

	course SCHEDULE				
<p>DEADLINES</p> <p>The design world is driven by deadlines! All assignments are expected to 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.</p> <p>HELPFUL TIPS</p> <p>Keep up with assignments as we go, and you'll be fine.</p> <p>Always meet the deadline.</p> <p>Pay attention to small details.</p> <p>When working on the computer, save often. Store your files at the end of class on a CD or ZIP disk.</p>	<p>Listed below is our schedule of assignments and topics. Specific deadlines will be provided as projects are assigned.</p> <p>Design Secrets; Quark Xpress intro</p> <p>Identity Design I: resumes Due:</p> <p>Identity Design II: logos and business cards Due:</p> <p>Packaging Design: cd jewelcase covers Due:</p> <p>Promotional Design I: posters Due:</p> <p>Editorial Design I: magazine covers Due:</p> <p>Editorial Design II: newsletters Due:</p> <p>Promotional Design II: brochures Due:</p> <p>Promotional Design III: invitations Due:</p> <p>Final Portfolio Due:</p>			<p>graphic & publication DESIGN</p> <p>COM 378 • FALL 2005</p> <p>Graphic and Publication Design emphasizes the visual aspects of print communication while focusing on conceptual thinking and practical application. Combining artistic and technical tools, students create a portfolio of dynamic and effective printed material.</p> <p>Prerequisites: COM 200, COM 371 (may be taken simultaneously) and junior or senior standing, or permission of instructor.</p> <p>Chaminade University <small>OF HONOLULU</small> <small>1953 2005</small></p>	<p>COM 378</p> <p>INSTRUCTOR Deborah Mellom</p> <p>Kieffer Hall 1 dmellom@chaminade.edu</p>

	<div>class</div> <div>PROCEDURES</div>		<div>attendance</div> <div>POLICY</div>		
<div>MATERIALS</div> <div>For class:</div> <div><div><div>• sketch book</div><div>• drawing tools pencils eraser pencil sharpener black pens (micron)</div><div>• 12" ruler</div><div>• CD</div></div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div>A GOOD IDEA communicates immediately – a reaction to a good idea is often audible – a sigh, a grunt, a gasp, or a laugh.</div> <div>...Mark Oldach Creativity for Graphic Designers</div>	<div>As a senior-level class and combined laboratory, we will operate much like a professional graphic design business organization. Class time generally begins with a meeting and discussion of relevant topics, a review of project ideas, or brainstorming. Explanation of assignments (or client orders) follows. The remaining time is devoted to completing assignments.</div> <div>To resemble a professional design business, a Work Slip similar to those used in design or advertising agencies is kept for each student. The Work Slip is a record of attendance and date and time of tasks completed, all of which combine to determine grades received.</div> <div>course</div> <div>OBJECTIVES</div> <div><div><div>• To design effective page layouts that clearly communicate a message, objective and purpose for a target audience.</div><div>• To experience each step of the design process – from concept development to production, and completion of portfolio-ready artwork.</div><div>• To develop Skills using the tools associated with computer-assisted layout and design for print.</div></div></div>		<div>Attendance and punctuality can affect your grade. Three (3) unexcused late arrivals result in a loss of a half-grade; 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 each individual student to submit such documents and request any missing assignments and/or quizzes.</div> <div>grading</div> <div>SYSTEM</div> <div>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:</div> <div><div><div>A+ / A Publishable as submitted; free from design corrections;</div><div>A- / B+ Publishable with minor refinements;</div><div>B / B- Overall design adequate; revisions needed;</div><div>C+ / C Overall design satisfactory; major revisions needed;</div><div>C- / D+ Overall design seriously flawed; redesign needed.</div></div></div>	<div>FINAL GRADES</div> <div>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 cover topics discussed in class.</div> <div>Final grades are calculated accordingly:</div> <div><div><div>Assignments:</div><div>Quizzes:</div><div>Final Portfolio</div></div><div><div>45%</div><div>20%</div><div>35%</div></div></div> <div>The best way to get a good idea is to get a lot of ideas.</div> <div>...Linus Pauling Nobel Prize Winner</div>	