COM 380 Intermediate Graphic and Publication Design Independent Study. Syllabus

Course Information
Com 380 Intermediate Graphic and Publication Design Independent Study, 3 credits
Eiben 103

Course Instructor
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Course Description
A continuation of the exploration of visual aspects of communication by focusing on in-depth refinement of the creative process by using art and technology that includes branding and marketing concepts, computer-assisted logo design and multiple page interactive document design and layout, to include an emphasis on typography. The instruction and projects in COM 380 provide more advanced refinement of concepts and methods of working with software including Adobe Illustrator, Photoshop and InDesign. This is an intermediate/advanced communications course which prepares the student for creating professional-quality creative solutions in graphic design and communications. Prerequisite: COM 378 with a grade of C or above.

General Objectives
1. to continue to explore many aspects of visual thinking and creative using the computer.
2. to refine an awareness of how the computer is incorporated into the communication arts including graphic design and
    photography with an emphasis on advertising, marketing and branding.
3. to provide a more advanced vocabulary in computer software and hardware.
4. to explore and refine aspects of visual thinking and creative expression with more complex projects through completion
    on the computer.
5. to refine various techniques and to develop skill with hardware and software through more complex projects.

Competency
By the end of the semester you should be able to:
1. demonstrate an intermediate understanding of the vocabulary and technological processes of computer graphics.
2. demonstrate an understanding of how computer graphics are used as a contemporary communications tool through an
    examination of how computer graphics fits into the communicator's environment.
3. understand and be able to use several computer graphic systems, graphic software packages,
    and input/output devices at an intermiediate/advanced level
4. sensitively apply the visual elements of line, shape, value, color, texture, space, as well as the design principles of balance,
    rhythm, emphasis, contrast, variation, and unity.
5. complete the creative problem-solving process from the preliminary planning stage and exploration through
    revisions to the final product with an emphasis on working with clients.
6. learn to be experimental by taking risks through the process of exploration during the creative process.
7. learn to use computer graphics to generate personal visual images.
8. Areas of study include: computer imaging including advanced layout, working with and modifying digital images, and determining
    clients' needs.

Recommended Reading and Web Sites
Communication Arts
HOW
Print
iCreate

Adobe: http://www.adobe.com/support

Design & Publishing: http://www.graphic-design.com/index.html

YOUTHEDESIGNER: http://www.youthedesigner.com/

LYNDA: http://www.lynda.com/

Advertising Age: http://adage.com

http://www.walletpop.com/quizzes/company-colors-quiz

Supplies and Materials
1. Portable archive materials: CD-RW or USB Thumb or Flash drive
2. A three ring notebook to keep notes, handouts, sketches, ideas and written material.
3. Two or more (at least 9" x 12") envelopes or folders for submitting projects.

Instructor's Expectations
Lectures, demonstrations and general class participation (regular attendance, completed homework, completed assignments turned in on time, joining class discussions) is an important aspect of this course. Lectures and related information will be given once. Note taking during lectures and demonstrations is necessary. Since this is a college course, time outside of class will need to be consistently spent on projects to meet the requirements of the class.

Estimated time per week spent on projects outside of class: 8 to 10 HOURS MINIMUM.

Attendance
- Students are responsible for the material presented in class; regular attendance is mandatory. Leaving class early without permission or for long periods of time during work classes will result in an absence marked for that class period. For unexcused absences, students need to make arrangements with other class members regarding information.
- Consistent lateness and absences will result in a lower grade for the semester.
- More than three absences will result in a final grade of a F.
- Three tardies will equal one unexcused absence. If there is a severe family problem or a long-term personal illness, please discuss this with me. If you are absent for medical reasons, get a note from your physician, otherwise the absence will be considered unexcused. Work in NOT an excused absence.

GRADING SYSTEM

- Grading is based on assignments and projects. It is the responsibility of the student to collect handouts, take notes, complete and turn in assignments on due dates. The assigned projects must be turned in on the due date. Missing a deadline will result in a full letter grade reduction for that project
- Make-up assignments will be administered only in cases where there is a valid medical reason accompanied by a doctor's note. Projects may be revised and turned in again for regrading.
- Class participation will be considered in the evaluation of the final grade. Disruptive or argumentative behavior will result in a lower grade during final grade evaluation.
- Any student missing the final semester critique or not turning in a final project without prior permission will have a full letter grade taken off the final semester grade.
- All projects submitted for grading must include a clearly organized, clearly identified file with the project and all working stages.

All projects are worth 100 points each.

A 90-100

B 80-89

C 70-79

D 60-69

F 59-0