

## **ARTA 2401-002: Commercial Art & Graphic Design 1**

Spring 2010

TTR 2:15pm to 5:05pm

Ball Hall Room 215 (PC Computer Lab near elevator)

David B. Mazure

Office Hours: by appointment

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**HIGHLY Recommended Text:** *Software Essentials for Graphic Designers* by Mark Gatter

Recommended Text: *Type and Image* by Phil Meggs

Recommended Periodicals: *Print Magazine, Communication Arts & HOW*

**Class Website:** [www.davidmazure.com/courses/](http://www.davidmazure.com/courses/) (navigate to the course and section you are enrolled in, will be the first on the list in blue)

### **Catalog Description – Technology INTENSIVE**

#### **What is Commercial Art & Graphic Design 1?**

This is an introductory studio course in basic graphic design process and technique for the purpose of visual communication. The course is designed to provide a fundamental understanding of:

1. The creative thinking processes of visual problem solving for graphic design
2. Information technology: use of software and hardware for design and research
3. Fundamentals of typography, composition and layout techniques (from thumbnails to comprehensives)
4. Presentation techniques.
5. Designing for print: fundamentals of production for commercial printing
6. Historical context of graphic design styles
7. Application of 2D Design principles and theories for communication

Basically, you will hopefully leave this class with the ability to express ideas visually that can communicate easily to a chosen audience.

#### **Attendance**

Attendance and punctuality are MANDATORY, and a critical factor for the student's grade.

Due to the technology intensive nature of this course, it will be extremely difficult to complete work (and learn the software) if you miss class. Students are allowed three unexcused absences, though these are discouraged. These three unexcused absences are meant to be used for when you truly can't make it to class...like you have the flu, you're a commuter and the weather is bad, you had a medical emergency, you get struck by lightning, etc.

You should save your three absences for these reasons. Your fourth absence will lower your final grade 1/3 a full letter (an "A" becomes a "A-", a "B-" becomes a "C+"). Any additional absences will lower your final grade one full letter (an "A" becomes a "B", a "B-" becomes a "C-"). Excused absences will be given for authorized college functions, serious illness (which must be confirmed by a doctor), or a death in the family, and will require supporting documentation. DO NOT schedule appointments, either school-related or otherwise, during our class time. An outside job is NOT an excuse to miss class. You should drop this class if it interferes with your job.

Students are expected to be present for the entire class, no leaving early or arriving late without permission. Instruction will be given promptly at the beginning of class, therefore I expect all students to be present and ready to begin at the start of class! If the student is 15 minutes late for class, or leaves 15 minutes early, they will be marked as tardy. If one hour late, the student will be considered absent for the day. Being tardy three times will count as one absence. Do not let absences destroy your grade for this course. We will take break as a group for 15 minutes each class. At the end of the break students will be present and ready to work or be considered tardy.

If you do miss a class, **it is your responsibility** to find out what was covered in class that day, what might have been assigned, and if any assignments are due. You can ask fellow students, ask me before or after class, send me an email, or you can leave a note in my mailbox. You are accountable for your own actions; I will not come to you if you miss a class. If you plan on being absent or have difficulties getting to class on a certain day, please email me and let me know – I am much more forgiving of students when they apprise me of their situation.

## **Academic Honesty Policy**

Academic work that is submitted to an instructor is assumed to be the result of one's own work, thought, research, or self-examination. Academic dishonesty can exist in visual work as well as in written work. Plagiarism is the failure to acknowledge the use of words, ideas, images, music, and/or organization of another, or to claim someone else's ideas, or work as your own. Anyone engaged in plagiarism may face a disciplinary hearing, possibly leading to dismissal from East Tennessee State University. Projects completed for an assignment in one course cannot be turned in for another course, unless the two courses have assigned a joint project.

## **Class Decorum**

All students will be expected to conduct themselves in a professional manner. This includes having courtesy for the faculty member as well as the other students enrolled in the course. Problems with behavior will result in a verbal reprimand and may be followed by further disciplinary actions.

As a courtesy to the class and those that follow, you will be required to clean up your area before leaving. Remember that other classes will need the work space as well. There will be no maid service provided by the faculty member.

This class will have an atmosphere of open creative dialogue. I will encourage all artistic forms of discussion; however, I demand mutual respect and tolerance for all opinions and positions. I expect this not only between instructor and student but also amongst peers. Intolerance, disrespect, or disruptive behavior is inappropriate. Repeated disciplinary infractions may lower the student's final grade.

You must let me know right away about any special needs or disabilities you may have that could affect your performance during this class; we can make arrangements to work around them. If you are an athlete or will be observing any major religious holidays that may conflict with your attendance and class time, you must notify me well in advance. In essence we need to address them in the first week of class. It will be nearly impossible to excuse an absence from class, like a critique for example, if you wait until the class before the critique.

**Distractions:** Turn your cell phone (or portable electronic device) off before class. If I see or hear one, you will be asked to leave for the day, be marked absent and receive a 0 for the current project. If this happens more than once you will fail this course. DO NOT be made an example of.

Emailing, web surfing (not related to current project), facebooking, tweeting, texting and/or instant messaging are not permitted. Same rules apply as above for cell phones.

## **Grading**

Your work will be evaluated carefully by considering the following elements:

1. Quality and improvement in your work. This is the key factor in grading the work.
2. Completion of the assigned task in a timely fashion.
3. Your consideration and development of possible solutions to a problem.
4. Your ability to comprehend and complete fully each assignment as specified in the directions given.
5. Craftsmanship, competence with materials and presentation.
6. Participation in discussions and critiques.
7. Understanding of and ability to use the software covered in class.
8. Criteria described in rubric – each project will have different specification

Grade meaning is as follows: A grade of "D" will be given for those projects that attempt to satisfy the specifications of the assignment but fall short; a grade of "C" will be for those which barely complete the specifications of the assignment; a grade of "B" is for those which complete the specifications, have good craftsmanship and have good aesthetic developments; an "A" is given for those projects that push the boundaries of the assignment, have superior craftsmanship and presentation, and exhibit qualities of a move to more independent thinking. Plus/minus grades will be included within each range. There will be no A+ or D-grades.

All work will be graded on a 100 point scale. Grade equivalencies are as follows:

|               |               |                  |
|---------------|---------------|------------------|
| 94+ -- A      | 77 - 79 -- C+ | 59 and below – F |
| 90 - 93 -- A- | 74 - 76 -- C  |                  |
| 87 - 89 -- B+ | 70 - 73 -- C- |                  |
| 84 - 86 -- B  | 67 - 69 -- D+ |                  |
| 80 - 83 -- B- | 60 - 66 -- D  |                  |

No Incompletes will be given except in the case of an EXTREME circumstance. Incompletes are never a good idea, and do not assume that you will be granted an incomplete simply because you stop attending class or do not turn in your assignments. Any project that is not turned in on the date specified will be considered late, and its' grade will be lowered by five points for lateness. **No late work will be accepted beyond one class period after the specified due date - seriously.**

### **Assignments and Project Grade Equivalencies**

The material and concepts presented in this course increase in complexity as we progress through the semester. It is important to realize that each assignment and exercise in this course is integral to the work that follows. Please remain aware that different activities will occur in class, and remember that you will be exposed to a number of topics and manners of working as an artist. Therefore, failure to complete any assignment will adversely affect your progress in this course. **KEEP ALL PROJECTS UNTIL THE END OF THE SEMESTER.** Please note that Art Majors should keep all work completed in this course as you may need this work for your required Works in Progress Review or for departmental scholarship reviews. I will also ask you to hand in all of your digital files to me at the end of the semester.

You will be expected to use the class time to your best advantage. While much of your work can be completed during class, be prepared to spend a minimum of 4 hours a week working outside class. Some weeks will be easier than others, requiring less than 2 hours of work outside class and other weeks will require more than 4 hours spent outside of class. If other obligations do not allow you to spend this much time outside class, I recommend dropping this course. Please notice that the most successful students will budget their time needed for each project in an appropriate manner. Leaving a project to complete until the night before it is due will hamper your progress throughout the course.

### **Projects**

Assignments will be due at the beginning of class on the day of the critique (unless otherwise specified), failure to do so will result in a lowering of the projects grade by one full letter grade and an additional full letter grade each additional class day it is late. All projects must be completed in order for it to receive a grade of any kind. I will **not** allow make up assignments, or re-do's, but, toward the end of the semester, I **may** allow you to improve upon your projects and turn them in to, hopefully, receive a higher grade.

### **Project Book**

You will be required to keep a project book for this class. Each assignment will require research and sketches as a means of developing solutions to projects. Many of your assignments will include journal entries as a means of developing it's solution, which will be presented in your project book. It should contain ALL your research materials for projects, and will be turned in at the end of the semester. In addition, it should also contain lecture notes, written responses to videos, peer oral report reviews, in-class exercises, and exhibition critiques. **GO GREEN:** Due to the technological nature of this class, you may choose to keep digital files of your research instead of print outs, that is perfectly acceptable (for research materials only).

Failure to participate in class critiques with completed or nearly completed works will adversely affect the grade.

### **The Minus System:**

The minus system is very easy. Five minuses equals a lowering of your final grade 1/3 of a mark. If you would normally receive a B+ as a final grade, with five minuses you will instead receive a B. How does one acquire minuses? There are a myriad of ways to collect minuses. Some such ways are: not handing in homework, handing in projects late, speaking in class out of turn (especially when I am talking or in any other disrespectful manner), not being prepared for class, being disruptive, etc.

**About Class Participation:**

You should always be prepared for class and especially for critiques. This includes becoming familiar with the assigned readings from the textbook, having all art materials ready to use in class (this is a studio class!) and having artwork completed for critiques. Additionally, you should show a willingness to express your thoughts and opinions regarding both your artwork and that of your classmates.

**After Hours:**

You are welcome (and encouraged) to work in the classroom when no other classes are scheduled in the room. Nights and weekends are also possible, but please be safe. I encourage you to bring a friend or make arrangements with other classmates when they are in the building after hours. If needed, you will be provided with the combination to the outside door. This door should NEVER be propped open for any reason!

Expect to work at least **4 hours** outside of class, per week, for this course.

**Tentative Class Schedule:**

WEEK 1: 01/14: Graphic Design Stuff

WEEK 2: 01/19 & 01/21: More Graphic Design Stuff

WEEK 3: 01/26 & 01/28: Even More Graphic Design Stuff

WEEK 4: 02/02 & 02/04: Can you guess?

WEEK 5: 02/09 & 02/11: Yup, more Graphic Design

WEEK 6: 02/16 & 02/18: You must be sick of Graphic Design by now!

WEEK 7: 02/23 & 02/25: Finishing up Graphic Design Stuff

WEEK 8: 03/02 & 03/04: Commercial Art

WEEK 9: 03/09 & 03/11: **SPRING BREAK! NO CLASS 10/19**

WEEK 10: 03/16 & 03/18: More Commercial Art

WEEK 11: 03/23 & 03/25: Even More Commercial Art

WEEK 12: 03/30 & 04/01: Dare I say it? Even More Commercial Art!

WEEK 13: 04/06 & 04/08: Sick of Commercial Art yet? Yes we have class on the 25<sup>th</sup>!

WEEK 14: 04/13 & 04/15: More stuff

WEEK 15: 04/20 & 04/22: (LAST WEEK OF CLASS)

WEEK 16 04/27 & 04/29 :

FINALS WEEK: 05/01 – 05/06 (~~time and day to be determined~~)

**Materials List:**

- Removable media (flash, thumb, jump drive and/or portable hard drive)
- CDs (for backing up your files)
- Other materials you may need (and may already have): fine point black technical pens, color markers and pencils, tracing paper, matte board (for mounting projects), spray mount, masking tape, metal straight edge and/or t-square, exacto knife. You may be asked to (or need to for your own purposes) buy more materials as the semester progresses.