

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, as the appropriate pace and flow of class productivity dictates.

Secrets of Design; QuarkXpress intro

Identity Design I; Typography (resumes)

Due:

Identity Design II (business cards)

Due:

Packaging Design (cd jewelcase covers)

Due:

Promotional Design I (flyers/posters)

Due:

Editorial Design I (magazine covers)

Due:

Editorial Design II (newsletters)

Due:

Brochure Design (brochures)

Due:

Promotional Design II (Invitations)

Due:

Final Portfolio

Due:

WHAT A GOOD IDEA ISN'T:

It isn't taken from someone else's idea found in a design annual.

It isn't the latest computer technique, the latest specialty paper or the hottest photographer.

It isn't trend, technique, style or gimmick.

A GOOD IDEA communicates immediately...a reaction to a good idea is often audible – a sigh, a grunt, a laugh or a gasp.

MARK OLDACH,
Creativity for Graphic Designers



graphic & publication DESIGN

COM 378 • FALL 2002

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A hunch is creativity trying to tell you something.

FRANK CAPRA, DIRECTOR

The best way to get a good idea is to get a lot of ideas.

LINUS PAULING, NOBEL PRIZE WINNER

COURSE DESCRIPTION

Graphic and Publication Design emphasizes the visual aspects of communication by focusing on conceptual thinking and practical application. It combines art and technical training to produce creative, dynamic, effective printed results. In other words, great ideas become even better ideas, and are brought to life with the help of some basic design and layout "rules," classroom critiques, and Macintosh computers.

Students produce a series of computer-generated print media, and upon completion, submit a portfolio showcasing their best work.

Prerequisites: COM 200, COM 371 and junior or senior standing, or permission of instructor.

COURSE OBJECTIVES

- To design effective layouts that clearly communicate message, objective and purpose for a target audience;
- To experience each step of the design process – concept development, production and completion of various forms of print media;
- To develop skills using the tools associated with computer-assisted page layout, graphic design and desktop publishing.

MATERIALS

For class:

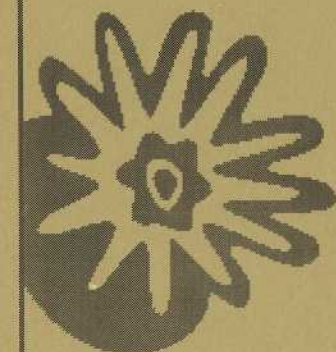
- spiral bound sketch book
- drawing tools -
pencils
eraser
small pencil sharpener
2 black Micron felt tips pens, .03, .07
- 12" ruler or t-square
- Iomega ZIP disk (Mac)


For portfolio:

- two-inch clear view, three-ring binder
- document protectors (1 per project)

HELPFUL TIPS

- Keep up with assignments and deadlines and you'll be fine. This course is a lot of fun and a lot of work. Falling behind will haunt you.
- Ask questions if you don't understand. Always.
- Restart the computer before beginning a project; save often while working, and store (backup) your files at the end of each class on your ZIP disk.





COMMENTS (cont.)

"The quizzes."

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

"Need stronger tutorial for QuarkXpress."

Course now includes 4-6 tutorials for Quark along with practical use in the completion of assigned projects.

"The hours of grueling layout."

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

"The lab facilities."

Industry-standard design hardware and software are expensive and constantly changing. 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 university's situation, establishing this course was the first goal; establishing our lab is next.

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

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

class PROCEDURES

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

To facilitate an atmosphere of professionalism, a work slip similar to those used in design or advertising agencies is kept for each student. This work slip records attendance (the days/times employees check in to work), and documents tasks completed for required assignments (client business orders), all of which contribute to the grade received (wages/salary earned).

dead L I N E S

Yikes. The design and communication world is driven by deadlines. All assignments **MUST** be turned in at their specified dates and times. Unexcused late assignments will be accepted up to three class meetings after the deadline, with a reduction of one letter grade for each class meeting.



attendance P O L I C Y

Attendance and punctuality for all class sessions is mandatory. 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. It is the responsibility of the individual student to submit such documents and request any missing assignments and/or quizzes.

grading A P P R O A C H

This course uses a "portfolio grading" strategy, similar to what employers use when evaluating the potential of job applicants. Grades are based on the readiness and acceptability of a given assignment's use in a professional publication. The following is a guide to grades assigned:

- A+/A** Publishable as submitted; free from design corrections;
- A-/B+** Publishable with minor refinements;
- B/B-** Overall design adequate; revisions needed;
- C+/C** Overall design satisfactory; Major revisions needed;
- C-/D+** Overall design seriously flawed; redesign needed.



final G R A D E S

As a lab course, much of the final grade is determined by completed assignments. There is no final exam; a final portfolio takes its place. Quizzes, announced and unannounced, cover topics discussed in class.

Final grades are calculated accordingly:

Assignments:	45%
Quizzes:	20%
Final Portfolio:	35%

previous students' COMMENTS

What did you like most about this course?

"...wide variety of projects."

"This was the most useful course I have ever taken -- and the most fun."

"It allowed me to learn more about design and helped me get an internship."

"...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?

"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.

