

Instructor:

Liz Russotti, Department Chair, Graphic Design and Photography
A-176 (Digital Arts Center/DAC).
Office Hours: M 2:30-3:30 pm, W 10-11:00
OR by appointment... OR...just drop by and knock on my door.
russotti@sbcc.edu
SoMA-GDP website

Description:

Development of design and production skills used by professionals in the media arts industry, including concept development, story boarding, project planning, working in teams, meeting with clients, and presentational speaking. Freelance skills, interviewing, professional organizations and copyright laws for the visual media arts are emphasized. Students work in teams to complete graphic design and photography projects for portfolio use.

Objectives:

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

1. develop concepts for projects
2. participate as an active member of a creative team
4. identify and apply the communication characteristics for building and maintaining effective teams
5. create original graphics, photographs and designs for client projects
6. conduct an information-gathering meeting
7. identify and apply the communication skills necessary for effective meetings
8. design an effective resume and portfolio
9. explain copyright laws
10. explain visual persuasion in advertising design and photography
11. understand the production cycle for print media
12. demonstrate effective evaluation techniques to test and revise ideas
13. understand the ethics of visual media

Email:

Please start the Subject line of EACH email to me with GDP210.

SBCC Attendance Policy(SBCC Catalog):

All students admitted to Santa Barbara City College are expected to be punctual and to attend regularly.

Note: *Although this is an asynchronized online course, weekly contributions and participation in this virtual classroom are requirements for success. Students*

SBCC Withdrawl Policy(SBCC Catalog):

Attendance is mandatory. Students who do not attend the first class meeting may be dropped as a no show. Instructors may withdraw a student at any time for excessive absences. As a guideline, absence is considered excessive if a student misses three (3) meetings, or the equivalent of one week of class. Absence due to illness may be accepted as excused absence for a limited period of time. Students are expected to make appointments for medical and dental treatments at times other than when classes are scheduled.

Instructor's Attendance Policy (face-2face class):

Attendance will be taken at the beginning of each class.

Tardiness (on a regular basis) of 15 minutes or more may be counted as one absence.

Leaving early (on a regular basis) may also be considered an absence.

Excessive absences (6 or more) may result in failure of the course.

Please email me immediately if you are experiencing problems or special circumstances.

Attendance for Online Classes:

It is your obligation to LOGIN and participate in this course EVERY WEEK during this semester.

More than two weeks without logging in to this course may result in a drop from this class.

A minimum of five hours of work per week online is anticipated.

Please email me immediately if you are experiencing problems or special circumstances.

Course Assignments:

Assignments, projects, quizzes may change at discretion of instructor

See Calendar for assignments and Grading process.

ALL Assignments MUST be uploaded as PDF files by

Midnight on the DUE DATE.

All exercises and projects will be listed in the **Week's Activities document** (*center column*) and available as a link under **Activities Section** (*in left column*): **Assignments in Moodle.**

Follow directions for uploading per each assignment.

It is your responsibility to check Assignments regularly to see if any changes have been made.

Resubmitting Assignments:**All STUDENTS (Online and Face2Face)**

You may have the option of redoing and resubmitting most exercises and projects.

Assignments MUST be submitted (*even if incomplete*) by the DUE DATE in order to be resubmitted for an improved grade.

ALL assignments handed in on time will have until Midnight, Monday of WEEK 13 of the semester to resubmit.

I will not accept any redos after that time.

Assignments submitted AFTER the Due DATE MAY NOT be redone.

There will be NO exceptions.

To re-submit an assignment for re-evaluation (Online and face-to-face), EMAIL the new PDF submission as an attachment to an email message with a subject title clearly identifying this email as Re-do submission (ie., "GDP118 RE-do project #1).

Be sure you've attached the new file properly to the email.

Face-to-face Classes only:

Follow the directions in the forth-coming email for handing in the RE-Do printouts.

Grades:

A 100-90 Only expect an A if work is exceptional. This means that the project must be completed and presented in a professional manner. It has to stand up against the best.

B 89-80 Work that goes further than the project requires. Concept, and composition show extra merit.

C 79-70 Competent work. Basic requirements of project are met.

D 69-65 Work which does not meet project requirements, is poor in concept, execution or composition.

F 64 Work which is completed below standard or work not handed in.

Classroom & Lab Rules:

Absolutely no food or drink at computer stations, turn off all cell phones or pagers, do not check personal e-mail or surf the web during class or lab.
Please leave your space neat and clean at the end of class.

Digital Arts Center:

The DAC lab is available for all students, face-2-face and online, to work on class projects.
Some classes are required to spend at least one or two hours of computer time outside of class to fulfill your unit requirements.
Be sure to refer to the website on College Policies for Students Use of Computers and Networks.

DAC Lab Open Hours:

Refer to the Digital Arts Center (DAC) website for any changes.

Mon. - Thur.	8am - 10pm
Friday	8am - 10pm
Saturday	CLOSED

Software

The Graphic Design classes require the use of some or all of the following software to complete assignments:
The Adobe Creative Suite CS3: Adobe Illustrator, Adobe Photoshop, Adobe Indesign.

GDP 111: Illustrator, Photoshop and Indesign - *no software necessary*

GDP 113: Indesign - some *knowledge of software helpful but not necessary*

GDP 114: Illustrator, Photoshop and Indesign - some *knowledge of software helpful*

GDP118: Internet access, no other specific software required

GDP 212: Illustrator, Photoshop and Indesign - *knowledge of software necessary to be successful*

GDP 215: Illustrator, Photoshop and Indesign - *knowledge of software necessary to be successful*

GDP 230: Illustrator, Photoshop and Indesign - *knowledge of software necessary to be successful*

The Digital Arts Center (DAC Lab) has all the equipment and software to complete the assignments.
If you wish to purchase the software, check out the Adobe Educational website or the SBCC Bookstore.
It is important to remember that the Graphic Design classes focus on creativity and design using the software as tools to produce your ideas.

You will be learning the basics of the software as you work through the assignments. You will be learning specific functions within Illustrator and Photoshop and Indesign.

Course Materials and Supplies: See Class Calendar**Students with Disabilities:**

Students with disabilities who are requesting accommodations should use the following SBCC procedure: contact the DSPS office, present documentation of disability for review by a disabilities specialist, discuss options for support through DSPS, and present a signed DSPS authorization for accommodation to your instructor.

Academic Honesty

The instructor expects and trusts each student to maintain high standards of honesty and ethical behavior.
All assignments submitted in fulfillment of the course requirements must be the students' own work.
All assignments except those designated as "group" are meant to be individual efforts. Group efforts are meant to be equal efforts of all group members. It is assumed that students will perform professionally in preparing work for this class.

A little bit about my Philosophy in life....

"We are what we repeatedly do.
Excellence is a habit, not an act."
Aristotle

I truly believe that hard work, perseverance and creativity are the keys to success in all you do in life. Human beings are essentially a creative species.

The human mind is designed to create.

I believe it is my job to help each of my students discover their strengths and weaknesses and to help keep each one motivated. I will try to inspire you and encourage you to go beyond what you feel is your best. I'll be encouraging you to dig deep, to challenge yourself and discover that you have the ability to be/do more than you ever realized.

Any class you take during your educational career will require you to think and make decisions. I will expect you to think critically about various issues; concepts, design, layout, creativity, ethics as it relates to media, and to participate in class discussions and ask questions and even to challenge my responses.

Let me know that your brain is working!

Always remember that the true success of anything you do in life lies in your ability to question, seek answers and work hard.

Never settle for mediocrity.

You deserve better than that.

I hope this semester will be successful and enjoyable.

I look forward to working with each of you.

