



# HOUSTON COMMUNITY COLLEGE

**Graphic Design**  
**Digital Communication Department**  
<http://swc2.hccs.edu/digicom>

## **ARTC 1305 - 1 Basic Graphic Design 21357**

Spring 2021 | 16 Weeks  
Online College 01/19/2021-05/16/2021  
M/W 6:00pm-8:50pm

3 Credit Hours | 48 hours per semester  
**Instructor Contact Information**

Instructor: Wendy Robbins MFA  
West Loop, Room 139-B  
HCC Email: [wendyrobbs@hccs.edu](mailto:wendyrobbs@hccs.edu)

Office Phone: 713-718-7893  
Office Hours: Virtually TBD  
Office Location: West Loop Campus

Please feel free to contact me concerning any problems that you are experiencing in this course. Your performance in my class is very important to me. I am available to consider your concerns or answer questions on course topics. I will post virtual office hours TBA.

### **Instructor's Preferred Method of Contact**

**HCC Email address required . . . NOTE: Student's email must be from HCC account.**

Student's HCC Email only address is required as method of contact, I will respond to emails within 24 hours Monday through Friday providing message is from the HCC student's email account.

### **What's Exciting About This Course**

During this class you will begin to see things differently than ever before. As a student in this class you will learn the industry standard vocabularies associated with the Graphic Design field, the design theories and visual discernment to create cohesive and interesting graphic designs. This course is constructed to challenge you to solve design problems and provide you with the ability to take an idea from conception to completion. In addition you will be given a chance to explore various visual concepts and engage in exercises to further develop your ability fabricate designs.

### **My Personal Welcome**

Welcome to Basic Graphic Design—I am excited to have you in this course.

I will present information in the most interesting and challenging way I know, so that you can grasp design concepts and apply them now and hopefully throughout your career or to enhance other disciplines. As you explore new ideas and methods that may challenge you, I am available to support you. The best way to reach me is by my HCC email. My goal is for you to leave this course with a better understanding of design, become a visual thinker and have fun in the process.

### **Prerequisites and/or Co-Requisites**

Please carefully read and consider the policy in the [HCCS Student Handbook](#).

### **Eagle Online Canvas Learning Management System**

This section of ARTC 1305 will use [Eagle Online Canvas](https://eagleonline.hccs.edu) (<https://eagleonline.hccs.edu>) to supplement in-class assignments, homework, and exercises. You are required to read and view supplemental materials such as videos, articles etc. that are posted on your canvas modules. It is recommended that you **USE [FIREFOX](#) OR [CHROME](#) AS YOUR BROWSER**.

### **HCC Online Information and Policies**

Here is the link to information about HCC Online classes including the required Online Orientation for all fully online classes: <http://www.hccs.edu/online/>

### **Instructional Materials**

See materials list in Canvas Module with Excel Spread Sheet for easy ordering (sort of) and Jerry's Artarama gives a discount

#### **Textbook Information**

No textbook is required for this course

**Suggested Textbook:** Introduction to Graphic Design Publisher: Bloomsbury Visual Arts (November 2, 2017) ISBN-10: 1472589297

ISBN-13: 978-1472589293

#### **Tutoring**

HCC provides free, confidential, and convenient academic support, including writing to HCC students in an online environment and on campus. Tutoring is provided by personnel in order to ensure that it is contextual and appropriate. Visit the [HCC Tutoring Services](#) website for services provided.

#### **Libraries**

The HCC Library System consists of 9 libraries and 6 Electronic Resource Centers (ERCs) that are inviting places to study and collaborate on projects. Librarians are available both at the libraries and online to show you how to locate and use the resources you need. The libraries maintain a large selection of electronic resources as well as collections of books, magazines, newspapers, and audiovisual materials. The portal to all libraries' resources and services is the HCCS library web page at <http://library.hccs.edu>.

## Supplementary Instruction

Supplemental Instruction is an academic enrichment and support program that uses peer-assisted study sessions to improve student retention and success in historically difficult courses. Peer Support is provided by students who have already succeeded in completion of the specified course, and who earned a grade of A or B. Find details at <http://www.hccs.edu/resources-for/current-students/supplemental-instruction/>.

## Course Overview

**ARTC 1305** Hands on Graphic Design Study with emphasis on the visual communication process. Topics include, but not limited to, industry design terminology, graphic design principles and design and color theory.

### Core Curriculum Objectives (CCOs)

As a student in this class you will learn the industry standard vocabularies associated with the Graphic Design field, the design theories and visual discernment to create cohesive and interesting graphic designs. This course is constructed to challenge you to solve design problems and provide you with the ability to take an idea from conception to completion. In addition you will be given a chance to explore various visual concepts and exercises to further develop your ability fabricate designs.

### Program Student Learning Outcomes

The ultimate goal with your time in this department is to develop a strong portfolio that illustrates concepts, techniques, use of relevant software utilized in the graphic design profession, demonstrate ability and creativity in using computer based technology in communicating, solving problems and acquiring information. Understanding current and historical design genres and movements to enhance your vocabulary both verbally and visually enhancing your ability to address design challenges both in class and later in your profession.

To accept responsibility for personal understanding of course requirements and degree plan.

## **Course Student Learning Outcomes**

Upon completion of ARTC 1305, the student will be able to:

1. Define basic graphic design terminology
2. Apply the design process using graphic design principles, theories and devices
3. Demonstrate the use of figure/ground, shape, line, value, pattern, repetition, texture color theory and composition
4. Define hierarchy, gestalt theory, basic typography vocabulary and basic color theory

## **Learning Objectives**

Understand and apply design devices, process and principles with the following

1. Applying hierarchical & unifying techniques
2. Understanding and applying conceptual development and processes
3. Understanding and applying design execution and presentation
4. Controlling the viewer's response

Demonstrate understanding of basic design principles

1. Discussions and examples demonstrating links between the commercial and fine arts
2. Introduction to Typography, Gestalt and Color Theory
3. Exploring methods of visualization, composition and communication

## **Student Success**

Expect to spend at least twice as many hours per week working on homework, exercises and projects as you do studying the course content. The assignments provided will help you use your study hours wisely. Successful completion of this course requires a combination of the following:

- Staying current with Canvas Modules
- Completing assignments and exercises
- Viewing videos and websites included on Canvas Modules

## **Instructor and Student Responsibilities**

As your Instructor, it is my responsibility to:

- Facilitate an effective learning environment through learner-centered instructional techniques
- Provide a 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 virtually with individual students as needed

As a student, it is your responsibility to:

- Participate actively by reviewing course material, interacting with classmates, and responding promptly in your communication with me
- Complete the required assignments, exercises and projects
- Check HCC student emails for posted announcements
- Ask for help when there is a question or problem
- Be aware of and comply with academic honesty policies in the HCCS Student Handbook
- Exhibit safe and courteous classroom habits.
- Develop Professional Attitude and habits.
- Be Online on time for class.
- (requirements subject to change)

1. You must access Eagle Online (EO) site regularly during the semester. Class material and assignments will be updated often on EO.
2. Support materials and other details discussed in class will be posted for all assignments & projects. Be sure to follow the requirements of each project.
3. All assignments/projects are due on the day noted.

## **Assignments . . . Exercises . . . and Projects**

### **Assignments**

Each week there will be homework assignments further emphasizing your discoveries of the various design devices learned in class. To be current with these assignments use your canvas modules, we can not cover all things in class and many subjects will be contained in your modules. Lectures will be posted with exercises and homework.

## **Exercises**

After a presentation on the theories of design, generally there will be an exercise to be executed to emphasize the design device covered in the presentation. This is an opportunity to explore, construct and take chances creatively.

## **Projects . . . Final Projects**

Throughout the semester there will be project assignments that will carry more weight in grading. These will be explained during the semester and will be expected to be more resolved than the homework and exercise assignments. There will be final projects due at the end of the semester in lieu of exams.

## **Grading Formula**

25% Exercise Assignments are assigned a numerical value and are graded as Completed or not Completed

25% Homework Assignments are assigned a numerical value

25% Semester Projects are assigned a numerical value

25% Final Projects are assigned a numerical value

**HCC Grading Scale can be found on this site under Academic Information: <http://www.hccs.edu/resources-for/current-students/student-handbook/>**

## **Course Calendar** *Subject to change*

Following is a tentative outline of our 16-week class discussion topics and assignments for the semester. Please note that the schedule is subject to change. You will be informed of any changes.

Updated information will be posted online at [Canvas](#)

## **16 WEEK CALENDAR** (*subject to change*) Go with the modules

### **WEEK ONE:**

Welcome: Includes Syllabus & Supplies, Copyright Presentation, Lynda.Com Directions, Assignment Submission Directions/First Things First: Includes Glaser Movie, Famous Designers WebEx Video/ Art & Design Terms

**Assignment:** Obtain Supplies, Drawing Challenge #1 Assignment

### **WEEK TWO: Topic: Figure Ground**

Figure Ground/Letters Exercise/Shapes & Form/Four Square with Letters Class Exercise

**Assignment:** Figure Ground/Letters/ Drawing Challenge #2: Room Interior

### **WEEK THREE: Topic: Line and Shape**

Line Presentation/Shapes Presentation /Exercise from Drawing Challenge #2

**Assignment:** Interior Room 4 Squares/Shapes/Drawing Challenge #3 Still Life Drawing

### **WEEK FOUR: Topic: Balance and Tension**

Balance and Tension Presentations

**Assignment:** Drawing Landscape Continue 4 Squares Balance and Tension

### **WEEK FIVE: Topic Value**

Value Presentation

**Assignment:** Value Scale, Value Still Life

### **WEEK SIX: Topic: Gestalt**

Gestalt Presentation

**Assignment:** Shape Design *and more see assignments*

### **WEEK SEVEN: Topic: Texture, Pattern & Repetition**

Texture, Pattern & Rhythm & Movement/Patterned Image

**Assignment:** Pattern Development Assignment, Varied Line Landscape Project

### **WEEK EIGHT: Topic: Composition**

Composition Presentations & Hierarchy/Unification/

**Assignment:** Composition Project

### **WEEK NINE: Topic: Color Theory**

Introduction to Color Theory, begin Logo Development

**Assignment:** Color Theory Exercises

### **WEEK TEN: Topic: Continue Color Theory**

**Assignment:** Color Theory Exercises and projects (see module and assignments)

### **WEEK ELEVEN: Topic**

Color Theory Project Critique/

**Assignment:** Color Theory Cont.

### **WEEK TWELVE: Topic: Typography**

Typography Presentations includes Lynda.com course

**Assignment:** Type Design Exercises and Assignments (see Modules and Assignments)

### **WEEK THIRTEEN: Topic: Logo Development cont.**

## **WEEK FOURTEEN: Topic: Logo and Typography Continued**

## **WEEK FIFTEEN: Topic TBD**

**Assignment:** Work on Development of Final Projects

## **WEEK SIXTEEN: Topic TBD**

**Assignment:** Final Projects

- \* **This schedule is subject to change at the discretion of the instructor to accommodate student and particular class needs. It is the student's responsibility to be informed of such changes**
- \* Critiques will be held as needed on some assignments and exercises and when projects are due.
- \* Works of other artists will be shown and discussed to promote students' abilities to talk comfortably about art and art concepts.
- \* The supplies listed are essential for full participation in this class and you are expected to bring the necessary materials for each class session as instructed.
- \* Course or schedule may change according to particularities of this class or because of this group of students's needs. If some aspect of this syllabus needs to be amended, I reserve the right to make changes as necessary.
- \* **Using or copying another artists intellectual property (photographs, drawings designs etc.) is strictly forbidden and will result in an "F" no exceptions.**  
As a designer you must be inventive and creative, use your own knowledge, experience and skills to develop projects. Build your own library of visual material then it is **your** intellectual property.

### **Syllabus Modifications**

The instructor reserves the right to modify the syllabus at any time during the semester and will promptly notify students in writing, typically by e-mail, of any such changes.

## **Instructor's Practices and Procedures**

### **Instructional Methods**

As an instructor, I want my students to be successful. I feel that it is my responsibility to provide you with knowledge concerning the field of graphic design, modeling good teaching strategies, and organizing and monitoring the experience that allows you to connect the information that you learn in this course to the real world of digital media and more.

As a student wanting to learn about graphic design, it is your responsibility to set aside a certain amount of time to create, submit exercises and assignments on the due dates, participate, attend class, and enjoy yourself while experiencing the rewards of design conception.

As I believe that engaging the students is essential for graphic design to be effective, you will spend the majority of class time involved in the creative process. You will be involved in discussions with your classmates and your instructor. As you will want to contribute to these discussions, you will need to come to class prepared to discuss, analyze and evaluate information from your what you have observed through the act of designing and creating.

### **Academic Honesty:**

Academic irregularities cannot be tolerated. See the HCCS Student Handbook for details. Cheating is not that hard to define and as college students, you should have a firm idea about what cheating is. Just to be clear, here are a few simple definitions:

Cheating is: Plagiarism which means using someone's work or someone's ideas and representing them to be your own. That "someone" may be another student, a friend, a relative, a book author, an author of material on a web site, etc. Do not take material from anywhere without giving proper credit or reference. In other words, do not copy from an Internet source and paste it into your essay answer space.

Cheating is: Collusion, which means the unauthorized collaboration with another person in preparing written work offered for credit when you represent that work to be your own.



### Late Assignment Policy

Any assignment turned late will lose 25% each day it is not turned in. (For example, if the deadline is 9:30 AM and you turn it in 9:40 AM and your final graded score is 100% your assignment will automatically lose 25% off reducing it to 75%. An additional 25% will be deducted each day it is not turned in.) Please reference chart below

0-24 hours late = -25% off final graded score

24-48 hours late = -50% off final graded score

48-72 hours late = -75% off final graded score

72-96 hours late = -100% off final graded score

### HCC Policies

Here's the link to the HCC Student Handbook <http://www.hccs.edu/resources-for/current-students/student-handbook/> In it you will find information about the following:

Academic Information	Incomplete Grades
Academic Support	International Student Services
Attendance, Repeating Courses, and Withdrawal	Health Awareness
Career Planning and Job Search	Libraries/Bookstore
Childcare	Police Services & Campus Safety
disAbility Support Services	Student Life at HCC
Electronic Devices	Student Rights and Responsibilities
Equal Educational Opportunity	Student Services
Financial Aid TV (FATV)	Testing
General Student Complaints	Transfer Planning
Grade of FX	Veteran Services

### EGLS<sup>3</sup>

The EGLS<sup>3</sup> ([Evaluation for Greater Learning Student Survey System](#)) will be available for most courses near the end of the term until finals start. This brief survey will give invaluable information to your faculty about their teaching. Results are anonymous and will be available to faculty and division chairs after the end of the term. EGLS<sup>3</sup> surveys are only available for the Fall and Spring semesters. EGLS<sup>3</sup> surveys are not offered during the Summer semester due to logistical constraints.

<http://www.hccs.edu/resources-for/current-students/egls3-evaluate-your-professors/>

### Campus Carry Link

Here's the link to the HCC information about Campus Carry:

<http://www.hccs.edu/departments/police/campus-carry/>

### HCC Email Policy

When communicating via email, HCC requires students to communicate only through the HCC email system to protect your privacy. If you have not activated your HCC student email account, you can go [to HCC Eagle ID](#) and activate it now. You may also use Canvas Inbox to communicate.

## **Housing and Food Assistance for Students**

Any student who faces challenges securing their foods or housing and believes this may affect their performance in the course is urged to contact the Dean of Students at their college for support. Furthermore, please notify the professor if you are comfortable in doing so. This will enable HCC to provide any resources that HCC may possess.

## **Office of Institutional Equity**

Use the link below to access the HCC Office of Institutional Equity, Inclusion, and Engagement (<http://www.hccs.edu/departments/institutional-equity/>)

## **Disability Services**

HCC strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, chronic or temporary medical conditions), please meet with a campus Abilities Counselor as soon as possible in order to establish reasonable accommodations. Reasonable accommodations are established through an interactive process between you, your instructor(s) and Ability Services. It is the policy and practice of HCC to create inclusive and accessible learning environments consistent with federal and state law. For more information, please go to <http://www.hccs.edu/support-services/disability-services/>

## **Title IX**

Houston Community College is committed to cultivating an environment free from inappropriate conduct of a sexual or gender-based nature including sex discrimination, sexual assault, sexual harassment, and sexual violence. Sex discrimination includes all forms of sexual and gender-based misconduct and violates an individual's fundamental rights and personal dignity. Title IX prohibits discrimination on the basis of sex-including pregnancy and parental status in educational programs and activities. If you require an accommodation due to pregnancy please contact an Abilities Services Counselor. The Director of EEO/Compliance is designated as the Title IX Coordinator and Section 504 Coordinator. All inquiries concerning HCC policies, compliance with applicable laws, statutes, and regulations (such as Title VI, Title IX, and Section 504), and complaints may be directed to:

David Cross  
Director EEO/Compliance  
Office of Institutional Equity & Diversity  
3100 Main  
(713) 718-8271  
Houston, TX 77266-7517 or [Institutional.Equity@hccs.edu](mailto:Institutional.Equity@hccs.edu)  
<http://www.hccs.edu/departments/institutional-equity/title-ix-know-your-rights/>

## **Department Chair Contact Information**

Department Chair: Andre Hermann  
Houston Community College  
West loop Campus (139B)  
5601 West Loop South Houston, TX 77081  
Office: 713-718-7894 | Fax: 713-661-0085  
[andre.hermann@hccs.edu](mailto:andre.hermann@hccs.edu)

## Materials List

### Basic Graphic Design Supplies

#### Paper:

9 x 12 inch tablet Bristol paper... 9 x 12 inch tablet all purpose sketching paper... 9 x 12 inch heavy duty black construction paper... 9 x 12 inch heavy assorted colors construction paper



#### Tools

12 inch ruler, glue stick  
xacto knife, cutting pad, scissors

#### Drawing Supplies

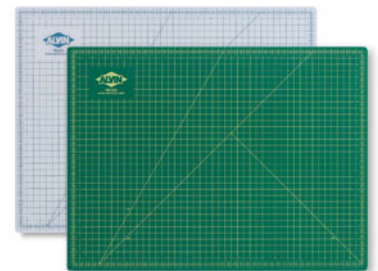
Prisma Ebony jet black pencil, regular 2HB pencil  
Pink pearl eraser or Mars Plastic eraser, pencil sharpener

#### Black "Pens"

2 black Sharpies: one fine point; one medium to large

**\*\*\*OPTIONAL: Portfolio or something to keep your work in \*\*\***

Suggested: ITOYA Art Portfolio 9 x



Jerry's Artarama gives a significant discount and their prices are inexpensive as well.