



Applications of GD, Spring 2013, GD 110 (01)

TTh 4:30-5:45 PM

Meeting Location: Dodds 203

3 credit hours

Matthew Solomon, Assistant Professor

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COLLEGE OF ARTS & SCIENCES

Department of Art & Design

COURSE DESCRIPTION

Today's graphic artists are required to have technical skills and printing knowledge. This is a basic introductory course on how to use the Macintosh computer and the basic skills using the industry's standard computer applications. This course also explores various aspects of production as it relates to the print process.

3 credit hours.

COURSE SYLLABUS

This course will be a more advanced discussion in the topic of Graphic Design, drawing for graphics, and will challenge students' ability to explore form-making and craft.

PROJECTS / ASSIGNMENTS OVERVIEW

Students will participate in 3 to 4 (expect 4) assignments during the semester. A final examination will be given to ensure students have absorbed the technical skills needed to advance to higher-level courses & objectives.

GD TIMELINE, LECTURES, & PRESENTATIONS

Through visual aides, students will gain an understanding of where design came from: where design was in the 1920's (Commercial Art); 1960's (Graphic Arts); 1990's (Graphic Communication); and today (Graphic Design + Arts and Technology?).

Visual Aides include movies / documentaries / type-in-motion films & shorts / example projects and images.

EXPECTATIONS DURING SEMESTER

Studio Format

The format of the class will be broken up into different critique/ evaluation settings:

Full-Class Critiques, Small Group Critiques, Individual Critiques

In-Class Lectures, In-Class Tutorials

Quizzes / Exams

Students should expect that work will not typically be done in-class. Assignments are expected to be done outside of class and it is expected that work / homework will be completed before the start of class. (This means printouts are in-hand ... no printing will be done during class time unless otherwise noted or stated during class).

END OF SEMESTER EXPECTATIONS

Students will have a strong foundation for Illustrator and Photoshop; will be introduced to print production and digital output; will gain an understanding of the elements of composition; will be exposed to concentrating on conceptual thought by making meaning; and will be graded on craft skills and attention to detail.

More than one absence
will result in one full letter
grade drop

If you miss more than two
weeks worth of classes
you will not be able to pass
this course.

OFFICE HOURS

Monday/ Wednesday 12:05-3:05

LAST DAY TO DROP A COURSE

February 5

FINAL EXAM

Tuesday, May 14th, 4:30 PM

Attendance

All students are expected to attend regularly and promptly to all their classes, appointments, and exercises. While the university recognizes that some absences may occasionally be necessary, these should be held to a minimum. A maximum of two weeks of absences will be permitted for illness and emergencies. The instructor has the right to dismiss from class any student who has been absent more than the maximum allowed. After the last date to drop as published in the academic calendar, a student will receive a failure (F), if failing at that point, or a W, if passing at the time of dismissal.

Additionally, attendance will be taken at each class. You are allowed one (1) unexcused absences from class. Any unexcused absences beyond 1 will result in a full letter grade drop on your overall course grade. If you miss more than two weeks worth of classes you will not be able to pass this course.

You should be prepared to work in each class and while there will be studio time during class time, you should also expect to work outside of class to complete projects to the best of your abilities. Remember, just as you would with written papers for "traditional" lecture courses, your first attempt and drafts may often need revisions, edits and improvements!

If you know that you are going to miss a class session, please contact me so that we can arrange for you to receive the information, assignments and other materials that may be covered during the class period in question.

Academic Integrity Policy

Academic integrity is a core University value which insures respect for the academic reputation of the University, its students, faculty and staff, and the degrees it confers. The University expects that students will conduct themselves in an honest and ethical manner and respect the intellectual work of others. Please be familiar with the UNH policy on Academic Integrity. Please ask about my expectations regarding permissible or encouraged forms of student collaboration if they are unclear.

Students are required to adhere to the Academic Integrity Policies found in the Student Handbook.

Adding/ Dropping

Last day to drop a course:

February 5

A student who wishes to add or drop a course must refer to the deadline dates as published in the undergraduate academic calendar Drop/Add forms are available online and from the Undergraduate Records Office.

Please refer to the student handbook for more information regarding adding and dropping.

Final Exam

Students are required to attend class on the day of the final exam scheduled by the University. There will be a written examination for this course in addition to a final critique.

Final Exam: Tuesday, May 14th, 4:30 PM

Grading

50% Assignments
30% Final Portfolio
20% Final Exam

Grading Scale

If not already familiar with the University Grading system, visit www.newhaven.edu/academics. Grading is on a 4.0 scale.

Assignments

Based on the timing of the course, three to four major projects will be submitted. These projects will have multiple parts. There will also be quizzes to be factored into this category.

Final Portfolio

A final portfolio of work must be submitted. It will contain all assignments and sketchbook. The final portfolio must contain revisions and final renderings.

Blackboard

Please check Blackboard regularly for updates. A more comprehensive outline of the semester will be posted in the next couple of weeks. Assignments, the syllabus and tutorials will also be placed on blackboard.

Other Recommended Books

The Elements of Typographic Style,
Robert Bringhurst
Typographic Design: Form and Communication,
Philip Meggs
Thinking with Type, Ellen Lupton
The Cheesemonkies, Chip Kidd

Recommended Websites & Founderies

fontbureau.com
typeculture.com
typoteque.com
lineto.com
typographica.org
vllg.com
underware.nl
thinkingwithtype.com

Supplies

Pencils & Pens
Notebook or Sketchbook
X-Acto Knife With Fresh Blades
Glue Stick
Small Cutting Mat
Ruler

There is a Hull's Art Supply offering a basic kit of larger items that you purchase for many classes. This kit will include a 20 x 26" portfolio, a drawing clip board, a cutting mat and a 24" aluminum ruler. The price of the kit will be \$45 which is cheaper than any area stores and Hull's will deliver these kits to your class.