



GDP114 Graphic Design I Syllabus

Instructor: Liz Russotti

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Department Chair, Graphic Design

A-176 (Digital Arts Center/DAC).

Office Hours A-176: Tuesday: 10:00 -12:00

Online via Skype (liz@sbcc): Tuesday, 7pm-8pm

OR email for an appointment... OR...just drop by and knock on my door

Required Text:Graphic Design Solutions (5th ed.)by Robin Landa

This text may be RENTED online through the SBCC Book Store or purchased as an e-book.

This text is also required for GDP212 Graphic Design II.

Course Description:

Graphic Design I begins the process of developing the student's design skills and understanding of the creative potential of form and message to create a visual language.

Developing a sense for good design through critiques, the student experiments with typography, integration of images and text to create projects including posters, brochures and newspaper ads. Students will gain specific understanding of graphic design techniques, learn how to develop concepts to use design as an effective communication tool.

Orientation:

An email will be sent the week before class begins with a video orientation.

Video link is also posted on the class webpage.

Student Learning Outcomes (SLOs)

At the end of this semester students will:

- Demonstrate appropriate concepts and methodology to solve design problems.
- Students apply refined skills utilizing industry-standard software to produce graphic design layouts.

Objectives

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

1. Graphic Design; definition, job of the GD, process,

2. Define elements of design, line, shape, texture, color
3. Define Principles of design; balance, Emphasis, alignment, contrast, unity
4. Apply the use of Positive and negative space, the illusion of space in layouts
5. Apply Visual hierarchy in layouts
6. Apply Tools of organization; Grid layout
7. Develop projects such as
 - Advertisements
 - Posters
 - full color brochure

Course Materials and Supplies:

The REQUIRED text book is "Graphic Design Solutions, 5th ed." by Robin Landa and can be purchased at the SBCC Bookstore. This book can be purchased as an ebook or rented for the semester.

It is important to know that this same book will also be used for GDP 212 Graphic Design II.

If you are taking Graphic Design II, it might be more cost effective to purchase the paper text.

SOFTWARE:

Adobe Creative Cloud (CC) is the newest version of the Adobe software and will be installed on all the computers in the SBCC DAC lab.

Adobe CC has all the software you will need to be successful in all the classes.

Adobe is no longer selling the Creative Suites as separate packages containing only the software for a specific medium as it has done in the past. You will now purchase a monthly membership through Adobe to get access to all the software.

[Visit the Adobe site](#) to read about the educational pricing.

If you own Adobe CS 6, you will be able to use that version for this class.

GDP111 Graphic Design Basics is the class where you will learn Indesign. It is necessary that you be familiar with Indesign to be successful in the Graphic Design program.

If you are taking another class and do not know Indesign or would like access to extra tutorials

to help you learn the software you can always go to Youtube and search "Indesign tutorials".

You may also get a one month free trial at lynda.com to learn Indesign or other software. Indesign CS6 Essential Training would be a good place to start.

Email: russotti@sbcc.edu

Please start the Subject line of EACH email to me with GD114.

SBCC Attendance Policy (SBCC Catalog):

Please refer to the Student Responsibilities Attendance policy detailed in the current SBCC college catalog. All students admitted to Santa Barbara City College are expected to be punctual and to attend regularly.

Attendance Policy for On-Campus/Face2Face Classes

Attendance is mandatory. Students who do not attend the first day of class 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) class meetings, or the equivalent of one week of class. For classes meeting once a week, missing one class meeting is equal to two days of class.

Absence due to illness may be accepted as excused absence for a limited period of time.

Attendance for Online Classes:

Students who do not login the first day of class may be dropped as a no show. It is your obligation to LOGIN and participate in this course EVERY WEEK during this semester. More than two weeks without logging into this course may result in a drop from this class.

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

SBCC Withdraw Policy (SBCC Catalog):

Please refer to the Academic Calendar for drop and withdraw dates in your Pipeline account under Dates and Deadlines.

It is ALWAYS the student's responsibility to withdraw from class.

Course Assignments:

Assignments, projects, may change at discretion of instructor.

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

Department Grading Policy on Assignments: Online and Face2Face

All assignments must be completed and meet posted deadlines.

Late Assignments turned in AFTER the DUE DATE and up to one week (7 days) past the due date will have 20 points taken off before grading. After that time, assignments will not be accepted.

LATE Assignments are NOT eligible for redo.

THERE ARE NO EXCEPTIONS TO THIS DEPARTMENTAL POLICY.

Grading Policy on Quizzes and Exams:

All exams MUST be taken before the posted deadlines. You are responsible for knowing the deadlines for all exams. Failure to complete an exam before the posted deadline will result in a grade of zero that may not be "made up."

Students experiencing an extraordinary problem with completing an exam before the deadline must contact the instructor BEFORE the deadline to make other arrangements.

All Midterm and Final Quizzes for on-campus courses must be taken in-class on the assigned date and time.

Midterm and Final Quizzes for on-campus classes that are taken off campus, will not be accepted.

Quizzes are open book.

Department Policy for Redoing Assignments:

Any assignments turned in on time are eligible for redo for a POSSIBLE grade increase.

Any work receiving a grade of 90 points or above, CANNOT be redone.

Grade increases are not guaranteed; the point of submitting a redo is to produce an improvement upon your previous work.

Any redone work will not receive a grade higher than 90 points.

Weeks #1-7 - assignments must be redone and handed-in by midnight of Friday, Week#9.

Weeks #8-13 - assignments must be redone and handed-in by midnight of Friday, Week #14.

In order for your resubmitted redos to be graded, you must notify the instructor via email that you have uploaded a revised file in Moodle prior to last submission date.

Each redo MUST be named as follows: assignmentname_REDO_your lastname.pdf or it may not get regraded.

Final Assignment will NOT be eligible for redo.

TECHNICAL PROBLEMS MUST BE IDENTIFIED AND RESOLVED EARLY and SHOULD NOT BE PRESENTED AS AN EXCUSE FOR MISSING OR LATE WORK.

SBCC provides multiple avenues for technical support and help; please note that, it is your responsibility to solve your own technical issues with the help of SBCC IT SUPPORT resources. If you are experiencing problems, the best place to start is the Moodle Tech Support Link on your main Moodle page.

Your final grade will be based on:

Exercises = 15%

Projects = 35%

Quizzes = 15%

Midterm and Final = 15%

Final Project = 10%

Discussion and Participation(forums)=10%

Participation may be considered for your final grade and can move a grade up or down.

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.

There are many hours outside of class that will be required to complete assignments. You will need access to Adobe Creative Suite Software (see list below) on your own computer — or you may use the Digital Arts Center Computer lab.

Digital Arts Center (DAC):

(refer to above link for open hours)

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.

The DAC Lab has all the equipment and software to complete required assignments.

Please refer to the website on College Policies for Students Use of Computers and Networks.

Software

The Graphic Design classes require the use of some or all of the following software to complete assignments:

The DAC lab has all the software and hardware you will need:
Adobe Illustrator, Adobe Photoshop, Adobe Indesign.

GDP 110: Illustrator, Photoshop, Indesign, and Acrobat Professional - no software knowledge necessary

GDP 111: Illustrator, Photoshop and Indesign - no software knowledge 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

Adobe Indesign is the page layout software that is necessary to know or be familiar with to be successful in the Graphic Design program. Indesign is taught in GDP111 Graphic Design Basics. GDP111 is the first course you should take.

DSPS — Disabled Student Programs & Services

SBCC students with disabilities who are requesting accommodations for classes, college activities or tests should use the following SBCC procedure. (NOTE: This also includes students who are requesting to bring service animals into classes. The procedure also includes requests to bring personal service attendants into classes as volunteers or hired by outside agencies.)

1. Contact Disabled Student Programs and Services (DSPS).
2. Submit documentation of your disability to the DSPS office.
3. Communicate with a DSPS counselor regarding options for services and accommodations.
4. Reach written accommodation agreement with the DSPS counselor and your instructor.

SBCC requests you complete this process at least ten working days before your accommodation is needed, in order to allow DSPS staff time to provide your accommodation.

Contact: DSPS office (805) 965-0581 x 2364, SS Building, room 160,
dspshelp@sbcc.edu

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.



Liz Russotti