

# INTRO TO GD

## INTRODUCTION TO GRAPHIC DESIGN

*An introduction to the various aspects of graphic design communication. This course will cover a brief history of graphic design, concept development and understanding of graphic design principles using typography, layout, and developing students' skills. Weekly assignments investigate basic problems in graphic form and composition, with emphasis on developing visual literacy and technical skills using both traditional and digital media.*

{ 3 credit hours }

## COURSE GOALS

Students will have fun and enjoy a broad discussion about the professional field of Graphic Design, will receive a surface level introduction to the history of graphic design and will be introduced to the basic craft and principles of form and communication.

## PROJECTS OVERVIEW

Projects will encourage students to pay close attention to craft and refinement by focusing on detail-oriented projects.

Projects will also provide students an in-depth understanding of composition for Graphic Design, with an emphasis on the play between active and negative space - how those concepts work in tandem.

Students will be assessed by their attention to craft in the areas of measuring, cutting (exacto blade), gluing, "coloring inside the lines", etc...

## Parameters for Projects

Projects are B/W only

No Typography

Projects focus on Circle, Square, Triangle, Line and Fill with play between scale and proximity.

## TERMINOLOGY

Symmetry

Asymmetry

Golden Rectangle

Stylization/ Abstraction

Pattern/ Iteration

Organic/ Amorphous

Proportion/ Proximity/ Scale

## HISTORY AND RESEARCH

Students will conduct a light research project and will present their findings with a presentation component as well as a one/ two page paper.

## GD TIMELINE, LECTURES, & PRESENTATIONS

Through visual aids, students 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?).

## 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 / Presentations

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.

Students should also note that this course is not about learning technology (i.e. illustrator, photoshop, etc), but occasional tutorials may be conducted during class to help with assignments.

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

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

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Office Hours:  
Tuesday, Thursday 8:15-12:15  
Friday 8:15 - 11:50  
{ Appointment Only }

## 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:  
MONDAY, SEPTEMBER 26

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.

SATURDAY, DECEMBER 17  
11-1pm

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## University Support Services

The University recognizes students often can use some help outside of class and offers academic assistance through several offices.

In addition to talking with your instructor and advisor, we recommend you contact the Office of Academic Services (OAS) for help with your academic studies (call 203.932.7234 or visit Maxcy 208).

The Center for Learning Resources (CLR) in Peterson Library is equipped to help you with writing, mathematics, biology and physics. Students with documented disabilities are encouraged to share, in confidence, information about needed specific course accommodations.

Students with documented disabilities are also encouraged to make individual appointments with the Director of Disability Services & Resources, Ms. Linda Copney-Okeke, who can be reached by phone 203.932.7331 or by email: [lcopney-okeke@newhaven.edu](mailto:lcopney-okeke@newhaven.edu) so that you can be informed of the full range of student services available at the University. If you feel you could benefit from some extra assistance, seek it out early.

## Grading

10% Class Participation  
70% Assignments  
20% Final Portfolio

## Grading Scale

If not already familiar with the University Grading system, visit [www.newhaven.edu/academics](http://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.

## 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.

## Course Textbook

*A History of Graphic Design*, Philip Meggs

## 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.

Occasionally, additional supplies may be needed that are not listed above.