.
 - Participate in class discussions and critiques.
 - Demonstrate the ability to communicate in a clear, coherent manner.



Houston Community College System

Digital Communication Department
Syllabus



- Program and Discipline Requirements:
- Turn in all assignment on time and in the manner required by the instructor.
 - cont.* • Demonstrate the ability to use computer based technology and software applications as it applies to be given class.
 - Understand and be proficient in computer file management, including saving and retrieving files.
 - When possible, demonstrate the ability to use and understand both Macintosh and Window operating systems.
 - Demonstrate knowledge and the ability to use applicable peripherals and storage devices.
 - Develop a portfolio that illustrates concepts, techniques, and programs used in solving class assignment, including a written statement describing project concepts and processes.
 - Demonstrate ability and creativity in using computer--?based technology in communicating, solving problems and acquiring information.
 - Accept responsibility for personal understanding of course requirements and degree plan.

HCC Grading Scale: A = 100- 90	4 points per semester hour
B = 89 - 80:	3 points per semester hour
C = 79 - 70:	2 points per semester hour
D = 69 - 60:	1 point per semester hour
F = 59 and below	0 points per semester hour
IP (In Progress)	0 points per semester hour
W(Withdrawn)	0 points per semester hour
I (Incomplete)	0 points per semester hour
AUD (Audit)	0 points per semester hour

IP (In Progress) is given only in certain developmental courses. The student must re-enroll to receive credit. COM (Completed) is given in non-credit and continuing education courses. To compute grade point average (GPA), divide the total grade points by the total number of semester hours attempted. The grades "IP," "COM" and "I" do not affect GPA.



- Textbooks and Instructional Materials:
- (NOTE: None of these texts listed are required for the course, but are highly recommended for study and inspirational resources)*
- Ellen Lupton & Jennifer Cole Phillips. *Graphic Design The New Basics*. Princeton Architectural Press. [ISBN-10: 1568987706/ISBN-13: 978-1568987705]
 - Robin Landa. *Graphic Design Solutions*, 4th Ed. Wadsworth Publishing. [ISBN-10: 0495572810/ISBN-13: 978-0495572817/Kindle ASIN: B005HBASTK]
 - Paul Zelanski & Mary Pat Fisher. *Design Principles and Problems*, 2nd Ed. Hartcourt College. [ISBN-10: 0155016156/ISBN-13: 978-0155016156]
 - Lisa Graham. *Basics of DESIGN Layout and Typography for Beginners*. Del Mar Learning. [ISBN-10: 1401879527/ISBN-13: 978-1401879525]
 - Robin Williams. *The Non-Designer's Design Book*, 3rd Ed. Peachpit Press. [ISBN-10: 0321534042/ISBN-13: 978-0321534040/Kindle ASIN: B00125MJYM]
 - Alex W. White. *The Elements of Graphic Design*, 2nd Ed. Allworth Press. [ISBN-10: 1581157622/ISBN-13: 978-1581157628/Kindle ASIN: B0041IXRI4]

- Required Supplies:
- Project portfolio, size 11"×14"
 - Construction paper, size 9"×12", 50 sheet packages each of black, white, medium gray and assorted colors
 - Glue stick, scissors, pencils, erasers, assorted Sharpie markers
 - Other varied project-specific materials as required by the instructor
 - Office Stationery – Pen, Pencil, Paper, etc

HCC Policy Statement: Access Student Services Policies on their Web site:
<http://hccs.edu/student-rights>

EGLS3 — Evaluation for Greater Learning Student Survey System

At Houston Community College, professors believe that thoughtful student feedback is necessary to improve teaching and learning. During a designated time near the end of the term, you will be asked to answer a short online survey of research-based questions related to instruction. The anonymous results of the survey will be made available to your professors and department chairs for continual improvement of instruction. Look for the survey as part of the Houston Community College Student System online near the end of the term.

Distance Education and/or Continuing Education Policies

Access DE Policies on their Web site:
http://de.hccs.edu/Distance_Ed/DE_Home/faculty_resources/PDFs/DE_Syllabus.pdf

Access CE Policies on their Web site:
<http://hccs.edu/CE-student-guidelines>



FALL 2011 SCHEDULE OF CLASSES

Week 1 Assignments – Purchase Materials, Log into Moodle, Logo Quiz
Web Enhanced – *See Moodle*

DISCUSSION TOPICS

- Review Syllabus and Course Assignments
- Acknowledgement of Syllabus
- Classroom Introductions
- Introduction to “Moodle”
- Introductory Overview of Design Principles
- Introduction to Famous Designers
- Watch Design Movie

Week 2 Assignments – Line/Shape Application, Space/Size Application
Web Enhanced – *See Moodle*

DISCUSSION TOPICS

- Lecture on Line/Shape
- Critique of Student Work
- Lecture on Space/Size
- Critique of Student Work

Week 3 Assignments – Fground/Bground Application, Balance Application
Web Enhanced – *See Moodle*

DISCUSSION TOPICS

- Lecture on Foreground/Background
- Critique of Student Work
- Lecture on Balance
- Critique of Student Work

Week 4 Assignments – Unity/Rhythm Application, Repetition Application
Web Enhanced – *See Moodle*

DISCUSSION TOPICS

- Lecture on Unity/Rhythm
- Critique of Student Work
- Lecture on Repetition
- Critique of Student Work

Week 5 Assignments – Empasis Application, Alignment Application
Web Enhanced – *See Moodle*

DISCUSSION TOPICS

- Lecture on Emphasis
- Critique of Student Work
- Lecture on Alignment
- Critique of Student Work



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Digital Communication Department
Syllabus



Week 6 Assignments – Process/Concept Application, Midterm Concepts

Web Enhanced – *See Moodle*

DISCUSSION TOPICS

- Lecture on Process/Concept
- Critique of Student Work
- Lecture on Midterm
- Critique of Student Work

Week 7 Assignments – Midterm Thumbnails, Texture/Value Application

Web Enhanced – *See Moodle*

DISCUSSION TOPICS

- Lecture on Texture/Value
- Critique of Student Work
- Critique of Midterm Thumbnails

Week 8 Assignments – Midterm Thumbnails, Contrast/Dominance Application

Web Enhanced – *See Moodle*

DISCUSSION TOPICS

- Lecture on Contrast/Dominance
- Critique of Student Work
- Critique of Midterm Thumbnails

Week 9 Assignments – Midterm Thumbnails, Color Theory Application

Web Enhanced – *See Moodle*

DISCUSSION TOPICS

- Lecture on Color Theory
- Critique of Student Work
- Critique of Midterm Thumbnails

Week 10 Assignments – Midterm Presentations

Web Enhanced – *See Moodle*

DISCUSSION TOPICS

- Critique of Midterm Presentations

Week 11 Assignments – Final Project Concepts

Web Enhanced – *See Moodle*

DISCUSSION TOPICS

- Lecture on Final Project
- Critique of Final Project Thumbnails
- Lecture on Working in the Graphic Design Field

Week 12-15 Assignments – Final Project Concepts

Web Enhanced – *See Moodle*

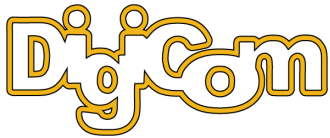
DISCUSSION TOPICS

- Lecture on Final Project
- Critique of Final Project Thumbnails

Week 16 Assignments – Final Project Presentations

DISCUSSION TOPICS

- Critique of Final Project Presentations



Student Information Sheet
Digital Communication Department

Instructor: _____

Class Name _____

Semester _____

Day/Time _____

CRN _____

Please Print Clearly

Student Name: _____

Address: _____

City/State/Zip _____

Contact Phone Numbers:

Home _____

Cell _____

Work _____

E-Mail (print clearly) _____

Approx. number of College credits: _____

Colleges Attended: _____

Declared Major: _____

Reason for enrollment in this class: (please circle one)

Elective

Requirement

Personal Enrichment

Please list any other DigiCom courses you have already taken:



Acknowledgement of Syllabus

To receive credit for attendance, Please fill in this information and return this page to the instructor before leaving orientation.

Instructor: _____

Class Name _____

Semester _____

Day/Time _____

CRN _____

I have read, understand, and agree to abide by the policies of Houston Community College and the contents of the course syllabus. I have had the attendance policies explained to me and I understand that I am responsible for keeping track of my absences and that I may be withdrawn from this class if I exceed the limits, regardless of reason.

Please Print Clearly

Student Name: _____

Student Signature: _____

DATE Signed: _____

Release Agreement of Work Produced

An agreement between Houston Community College and this student to use work produced by this student during the course of class activities.

The student agrees to allow Houston Community College to use works created in this class in the following ways:

1. Digital Communication Department Gallery Shows
2. On-line web sites sponsored by the Digital Communication Department
3. In printed materials produced by the Digital communication Department

the department agrees:

1. The student's work will not be sold or offered for sale without prior permission of the student.
2. Ownership of the works remains with the student.
3. The work will not be altered in any way except to optimize for display or for publication.
4. The student will receive credit for their work when it is used as described.

I further agree to the above terms of use for any work created as a part of this class.

Please Print Clearly

Student Name: _____

Student Signature: _____

DATE Signed: _____