Email contact: naomi.spellman@gmail.com
ART 159. Graphic Design – Layout. 3 Units. Lecture: 2 hours. Laboratory 4 hours.
8:00 -11:10 a.m. M/W in room 703

Introductory course that emphasizes elements and principles of design as they relate to the publication layout. (ROP option)

38551 01 For college credit. Fees apply
38552 02 Not for college credit. No fees required

COURSE WEBSITE

http://34n118w.net/159
(three-four-N-one-one-eight-W-dot-net-slash-one-five-nine) Keep the course web site URL with you where you can always find it All assignment descriptions, project resources, due dates, class schedule info are on our website and updated weekly. Students are responsible for keeping up with course website content. Students who have missed class are responsible for catching up by visiting the class website and talking to your classmates.

LAB

It is important to attend lab sessions in addition to classes in order to complete assignments and to get help with software. Lab is required for those without Adobe CS InDesign software at home. Lab hours and locations will be set up in the first few weeks of the semester.

ASSIGNMENTS

Course projects: 80 pts. (usually 5 pts per week) Includes in-class exercises, reading in our textbook and online, an oral and written presentation, and about 6 course projects. All course projects will be detailed on the course website when they are assigned.

Sketchbook: 10 pts. Students will keep a course sketchbook to be used for a variety of exercises: sketchbook assignments, project thumbnails, observations, visual problem solving. You should include examples of design or advertising from magazines or other sources; photos or sketches of typography or design from billboards, signs, magazines, etc. Sketchbooks will be shared with the class and instructor at various points during the semester, so bring it to class each day.

Vocabulary quizzes: 10 pts. Graphic design industry as well as software vocabulary provides a basis for communication in the classroom. Quiz vocabulary will generally be detailed each Monday and quizzes are generally given each Wednesday between 8:00-8:15 a.m.

MATERIALS/BOOK

Bring each day: *Visual Quickstart Guide InDesign CS4*, by Sandee Cohen, Peachpit Press, 2008. Available in the SWCC bookstore and most bookstores that carry software books. Students must bring book to class each day starting August 24.

Bring each day: Digital storage media in 2 different formats (CD, USB drive, portable hard drive, flash memory card, etc). Students may use remote hard drive space on their own servers, a .mac account, Gmail account, etc. as one backup method.

Bring each day: Your Course Sketchbook.

Digital Still Camera – These can be borrowed from the school. Students do not have to purchase any equipment for this course.

Other expenses: We may take one or more field trips this semester. Students will be responsible for any parking fees associated with these fieldtrips.

EVALUATION

For each Course Project students will submit a digital folder labeled with their name. This folder should contain any relevant files. Project folders should be copied to our server by the beginning of class on the assignment due date.

Each project will have basic requirements, which must be met in order to earn a "C" for the project. "B" grades are given to those projects which moderately exceed the minimum requirement, and "A"'s are only given for projects that substantially exceed the minimum expectation. Projects that do not adhere to the Project guidelines as described on our course website and as demonstrated in class may not be accepted for credit. Emphasis will be on: conceptual

development (creativity and problem solving), technical execution, craftsmanship, class participation and involvement, presentation (oral and written communication, neatness and organization), timeliness and preparedness, and motivation to push projects to a high level.

Late projects and assignments will not be accepted for full credit. If work is turned in late more than 2 times, 2 points will be deducted for each class day a project is delayed.

Students are expected to participate in group critiques as they occur. Critiques will help identify areas that need work, appreciate strengths and individual experience, and help develop the vocabulary needed to function as a designer or artist.

If you are unhappy with your project or with your grade on a project, you may alter your project and resubmit it at any time, as long as your original project has been submitted on time. Revising a project does not guarantee a higher grade for the project.

Project grades will be posted on our course website with student ID numbers identifying individuals. Generally online grades are updated mid-term and at the end of the semester.

ATTENDANCE
Attendance in class lecture and lab is required. Missing a class will put you behind and at a disadvantage. If you are absent from the room when information is given, it is up to you to get that information from your classmates or from the course website. Do not email the instructor with questions about assignments if you are absent. The instructor will not repeat information that has already been shared with the class. After 3 absences (accumulated through absences, lateness, or leaving early or during class), you will be dropped from the class unless you provide a doctor's notice. An incomplete grade will only be granted for extenuating circumstances.

CLASSROOM BEHAVIOR
Disruptive behavior constitutes any activity that interrupts classroom instruction or learning. Examples include talking during instruction, frequent interruptions, etc. The professor retains the right to excuse anyone from class who is being disruptive. In extreme cases students may be dropped from the course. For more information see SWC Catalogue or SWC Student handbook.

PROJECT RULES
Students are responsible for backing up all Projects and exercises through the last day of the semester. You should make a digital file backup of each course related file as you are working on it, and you should also backup the completed assignments onto a second disk. For example, you can back up to a memory stick or flash drive while working, but also back up files onto a CD-ROM or CDRW disk so that you have 2 copies of each file. Students may be asked to re-submit assignments at any point during the semester. If a project is somehow lost or corrupted, the student is responsible for bringing in a backed up digital copy. Students will not receive credit for missing work (you will need to redo any work you lose for credit)

All copy must be written by the student, except for specific short quotes or unless cleared by the instructor for a particular situation.

Quotes should have an appropriate credit. All copy must be spell-checked and proofread.

Photographs must be original photos taken by the student unless the instructor specifies that a particular project may incorporate appropriated images. All images must be high quality and the image resolution must be appropriate for the project size and format.

Plagiarism (using someone else's words or artwork as your own) may result in a grade of F on the project, a referral to the Department, the possibility of failure in the course, and the possibility of expulsion from the school.

CLASSROOM RULES
2 points will be deducted from your final grade each time your cellphone rings in class, so turn off your phone.

Do not surf the web during class time. If you are online during class, it is for course-related research or work only. If you ignore this rule you will be considered absent for the day and your grade will be lowered accordingly.

Do not leave the class during critiques, demonstrations, or while the instructor is giving instructions. If you ignore this rule you may be considered absent for the day and your grade will be lowered accordingly.

No food or drinks allowed in the computer lab.

No personal software may be installed on the computers.

No cutting with sharp tools on the tables in the computer lab

Do not pull out computers to plug in external devices. Use extensions for USB devices.

SWCC COURSE OUTLINE

Measurable Course Objectives and Minimum Standards, as Determined by Standards set by the instructor, at 70% Proficiency for a Grade of "C" (approximate percent of course content is given):

Student will demonstrate use of basic Macintosh skills: keyboard, mouse, and accessing directories on their hard drive as well as the class server. Students will also exhibit knowledge of some system settings, such as monitor color calibration. (20% of course content)

Student will demonstrate knowledge of menu commands and toolboxes in InDesign. (20%)

Student will draw thumbnail sketches in solving design problems, applying the elements of and principals of design as demonstrated in class. (20%)

Student will demonstrate some understanding of traditional graphic processes related to typeface design and printing. (5%)

Student will use a word processing application to prepare documents for import into InDesign. (5%)

Student will move graphics and text between two or more applications using Cut, Copy, Place, Import, and Export commands, and understand difference between graphic formats including JPG, TIFF, and native formats, as well as the difference between vector and bitmap graphics. (5%)

Student will print to both Inkjet and Laser printer, as well as prepare a document for output to a high-resolution imagesetter. (5%)

Student will plan, organize and produce a publication using InDesign features such as Master Pages, Column and Ruler Guides, Place command, Page Setup and Print commands. (20%)

METHOD OF EVALUATION

In-class activities, an Oral presentation, a Written assignments, Skills demonstration, Problem solving, and Course Projects will all serve as opportunities for evaluation of objectives met.

DISABILITY SUPPORT SERVICES

Southwestern College recommends that students with disabilities discuss academic accommodations with their professors during the first two weeks of class.

ACADEMIC SUCCESS CENTER REFERRAL

To further your success, reinforce concepts, and achieve the stated learning objectives for this course, you may be referred to Academic Success Center learning assistance services or other learning resources. You will be automatically enrolled in NC 3: Supervised Tutoring, a free noncredit course that does not appear on your transcripts. Services are located in the ASC (420), the Writing Center (420D), the Reading Center (420), Math Center (426), the Library/LRC Interdisciplinary Tutoring Lab, MESA, specialized on-campus School tutoring labs, the Higher Education Center, and the San Ysidro Education Center. Online learning materials and Online Writing Lab (OWL) are available at www.swccd.edu/~asc.