

Art 207 **Graphic Design** 3 credits | Fall 2009

Thursday 12:45 pm - 04:35 pm | J003 | Joppa Hall

Catalog Description

This course continues the development of visual communication skills begun in ART 103. Emphasis is on creative problem solving and the creation, execution and presentation of graphic design primarily for print media. This course is taught in the MacLab using current software. Two lecture hours and two laboratory hours per week. Prerequisite: ART 103 (which has a pre-requisite of Art 120) or permission of instructor. Course fee.

Student Learning Objectives

Upon successful completion of the course, the student will be able to:

1. Recognize the prevalence and importance of graphic design in our media oriented society. (Academic outcomes supported by this learning objective: culture and society)
2. Analyze the idea at the foundation of any good design. (Academic outcomes supported by this learning objective: communication, critical thinking)
3. Assess and redefine design problems to lead to creative and effective design solutions. (Academic outcomes supported by this learning objective: critical thinking, information literacy)
4. Create graphic design that is aesthetically solid visual communication. (Academic outcomes supported by this learning objective: communication, critical thinking)
5. Employ a client orientation in the approach to design problems. (Academic outcomes supported by this learning objective: communication, interpersonal skills)
6. Prepare high quality presentation materials on deadline. (Academic outcomes supported by this learning objective: personal and self-management skills)

Class Policies

Attendance for class is mandatory.

Please have all notes, assignments and required materials on hand. You are responsible for assignments regardless of attendance; absence does not excuse anyone from assignments or project deadlines.

Late work is not accepted. A grade of zero is given.

Active participation in class critiques is also mandatory. This means discussing readings and materials in class and on the blog outside of class (if one is assigned), your own ideas and work processes, and speaking/writing constructively about your interpretation of others' work. Please be on time for class and don't leave early, as chronic latecomers will be penalized in final grading and skipping out early equals an absence. While in class, please refrain from working on projects assigned in other classes or you will be dropped from the class.

Instructor: **Kenneth Jones**
Associate Professor Art

Art & Design

Joppa Hall J123
443-412-2326
kjones@harford.edu

Office Hours:

Monday
9:45AM - 12:45PM

Tuesday
4:35PM - 6:00PM
(every other week)

Wednesday
11:10AM - 12:45PM

Grading Policy

Please see the following link for a downloadable PDF file with current information on how you will be evaluated in this class. faculty.harford.edu/faculty/kjones/grading_policy_s09.pdf

Website & Calendar

faculty.harford.edu/faculty/kjones
Click link on Art 207 class calendar.

You are responsible for materials posted on this website and due dates associated with them. If you miss a class, check the website to see what you need to make up.

Rules

Three unexcused absences will result in failing the class.

No cell phone calls, online surfing, instant messaging, shopping or web based interaction other than class based work while we are in session. Violators of this policy will automatically be dropped from the class. Cell phones must be turned off and only used on break.

Academic Dishonesty

Students will be familiar with and adhere to the policy governing academic dishonesty and its sanctions as written in the HCC Catalog. Any student found to have plagiarized work will automatically fail.

About This Class

In order to complete your work to a satisfactory level, you will have to spend a considerable amount of time outside of class in the MAC LAB. **Expect to schedule at least 4-6 hours weekly on projects and assignments for this class.**

Students will have access to a Mac Xserver on the local network in the lab. The Xserver gives each student storage space for files you generate in the Mac Lab. It is very useful for keeping your files backed up on a remote server or for storing large files, digital video or sound. In order to successfully complete the class, **all students are required to use their Harford Community College .edu email accounts.** Many class materials and important information will be sent and communicated to your harford.edu address. All matriculated students can sign up for a harford.edu email by visiting the college web page.

*Usung OwlNet at owlnet.harford.edu allows you to check email, your class schedule, and other academic resources.

Mac Lab

Upon entering the Mac Lab, outside of class time, you must sign-in noting your station number. STUDENTS WITHOUT ID WILL NOT BE PERMITTED INTO THE LAB. Open lab hours will be posted outside of the Mac Lab as soon as they are available. **There is absolutely no drinking nor eating in the Mac Lab.** Please do not bring children in the lab. Violators of these rules will be dropped from the class. Preference of stations is given to matriculated students working on class assigned projects..

The Spirit of a Group Lab Environment

In the spirit of the community college, a diverse group of students at many levels enter a given program. Here in the Mac Lab, we promote collaborative learning, open discussion and provide a non-judgemental forum for the expression of your ideas as art. Harford Community College and the Art + Design Program establish this arena as a fertile ground for learning through experiment, question and open access. Please realize however, that with intense learning comes frustration; especially when the learning is entwined with changing technologies of hardware, software and mysterious devices of imaging. Infinite patience will provide immediate results. Ask your teacher and classmate for help, but don't depend on them as solutions. **Producing original content is paramount.**

Critiques

Class Critiques are our most valuable times together. Critiques are a time for sharing and giving and figuratively removing obstacles that might be preventing us from seeing the work. The nature of a critique is much like a debate meeting a poetry reading. The only way to prepare for a critique is to have your work ready and have an understanding of the ideas, influences and structure behind your work. More importantly however, is your evaluative attention and creative spirit interpreting the work of other students. It is better to arrive with more questions than answers. Please make sure that you arrive well before class and have your work prepared and ready for review. No work or prints will be accepted after critique begins.

USE Your Harford Email:

www.harford.edu/StudentUser/policy.asp

Current Lab schedule:

faculty.harford.edu/faculty/kjones/f09lab.pdf

Kurt Tesnau, Program Assistant:

madrocket@comcast.net

Schedule Kurt for tutoring by email

IMPORTANT

Your studio lab time should be dedicated to the big three: WORK, SEEK and EXPERIMENT, not distracting yourself with the web or other entertaining features of the computer.

You might just need to pull the internet plug while you are working to spend real time on your projects in the lab. Remember, a full load of classes is like working a full-time job—plan your time appropriately.

Class critiques are your verbal evaluations. **If you miss a critique, your grade for that work will be reduced by one full letter (ex A to B).**

Don't even think of printing out or finishing work at your computer while critique is in session. This work will automatically be failed. You may not be granted access if you arrive after a critique is in progress.

Texts

Required

Graphic Design The New Basics by Ellen Lupton + Jennifer Cole Phillips. Princeton Architectural Press, 2008. List \$35. You can get it used at the Campus Bookstore for less.

Supplies

Get these supplies as soon as possible: Items in **Ultra Face are required.**

- 1.) Sketchbook**-any size over 5x7, not ruled, \$12.
- 2.)** A camera or use of one for the semester [digital cameras are very affordable and preferable over film cameras]
- 3.) A portfolio to carry your printed work** is a necessity. Make sure it is at least 16 x 20, as we can output up to 13 x 19. Red Rope Folders work well. Messy work is not tolerated!, \$10
- 4.)** Reuseable plastic tie envelopes., \$5.
- 5.) An Itoya 13 x 19 Archival Portfolio/Display book** to hold finished work, \$20.
- 6.)** A portable hard drive. Buy the smallest and largest you can afford, you'll use it non-stop in all your Digital Arts classes now and into the future. Make sure it is firewire for the fastest transfer. If you want it for video, it must be 7200rpm, otherwise, 5400rpm is fine.

Gallery Visits, Exhibition Papers and Alternative Printing Resources

You are required to write (1) exhibition paper featuring work you have personally viewed at galleries within the region. Throughout the semester we may have the chance to take tours of local exhibitions in the DC-NYC corridor. You will also be asked later in the semester to find alternative printing venues like service bureaus, Kinkos, and other local digital imaging houses to print your work on other media and in different sizes than we have available here at HCC. More discussion on this later in the semester.

faculty.harford.edu/faculty/kjones/papers_guidelines.pdf

Gotham

The typeface used in this document is Gotham, designed by Tobias Jones, when he was a student at the Rhode Island School of design. You can find more information about the style of this font, here: www.typography.com/catalog/gotham/features.htmllermetic.com/bey/

Because Gotham's forms come from the urban environment, the face enjoys a rare familiarity unavailable to most new designs. From the lettering that inspired it, Gotham inherited an honest and straightforward tone that is neutral without being clinical, and authoritative without being impersonal. And in the hands of designer Tobias Frere-Jones, the style gained a lowercase, an italic, and a full range of weights, which complement its plain-spokenness with a welcome sophistication. The result is a typeface that is friendly without being folksy, confident without being aloof. Like the ordinary lettering on which it was based, Gotham is simply quintessential.



Art Supply Links:

www.utrecht.com

www.dickblick.com

www.theartrooms.com

Syllabus Modification

The instructor reserves the right to modify and/or change the course syllabus with reasonable notification to students.

Hoefler & Frere-Jones:

A Type Foundry

<http://www.typography.com/>

General Statements

COURSE POLICIES (See Link to right)

HCC students are bound by the academic policies outlined in the most current HCC Catalog. It is the student's responsibility to review these policies prior to the start of the semester.

DISABILITY SUPPORT SERVICES

HCC is committed to serving students who have documented physical, learning, psychological, or other disabilities. Students who have a disability are responsible for contacting Disability Support Services at 410-836-4402 to discuss their needs for accommodations. All information shared with Disability Support Services will be held in confidence.

ACADEMIC DISHONESTY

Students will be familiar with and adhere to the policy governing academic dishonesty and its sanctions as written in the HCC Catalog 2009-10. Any student who plagiarizes material in written, oral or visual works may fail that assignment and/or course.

STUDENT CONDUCT

Students will be familiar with and adhere to the policies and sanctions governing student conduct as written in the HCC Catalog 2009-10.

EXPLICIT MATERIALS STATEMENT

This course involves the access of the internet and other materials that may be considered as having a sensitive and controversial nature. This course may include the presentation of, or exposure to such materials in a classroom setting with the hope of developing a forum for debate on these contemporary issues.

DISCLAIMER

The professor reserves the right to change the syllabus at any time throughout the semester, and will provide advance notice of such alteration.

***HAVE FUN
THIS SEMESTER !***

HCC Academic Policies

www.harford.edu/Catalog/Current/acadPol.pdf

Student Services information can be found in OwlNet under the "My Academic Life" tab: Quick Links, Ask for Assistance, Student Services Hours & Locations.