

# ART2003: GRAPHIC DESIGN 1

**SCHEDULE:** Tuesday / Thursday, 9:00–11:20am (*Final Exam: Tuesday 5/5/20, 10:30am–1:00pm*)

**PROFESSOR:** Máximo Escobedo

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**OFFICE:** *Email for appointment*

## **COURSE DESCRIPTION:**

ART203 is an introduction to visual communication in graphic design through the use of symbols, type and imagery. We will explore various design applications, techniques, concepts, and media, fundamental to the graphic design profession.

Combining manual practice and theoretical study, students will explore the nature of graphic design, uncovering the marriage of *immutable principles and zeitgeist*, which combine to create effective graphic forms. The significance of graphic design in contemporary culture and the evolving role of contemporary design will also be discussed. Specific study in the various facets of layout, typography, and illustration will be introduced.

## **LEARNING OUTCOMES:**

1. Utilize the fundamental principles and elements of graphic design in the creation of five projects.
2. Distinguish between the various Gestalt principles of perception and apply them to create dynamic graphic forms.
3. Employ the professional language and terminology of graphic design and typography.
4. Exhibit competency using both the traditional and digital tools of graphic design.

## **COURSE STRUCTURE:**

*Exploration of graphic design practice, aesthetics, and history will be pursued from a variety of directions including the following:*

- 5 projects involving hypothetical design problem-solving.
- In-class assignments and exercises.
- Class lectures/discussions/videos
- Quizzes on various material covered in class lectures and discussions.
- Student presentations and writing assignments.
- Class trips and/or guest speakers.

## **GRADING:**

Grades are based on a percentage of points accumulated during the semester, with a possible total of 900 pts. If class sessions must be canceled due to events out of the instructor's control such as illness, natural disaster, etc. the point total may be reduced. Projects turned in late will receive an automatic 20 pt. deduction. You will then have one week from the due date to turn it

in. After one week you will receive an F for that project. On-time means that it is ready by the beginning of the class session. Written homework assignments must be turned in through Canvas to receive credit.

- 12%: Project 1: (100 pts.)
- 12%: Project 2: (100 pts.)
- 12%: Project 3: (100 pts.)
- 12%: Project 4: (100 pts.)
- 12%: Project 5: (100 pts.)
- 10%: Group Presentation: (100 pts.)
- 10%: Participation: (100 pts.)
- 10%: Homework: (100 pts. combined)
- 10%: 3 Quizzes + Final Exam: (100 pts. combined)

A = 93 – 100% of possible points  
A- = 90 – 92% of possible points  
B+ = 87 – 89% of possible points  
B = 83 – 86% of possible points  
B- = 80 – 82% of possible points  
C+ = 77 – 79% of possible points  
C = 73 – 76% of possible points  
C- = 70 – 72% of possible points  
D+ = 67 – 69% of possible points  
D = 63 – 66% of possible points  
D- = 60 – 62% of possible points  
F = 0 – 59% of possible points

### **SUPPLIES:**

- Sketchbook (8.5 x 11 minimum)
- Metal (cork or foam back) ruler
- Sharpies (thick & thin)
- 11x14 tracing paper
- Liquid white-out
- X-Acto or utility knife
- Black Mat-board
- Spray mount
- Small self-healing cutting mat

### **ADDITIONAL CLASS RULES:**

- You may not use phones in class.
- You may not use headphones in class.
- There is no food allowed in the Mac lab.
- You may not engage in any online activity unrelated to class assignments while in class.

### **PHONES AND ELECTRONIC DEVICES:**

Phones, tablets, and laptops are not to be used during class. In order to create a productive and

focussed learning environment for all students, phones will be silenced and placed in a designated bin before class begins. If the class takes a break, you can pick up your phone and take it outside of the classroom, then return it to the bin when you re-enter the class. Exceptions to this policy may be made on an individual basis. For more information and research on the impact of smartphones on learning, read the linked article. [How Smartphones Hijack Our Minds](#)

### **ATTENDANCE:**

Attendance is required. You are allowed 2 unexcused absences. Each additional absence will result in a 5 pt. deduction from your participation grade. If you are absent, you are responsible to find out from your peers what information you missed. If you arrive more than 5 minutes after or leave more than 5 minutes prior to the scheduled session time, you are late. Three late-arrivals or early-departures equal one absence. If you are more than 30 minutes late, you are absent. If you show up to class without the required materials for that day you will be marked absent. If you are absent on a day you are scheduled to give a presentation or critique, your grade will be marked down 20 points.

Exceptions to the attendance policy will only be made in the event of a family emergency, jury duty, illness with a doctors verification, or something of an unexpected, urgent nature which is out of your control. Family vacations, weddings, work schedules, and or travel/flight schedules are not valid excuses for missing class. Excessive absences may result in you being dropped from the course. *(See PLNU catalog attendance policy copied below)*

### ***PLNU ATTENDANCE POLICY:***

*Regular and punctual attendance at all classes is considered essential to optimum academic achievement. If the student is absent from more than 10 percent of class meetings, the faculty member can file a written report which may result in de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation. See Academic Policies in the Undergraduate Academic Catalog.*

### ***PLNU FINAL EXAM POLICY:***

*Successful completion of this class requires taking the final examination/critique on its scheduled day. The final examination schedule is posted on the Class Schedules site. No requests for early examinations or alternative days will be approved.*

### ***PLNU ACADEMIC DISHONESTY POLICY:***

*Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students*

*may appeal using the procedure in the University Catalog. (See Academic Policies for definitions of kinds of academic dishonesty and for further policy information.)*

***PLNU ACADEMIC ACCOMMODATIONS POLICY:***

*If you have a diagnosed disability, please contact PLNU's Disability Resource Center (DRC) within the first two weeks of class to demonstrate need and to register for accommodation by phone at: 619-849-2486 or by e-mail at [DRC@pointloma.edu](mailto:DRC@pointloma.edu). (See Disability Resource Center for additional information.)*

***PLNU COPYRIGHT POLICY:***

*Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.*

***PLNU MISSION:***

*To Teach, To Shape, To Send*

*Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.*