Com 378

GRAPHIC' & PUBLICATION 'DESIGN

Chaminade University of Honolulu
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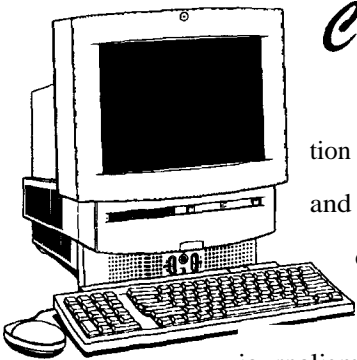E-mail: **dbautist@chaminade edu**

Course Description

Emphasizes the visual aspects of communication by focusing on the creative process of using art and technology through computer-assisted page design and layout. Equal devotion is placed on the theories of information design and visual journalism as well as the basic techniques used in page design and layout. Students produce a series of computer-generated print media and, upon completion, a portfolio showcasing their best work. Prerequisites: COM 200, COM 371 and junior or senior standing, or permission of instructor.

Course Objectives

0 To learn how to design effective layouts that communicate clearly its message, objective and purpose for a target audience

0 To experience each step of the design process-conceptualization, production and completion of various forms of print media

0 To develop skills in using the tools associated with computer-assisted page layout, graphic design and desktop publishing
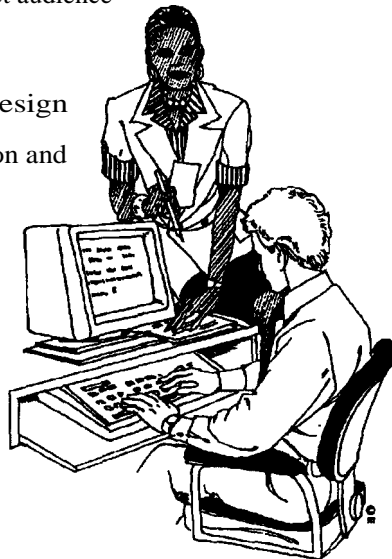
Class Procedures

As a senior-level class and combined laboratory, the nature of this course allows itself to be run like a professional business organization. Therefore, class generally begins with a discussion of relevant topics, much like a formal business meeting. Explanation of assignments, or distribution of business client orders, follows. The remaining time is devoted to completing assignments.

To facilitate this atmosphere of professionalism, all students (graphic design employees) will maintain a work slip. As in many professional businesses, this work slip includes the times employees check-in to work and a record of business orders completed, which in turn, reflect the amount of wages and salary earned. The student work slip for this class is no different; it includes a roll of attendance and list of assignments completed, which in turn, reflect the type of grade earned.

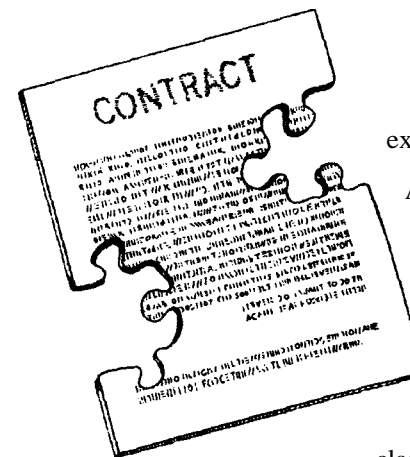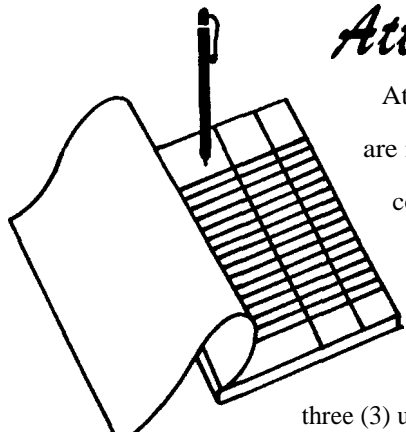## Deadlines

This is Communication! Need more be explained about the importance of deadlines? All assignments must be turned in on their specified dates and times. Unexcused late assignments will be accepted up to three c lass meetings after the deadline, with a reduction of one letter grade for each class meting.

Attendance Policy

Attendance and punctuality for all class sessions are mandatory for students (i.e.: employees must come to work on time to earn money). Absences and tardiness are recorded on all student work slips. A total of three (3) unexcused late arrivals result in a loss of a half-grade, while three (3) unexcused absences result in a loss of a full grade for the course. Students may present written verification that absences, tardiness and submission of late assignments were from circumstances beyond the students' control. However, it is up to the individual student to submit these documents and request missing assignments/quizzes.

Final Course Grades

As a lab course, the bulk of the students' grades is based on assignments. There is no final exam (the final portfolio takes its place). However, quizzes-announced and unannounced-will be given covering topics discussed in class.

Final grades are calculated according to the following: assignments = 45%; quizzes = 20%; final portfolio = 35%.
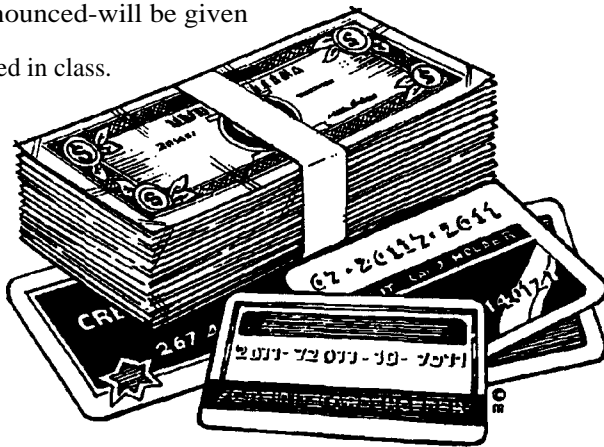
Grading Strategies

This course uses the `portfolio grading' technique, the same used by employers when evaluating the potential of job applicants. Assignments are graded based on the relative acceptability of its use in a professional publication. The following is a guide to grades assigned:

A+/A Publishable as submitted; free from design flaws

A-/B+ Publishable with minor refinements

B/B- Overall design adequate; revisions needed

C+/C Overall design satisfactory; major revisions needed

C-/D+ (or lower) Overall design seriously flawed; redesign needed

Notes: 1/2 grade lower for spelling errors; assignments not accepted without required "Market Analysis" (equivalent to a zero)

Helpful ?!Ad.

- ❑ Save often. . .'puff said.
- ❑ Restart the computer before beginning a project.
- ❑ Keep up with assignments and deadlines; don't fall behind-it'll haunt you.
- ❑ Ask if you have questions or problems. The only way really to run into trouble is to keep problems to yourself. Remember, we study *Communication!*
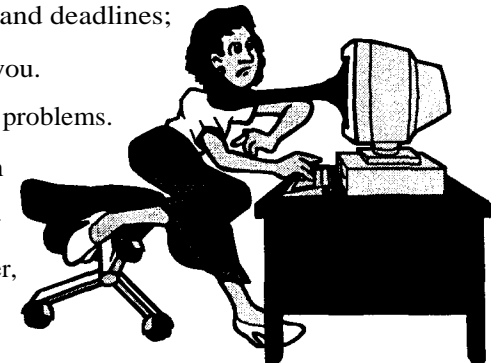
Previous Students' Comments

Previous students have evaluated this course to be above and below **average** on certain criteria. These have resulted in some changes that address those areas of concern, while at the same time, building upon its strengths.

What did you like MOST about this course?

❏ "The stuff I learned."

0 "Wide variety of different projects."

❏ "This was the most useful course I have

ever taken--and the most fun."

0 "it allowed me to learn more about design and

helped me get an internship."

❏ "I thoroughly enjoyed this class--the information learned

was awesome and presented in a very effective way."

❏ "This was the hardest, funnest, most rewarding class. I came with no

knowledge of design at all and I'm now able to design newsletters & brochures."

What did you like LEAST **about this course?**

O "For some assignments, little time given for turning them in."

Policy now includes that no two assignments **are** due on the same day; all major projects are assigned within a time period that includes one weekend for it to be completed. In addition, class extensions sometimes are granted-but only in rare circumstances.

O "The quizzes."

An effective way to measure **learning** requires various assessment strategies. Quizzes are needed to supplement class assignments when testing how much knowledge is gained.

0 "Need Stronger tutorial for QuarkXPress."

Course now includes completion of 4-6 tutorials for QuarkXPress along with practical rein-forcement provided through completion of different projects.

❏ "The hours of grueling layout."

That's the catch, isn't it? Nevertheless, a good understanding of the purpose and audience of a publication provides direction. Some projects now require preliminary components to be turned in before its final completion.

❏ "I could have learned more but there was no time."

As a communication-based course, this class is unique in its focus; it combines art and techni-cal training while focusing on communication. Learning of the material presented in class does not end as the semester ends. Projects are selected and planned carefully to meet student inter-est as well as provide practical experience in the field. Assigning more projects is done with extreme discretion, as it may hinder productivity.

"The lab facilities."

Industry-standard design hardware and software are expensive, especially when multiple copies are needed. While it would be ideal to maintain a Macintosh lab exclusively for this course, at present, this option is not realistic financially. Given our department and universi-ty's situation, establishing this course was the first goal; establishing our lab will be next.

"Too much out-of-pocket money and out-of-time lab time required. Warn me next time."

Okay. . here's the **warning!** Seriously, if you want to spend the money for high quality mate-rials like high contrast, laser color paper, etc., it's isn't required, but I won't discourage it, either!

Suggested Materials

Items needed for producing the final portfolio:

Document protectors

❏ Two inch (2") clear view, three-ring binder

Other materials students may need: blank CD-Rs; Iomega Zip Disks; photo quality ink jet paper; 8" x 10" color portrait of yourself; color portrait of your family.

Course Schedule

Listed below is a schedule of assignments and topics to be covered, Specific deadlines will be provided as projects are assigned.   Schedule is subject to change, under the discretion of the instructor, to determine the appropriate pace and flow of the class as productivity dictates.

- ❏ `Secrets' of Design; QuarkXPress intro

- ❏ Typography; Identity Design I (Resumes)

- ❏ Identity Design II (Business, Cards)

- ❏ Packaging Design (CD Jewelcase Covers)

- ❏ Promotional Design I (Flyers / Posters)

- ❏ Editorial Design I (Magazine Covers)

- ❏ Editorial Design II (Newsletters),

- ❏ Brochure Design' (Brochures)

- ❏ Promotional Design It (Invitations)

- ❏ Final Portfolio