

# ART 120: GRAPHIC DESIGN I

GDI-SPG18

Note: This syllabus is also on canvas and the course website.

**MEETINGS:** R, 6:30p–9:30p in A212  
**OFFICE INFO:** A214, 773.298.3088  
**OFFICE HOURS:** By appointment only  
**COURSE URL:** [visuallyclear.info/sxu](http://visuallyclear.info/sxu)

**PROFESSOR:** Chris Matusek  
**GOOGLE VOICE:** 708.653.0315  
**EMAIL:** [matusek@sxu.edu](mailto:matusek@sxu.edu)

Do not use Canvas to contact your instructor.

## COURSE DESCRIPTION

**Graphic Design conveys visual information with meaning and significance. Using typography, illustration, symbolism, and photography, graphic designers communicate ideas in visual terms.**

- This course is an introduction to graphic design emphasizing the elements and principles of visual communication as applied to print formats.
- Consideration of type, image and space are presented in a series of studio projects.
- Hand-rendered and computer-generated approaches to the design process are included. Studio.
- Through the design process students will be encouraged to make their works clear, efficient and communicable.
- Macintosh computer workstation will be introduced.

## COURSE OBJECTIVES

Through lectures, exercises, projects, and research during the semester, the students will be able to:

- Develop basic conceptual thinking in creative problem solving.
- Develop a sense of “seeing” and not merely “looking”.
- To explore the history and theory of graphic design.
- Acquire knowledge and ability to use the fundamentals of graphic design, basic principles and elements of design, and gestalt principles.
- To learn the terminology associated with visual communication (graphic design).
- To learn the nature of creativity and the design process from beginning through final production.
- Develop a sense of craftsmanship and professional presentation values.

## EXPECTATIONS

In this course, students are expected to:

- Live up to the SXU collegiate academic standard.
- Attend every class meeting prepared and ready to work.
- Complete all homework and assignments to the best of your ability and take risks
- Expand your creative and visual vocabulary.
- Contribute to the creation of a safe, fun, respectful creative environment in which everyone encourages everyone else to succeed including helping any student in class that can benefit from their help.

Above all, if the student expects an A in this course they shall strive for academic excellence.

## INTELLECTUAL PROPERTY, COPYRIGHT, PLAGIARISM & ACADEMIC HONESTY

Plagiarism is the use of words or images that you did not create within your, except where specifically requested do so. This includes turning in artworks that were created, in-part or –whole, by friends, family, other students, and/or lab technicians. If you are found guilty of plagiarism you will immediately fail this class and risk expulsion from this institution.

## MATERIALS / BOOKS - You must have these items with you every class:

- External hard drive – 8GB (or more)
- Paper, sketchbook, pen, art pencils (different harnesses), colored pencils, matt board, glue/double-sided tape, X-Acto knife, 3” post-it notes
- Internet access – blog (Blogger account), tutorials, class site ([visuallyclear.info](http://visuallyclear.info))
- Creating / publishing / purchasing 2 copies of your own book before the end of the semester – (estimated price \$30 - \$50) - SXU ART & DESIGN will keep 1 of these.

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## **GRADES – 100 total points** (100–90 = A | 89–80 = B | 79–70 = C | 69–60 = D)

Each student earns points through attendance, skillful completion of set of tasks and goals, flexibility and coaching, creativeness, and academic excellence. The challenge is to learn how to create and communicate interesting visual messages and grow their visual language. Through critique students will learn how to improve the comprehension and accuracy of their message. Each student will adhere to a fair standard of craft, composition, and concept.

### **Participation, Punctuality, Preparedness, and Presence – 15 points**

**(1 point / meeting).** Attendance is taken at the start of class.

The student must budget their own time. No lectures, demonstrations or in-class assignments will be repeated outside of class. In rare exceptions appointments can be made to discuss missed content.

### **Student Blog, Visual Journal – 15 points**

**(1 point per week for on-time, coherent blog posts that contain assigned images and text.)**

Each student is required to keep a blog and post every week for this course. This blog is a visual journal - a record of demonstrated techniques, lectures, research, preliminaries (thumbnails, sketches, and roughs), each project (including variations and final versions) should be posted and contextualized with artist statements (an explanation of your artwork in terms of craft, composition, and concept). This is an integral part of the learning process and grading.

### **Project / Critique – 50**

Every week will be a presentation or critique. BE PREPARED! All work will be considered only if follows individual project guidelines.

### **Quizzes – 10 points (2 @ 5 points each)**

There will be 2 quizzes that assess your acquired knowledge.

### **Midterm / Final – 10 points (2 @ 5 points each)**

There will be a midterm / final.

Or - 2 museum / gallery trips that you must attend and blog about.

Or - 1 of each.

## **INSTRUCTIONAL USE OF TECHNOLOGY**

In this course, the instructor will use the following tools: analog technologies, digital technologies: Macintosh Computer, Preview, Adobe Creative Cloud Software, Web, Blog, Scanner, Digital Camera, Drawing Tablet, Video Projector, and Printer.

## **STUDENT USE OF TECHNOLOGY**

In this course, the student will use the following tools: Macintosh Computer, Preview, TextEdit, Adobe Creative Cloud: Illustrator and InDesign, Blog, Scanner, Digital Camera, Drawing Tablet, Printer, and Printing Service.

## **STUDENTS WITH DISABILITIES**

If you believe that you need accommodations for a disability, please contact the Learning Center and Disability Services (LCDS) in L-108 or call 773.298.3308 for an appointment to discuss your needs and the process for requesting accommodations. LCDS is responsible for coordinating disability-related accommodations and will issue students with documented disabilities "Confidential Accommodation Plan" letters, as appropriate. Since accommodations may require early planning and generally are not provided retroactively, please contact LCDS as soon as possible.

## **GENERAL EDUCATION ASSESSMENT**

Some students are taking this course for general education credit. The general education program routinely conducts assessments of general education courses in order to prove that we are doing what we say we are doing. One assignment this semester will be used to assess this class and you will be responsible for uploading that assignment to a special portal on this classes Canvas portal.

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## SXU SPRING 2018 SEMESTER – IMPORTANT DATES

January 8	Spring Semester Begins
January 15	Martin Luther King, Jr. Day Holiday: no classes
January 29	Final day to change a class from audit to credit
March 5 - 11	Spring Break
March 7	Final Day to change a class from credit to audit or pass/fail
March 15	Deadline to file for Summer 2018 and Winter 2018 Graduation
March 14 - 29	Registration for Fall 2018 classes for currently enrolled students
March 19	Incomplete grades due from Fall 2017 semester
March 20	Grad Fest 10 a.m. to 8 p.m.
March 21	Mission Heritage Day
March 29 - April 1	Easter Holiday
April 30 - May 5	Final Examinations
May 4 - 5	Annual Commencement Ceremonies

See [visuallyclear.info/sxu](http://visuallyclear.info/sxu) for course schedule.