Graphic Design I
Syllabus

Instructor	**Location & Time**	**Office Hours**	**Contact**
Omid Orouji	Tuesday & Thursday	*Zoom appointment.*	omid.orouji@canyons.edu
Class webpage	4:00 p.m. to 6:20 p.m.	Tuesday	or
omid.studio	Online	6:30 p.m. to 7:30 p.m.	omid@csun.edu

Information contained in this syllabus, other than grading, late assignments, and extra credit policies, may be subject to change with notice, as deemed appropriate by the instructor.

Student Learning Outcome

Introduces the design of print graphics, covering various page layout formats and the fundamentals of typographic design. Includes instruction in several software applications.

What You Can Expect

Foremost—expect to attend to class on time even we are conducting this class virtually. Be there with all sketches and materials ready at hand. Be prepared to work on projects during the class, review project progress with your classmates as well as your instructor, continue to work on projects outside of the class time.

In this course you will employ the creative process to combine illustration and typography into completely formed graphic design solutions. Topics to be presented in this class include semiotics, connotative and denotative meaning, as well as production methods from the industrial revolution until the present.

This is a studio and lecture class that goes to a virtual practice. Each class will generally begin with attendance, followed by a lecture, a demonstration, and/or group critiques. It is extremely important for a designer's career, to have the ability to interpret, express, and communicate ideas about their work to others in person and with the use of type and image. There will be some software instruction and demonstration to help you overcome technology learning curves, however independent software study will make you better and faster.

Students will have reading and/or working on project homework every class.

What You Will Learn

The goal of this class is to engage in the **process of moving an idea** from a language based concept into an effective graphic design solution. While print mediums are prominent, digital graphics, and supporting social media assets will occasionally be included in project deliverables to translate a single idea into a complete campaign. You will be encouraged to experiment as you develop your own working creative process, which is the foundation of producing successful visual communication solutions over and over again. This class is built on real-world professional practices and expectations.

Computer Compatibility

THIS IS A MACINTOSH ONLY CLASS. Since specific typefaces and fonts are issued to students to be used on class projects. Students that intend to produce their projects on home PC computers are highly recommended not to do so.

Office Hours

Office hour for this class is listed at the top of this syllabus. Appointments are strongly recommended and can be scheduled via our class homepage. We will meet over Zoom meeting, so be prepare to share the screen or using your camera if sharing sketches on paper.

Attendence

Students are expected to attend all classes. Attendance will be taken during of each class by calling your using zoom poll. If you are not in class when roll is taken, you will be marked absent, if you arrive after I have taken attendance, please check in with me at the break to be sure I have marked you present. Plan to be on-time to every class— absences affect your work —so eventually they will affect your grade. All students are allowed up to 2 absences without effecting your enrollment status. Once you have reached 3 absences I reserve the right to drop or withdraw you from the class. If you plan on missing class or experience circumstances which prevent you from being able to attend regularly or show up on time, please communicate this in person or via email. Any student leaving class early will be marked absent, unless otherwise discussed. When you are absent from class, it is your responsibility to get the information covered in class from one of your classmates, via Google drive, or the class Canvas site.

Critiques

Attendance is crucial on critique days, as participation in critiques is part of each project grade. Students that miss critique days will not receive full credit for their project. Excused absences on critique days will be granted in the case of death or illness or emergency in the immediate family or student illness (students must provide documentation to receive an excused absence on a critique day).

Sketchbooks

You are required to use a Magma Art & Design Direction sketchbook for this class. If you already have different sketchbook, discuss with me. For each project that you are assigned, you will be expected to come up with **many** thumbnail sketches before implementing a design plan in the computer. **Sketch-ing is evidence of thinking t**hrough the process. Sketches do not have to look "good" the objective is to map out ideas not create a final design solution. The computer is a production tool but the brain is where creativity comes from.

Classroom Ettiquette

Facebook, Twitter, SnapChat, Instagram, Tinder, texting and all other such distractions are prohibited during our zoom meeting. You have enough time outside of our meeting. Be in class and follow what is going on. "Likes" won't help you to create portfolio.

This is a free speech zone where the first amendment is observed and upheld to it's fullest— which observes the exclusion of Imminent Lawless Action: https://goo.gl/GRstRp

Open Labs

As you may know because of COVID-19 there is no longer a designated Open Lab time, therefore you are required to have proper hardware and software for this class. School may have a very limited availability for loaner laptops. If you need one contact IT.

Stress Management

Often the pressure on students is very strong, involving academic commitments, relation-ships, outside jobs and family pressure to name a few. The staff and faculty of College of the Canyons are here to see you succeed academically and care about your emotional and physi-cal health. You can learn more about the broad range of confidential student services, includ-ing counseling and mental health services available on campus by visiting the Student Health & Wellness Center in the Student Services Building (across from the bookstore) or by clicking on http://www.canyons.edu/offices/Health/Pages/default.aspx .

The phone number is 661-362-3259.

The National Suicide Hotline number is 1-800-273- 8255(TALK). All students at COC are en-couraged to enter that phone number in their cells. You can it call when you, or someone you know, is having thoughts of suicide or is in severe distress.

You can also now use the Crisis Text Line: Just text "Courage" to 741741. Someone will get back to you immediately. Its free and 24/7 confidential.

Shared Drive

There is a class Shared Drive folder, the link to this folder can be found in the course Canvas Shell. Each student will be expected to login with their own username and password to access the class materials. Students will also be expected to upload, their sketches and other working digital files as requested by the instructor. NOTE: We may switch entirely to use Canvas for our files. We'll discuss this during the first week of our zoom meetings.

Grading

This class is graded on a point system, consisting of 1,000 points total for the class. Grading will be based on 4 main areas: Participation, Sketchbooks and Projects.

Participation

Your commitment, attitude, attendance and active participation during class critiques, will contribute a total of 100 points to your final grade.

Projects

Projects will be based on four (4) main assignments. Each project is graded on a series of per-formance criteria. The 4 assignments represent the bulk of your final grade and therefore contribute approximately 75 percent or 750 points.

Project 1 - Designer Presentation= 150
Project 2 - Chain Reaction = 150 points
Project 3 - Album Release Campaign= 200points
Project 4 - Calendar=250 points

Sketchbook

Your Magma Design Sketchbook will be reviews during the meetings and will be graded. Depth and quality of sketches contribute a total of 150 points to your final grade.

Extra Credit

Extra credit opportunities are offered at the instructor's discretion. A maximum of 100 extra credit points can be applied toward your final grade. Extra credit can only be applied to your final grade if all four class projects are turned in on the day they are due, and corresponding critiques are attended.

Point Distribution & Grading Scale

Participation (critiques, in class projects) | 100 pts.
Projects (4 Total) | 750 pts.
Sketchbook/Process | 150pts.

A = 1,000 – 899 B = 900 -799 C= 799 – 700 D= 699 – 600 F = 599-0

Totals

These guidelines are based on "real world" professional expectations. The habits you form in this class will enhance your level of success in the future of your design career. Clients employ and depend on designers who are not only skilled, talented, flexible, and good communicators,but who are reliable.

Talent does not meet a deadline—planning and discipline does.

Class Sketchbook (REQUIRED)	*Magma Sketchbook: Design & Art Direction (Paperback)* Publisher Magma Books (Creator)
Software (REQUIRED)	Adobe CC, Student Subscription (as low as $10/month) https://creative.adobe.com/plans?promoid=KSPAL Our campus is providing Adobe account for students. Make sure you are taking advantage of this oppurtunity.
Books for Nerds	For continued education and refinement with visual communications and graphic design, these resources will add increasing depth of knowledge, understanding and practice. *The Elements of Typographic Style* Written by Robert Bringhurst (Paperback) *Graphic Design Theory* Edited by Helen Armstrong (Paperback) *Citizen Designer: Perspectives on Design Responsibility* Written by Steven Heller & Veronique Vienne Knowing how to make good work requires knowing what good work looks like:

Reference Sites	ButDoesItFloat	99U	It'sNiceThat
	The Dieline	ThisIsColossal	YouWorkForThem

Organizations & Communities	AIGA - www.aiga.org AIGA provides a wealth of professional knowledge, industry information and genuinely enjoyable networking opportunities S(o)TA - www.typesociety.org "We are type designers, punch cutters, wood cutters, type founders, compositors, printers, and bookbinders from conviction and with passion. Not because we are insufficiently talented for other, higher things, but because to us the highest things stand in the closest kinship to our own crafts." — Rudolf Koch

Be a bargain shopper! Remember to show your student ID at check out! Some items are much cheaper through Amazon.com, and others are cheaper in-store with your student discount. Additional items may be needed from time to time in order to complete class projects.

Supply List

- Magma Sketchbook: Design & Art Direction
- Bienfang Graphics 360 Marker Paper 14" x 17" (50 sheets)
- Sakura Pigma Micron Pen Set, Black
- X-Acto Knife with #11 Blades
- Metal Ruler 24" (cork back)
- Metal Ruler 48"
- T-Square 24"
- Large Cutting Mat
- Graphite Transfer Paper
- Drawing Pencils
- Pencil sharpener
- Storage drive 4GB or more with usb connection

Supply Resources

Online
Amazon.com
DickBlick.com

Brick & Mortar
Dick Blick - Los Angeles 7301 West Beverly Boulevard Los Angeles, CA 90036 Phone: (323) 933-9284

Dick Blick - Pasadena
44 South Raymond Avenue
Pasadena, CA 91105
Phone: (626) 795-4985

Dick Blick - West Los Angeles
11531 Santa Monica Blvd West
Los Angeles, CA 90025
Phone: (310) 479-1416

Each student will be responsible for learning necessary softwares throughout the semester. Tips and demonstrations will be given throughout the semester for Photoshop, Illustrator and InDesign, but ultimately it is the student's responsibility to tackle the technological learning curve. This is a class that requires the use of Photoshop, Illustrator, and InDesign.

Lynda.com

Assistance in learning the software for the class can be found at Lynda.com(now Learning LinkedIn). Memberships are now free to Southern California Residents. You will need an LA County Library card in order to register, the nearest LA County library is located in Stevenson Ranch at 25950 The Old Road (where McBean intersects The Old Road). Once you have a card you can create a Lynda. com account here: https://www.lynda.com/portal/sip?org=colapublib.org. The tutorials on this website will be accessible through the student's individual account. There are 3 main recommended courses for this class:

InDesign: Typography Author: Nigel French	Typographic Principles Author: Don Barnett	Font Management Author: Ted LoC

Skillshare.com

Skillshare is also a fabulous learning resource, it is taught by professionals and used by many industry professionals. Free Trial. Here are a few recommended courses for this class:

Ins and Outs of Illustrator Author: Brad Woodard	Lettering for Designers Author: Jessica Hische
Basic InDesign Author: Ann Ditmeyer	Layouts for Lettering Author: Jon Contino

This schedule can and will change throughout the semester, the Google Drive version is kept up-to-date, and overrides the print version.

Week 1

Introductions & Syllabus Review
Project 1 Kick-off

Lecture
Lab

Week 2

Project 1 Due Designer
Presentations

Lecture
Project 2: Part 1 Kick-off

Week 3

NO CLASS — Memorial Day

Present Rules & Sketches
Lab

Week 4

Lecture Project 2: Part 2

Lab

Week 5

Process Critique: Show draft

Project   2   Due
Final Critique

Week 6

Lecture
Project 3 Kickoff

Process Critique: Mood Boards
Demo: Album File Set Up

Week 7

Lecture
Process Critique: Sketches

Lab
Demo: Print Production

Week 8

Lecture   Lab

Demo: Print Production

Week 9

Process Crit: Mock Ups

Demo: Saving for Web, Print, Social
Lab

Week 10

Project   3   Due
Final Critique

Project 4 Kick-off

Week 11

Lecture
Process Critique: Present Concept & Sketches

Demo: File Setup
Lab

Week 12

Process Critique: Mockups
Quiz Review

Lecture

Lab

Week 13

NO CLASS — Veterans Day

Lecture
Process Critique: Mockups
Lab

Week 14

Lecture
Process Critique: Mockups

Lab

Week 15

Project 4 Due
Final Critique

Lecture
Gallery Show

Week 16

Sketchbooks Due Lecture
Lab

Gallery Show
Course/Project Reflection

IMMACULATE HEART COLLEGE ART DEPARTMENT RULES

Rule 1 FIND A PLACE YOU TRUST AND THEN TRY TRUSTING IT FOR A WHILE.

Rule 2 GENERAL DUTIES OF A STUDENT: PULL EVERYTHING OUT OF YOUR TEACHER. PULL EVERYTHING OUT OF YOUR FELLOW STUDENTS.

Rule 3 GENERAL DUTIES OF A TEACHER: PULL EVERYTHING OUT OF YOUR STUDENTS.

Rule 4 CONSIDER EVERYTHING AN EXPERIMENT.

Rule 5 BE SELF DISCIPLINED. THIS MEANS FINDING SOMEONE WISE OR SMART AND CHOOSING TO FOLLOW THEM. TO BE DISCIPLINED IS TO FOLLOW IN A GOOD WAY. TO BE SELF DISCIPLINED IS TO FOLLOW IN A BETTER WAY.

Rule 6 NOTHING IS A MISTAKE. THERE'S NO WIN AND NO FAIL. THERE'S ONLY MAKE.

Rule 7 The only rule is work. IF YOU WORK IT WILL LEAD TO SOMETHING. IT'S THE PEOPLE WHO DO ALL OF THE WORK ALL THE TIME WHO EVENTUALLY CATCH ON TO THINGS.

Rule 8 DON'T TRY TO CREATE AND ANALYSE AT THE SAME TIME. THEY'RE DIFFERENT PROCESSES.

Rule 9 BE HAPPY WHENEVER YOU CAN MANAGE IT. ENJOY YOURSELF. IT'S LIGHTER THAN YOU THINK.

Rule 10 "WE'RE BREAKING ALL OF THE RULES. EVEN OUR OWN RULES. AND HOW DO WE DO THAT? BY LEAVING PLENTY OF ROOM FOR X QUANTITIES." JOHN CAGE

HELPFUL HINTS: ALWAYS BE AROUND. COME OR GO TO EVERYTHING. ALWAYS GO TO CLASSES. READ ANYTHING YOU CAN GET YOUR HANDS ON. LOOK AT MOVIES CAREFULLY, OFTEN. SAVE EVERYTHING-IT MIGHT COME IN HANDY LATER. THERE SHOULD BE NEW RULES NEXT WEEK.