

# Graphic and Publication Design

COM 378

## INTRODUCTION

This course is structured to advance your understanding and knowledge with visual aspects of communication by focusing on the creative process using art and technology through computer-assisted page design and layout. It will emphasize on the following:

### DESIGN

1. Graphic design as a discipline and profession.
2. The visual elements and vocabulary.
3. The principles and elements of design.
4. Manipulating the graphic space.
5. Designing with type.
6. Various layouts and formats.
7. Demonstrate a functional knowledge of comping techniques for type, illustration and photographs.

### PRODUCTION

8. Utilization of some features for Adobe CC. **No Canva is to be used in this class.**
9. Color and Color Issues.
10. Image manipulation.
11. Spot, full-color, duotone, tritone and quadtone for print.
12. Exporting files correctly.

### TEACHING/LEARNING METHODS

- Lecture and demonstrations.
- Use of visual examples and hands-on assignments.
- Online/In-class individual critique sessions and group discussions.

A hybrid of zoom classes and in-person classes will be conducted during the semester. Students are required to have the video and audio component on in order to participate. Screen sharing is a must! Any student that does not follow this will be marked absent for class.

Every student is expected to follow through the creative process of thumbnails, roughs, comprehensives and finished product. No student will be allowed on a computer until the direction of the thumbnails and roughs pass the crit session. All projects must be submitted at the announced date and time.

Please stay home if you are sick. Inform the instructor via email and stay at home. If you test positive for Covid-19, contact your instructor immediately.

MON, WEDS AND FRI 11:30 pm to 12:20 pm

INSTRUCTOR Lowell G. Gillia

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### EVALUATION AND ATTENDANCE

Your project grade will be determined by the following factors:

- 1) **Creative process** - Concept and examination (1-25 points)
- 2) **Class participation** - Critique session and attendance (1-25 points)
- 3) **Presentation skills** - Overall presentation of the project, neat and crisp (1-25 points)
- 4) **Design and professionalism** - Encompasses all aspects of the above listed with a portion of the evaluation paying attention to the business aspect of design (1-25 points)

One day late projects will result in one letter drop. Failure to present assignments or projects that are two days late will result in a grade of **"F"**. You are expected to attend every class.

Three absences (non-medical, excluding death or life threatening events), including excessive tardiness will equal one grade letter drop. Four non-medical absences will result in the grade **"F"** for the entire semester. For every class, you are required to bring a sketch book and use a black ink pen (no pencils). No sketches or brainstorming lists presented by a student will result as dismissal from the class and will be counted as an absence.

For certain projects you will be required to purchase supplies, stock photography/illustrations and other items that will effectively help enhance and efficiently communicate the concept of your final product. No copyrighted photos or illustrations downloaded from the internet will be allowed. Each student is required to participate in critiques. All students are reminded that critiques are part of the design process and not a verbal attack on the individual.

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## TENTATIVE PROJECT SCHEDULE

August 22	<b>Welcome and Introduction</b>
August 24	<b>Elements of Design</b> Deadline: Wednesday, August 31, 1:30 pm and Friday, September 2, 1:30 pm
August 26	<b>Principles of Design</b> Deadline: Wednesday, September 7, 1:30 pm and Friday, September 9, 1:30 pm
September 5	<b>Labor Day, No School -yay!</b>
September 7	<b>Square Solution</b> Deadline: Wednesday, September 14, 1:30 pm
September 9	<b>Connotative Type</b> Deadline: Friday, September 23, 1:30 pm
September 16	<b>Magazine Spread</b> Deadline: Friday, October 14, 1:30 pm
September 23	<b>Logo Design</b> Deadline: Friday, October 28, 1:30 pm
September 28	<b>B&amp;W, Duotones, Tritones and Quadtones</b> Deadline: Wednesday November 9, 1:30 pm
October 17	<b>Stationery System</b> Deadline: Friday, December 2, 1:30 pm
October 20	<b>Discoverer's Day, No School</b>
November 11	<b>Veteran's Day, No School</b>
November 24-25	<b>Happy Thanksgiving! No School</b>
December 2	<b>Last Day of Class</b>

Schedule subject to change