

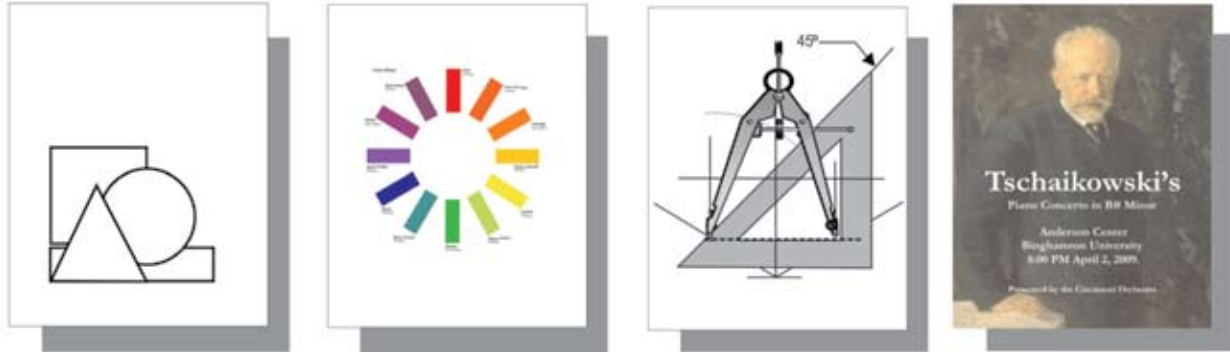
**Course
Syllabus**

**Introduction
to Graphic
Design 210**

Binghamton University

Arts 210 Introduction to Graphic Design

Instructor: Loring Bixler
Days/Hours: Mondays and Wednesdays:
9:40 am - 12:40 am
Classroom: Fine Arts 308
Office Hours: call/email for appointment*
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Arts -210 Introduction to Graphic Design is a foundation class, essential for the student interested in pursuing upper level design classes and or seeking a possible career in Graphic Design. It is the intent of this class to give the student an opportunity to exercise their creativity and the same time understand the demands for quality.

Each class project has requirements not unlike those of industry for developing an idea developing and producing it in a neat and clean manner. The aim of the projects is to instill the value of the work, taking the work seriously and developing skills to increase their productivity and quality. This class is a prerequisite to all advanced 2-dimensional design classes including the Computer software, Arts-305 and the Advanced Computer, Arts-412. Each project will encourage the student's mind to hand abilities for the creative process.

Class Description:

The student will use creativity and problem-solving methods, particularly as they relate to visual graphic communications. Projects will deal with the basics of design and the development of quality presentations. It will also emphasize the development of an idea from the mind to the hand. All projects will be done without the aid of the computer and it will give the student an awareness of their imagination, organization of time and the value and quality of their work..

The class will begin at 9:40 on Mondays and Wednesdays and ending 12:40 both days. And is made up of short lectures, discussion, in class projects, project reviews and assignments of the next assignment. Completion date for each project with a varying length of time based on complexity of project. The completed projects will be submitted at the opening of class unless otherwise specified by the instructor. When appropriate there will be in class review and discussion of submitted projects. There will also be a written critique provided by the instructor that includes the project grade.

Final Grade for the class, will be made up of project grades, participation, attitude and attendance. There will be no mid-term review, but students that are not working up to expectation levels will receive a written notice with a possible suggestion of dropping the class. All students are encouraged to ask for help. At end of the semester, there will be a one-on-one review between student and instructor. A schedule will be posted and each student will receive a meeting time.

Procedures and requirements:

- 1. Projects:** There are approximately 16 projects for this class and they will be assigned each class week. Length of completion time will be based on project complexity. These projects will include some formal presentations. And may require to be worked on over scheduled school holidays to be completed on time. Late submission of a project will receive a full grade drop.

- 2. Class Portfolio:** Is made up of all the completed projects, including thumbnails and enhancement drawings done during the semester. It will be reviewed at the end of the semester. It must be completed within the semester to receive a final grade.

- 3. Evaluation:** Work will be evaluated at project completion date by the class and a written critique by instructor. Students work will be evaluated at mid-term (no formal review). At the end of the semester, there is a one-on-one review with the instructor. Projects submitted late will be dropped one full grade. Students will be allowed to redo two projects to improve their grade for any submitted project. The highest grade for a redo is B+. When ever possible the student will receive a verbal grade for the semester at the final semester review.

- 4. Attendance:** Students should attend all classes for Arts-210. The student may miss 3 classes for the semester. More than 3 absences, will result in a lower grade or failure. The only excused absence is illness or death in the family. Absences should be discussed with the instructor before or immediately after they occur.

- 5. Outside work:** To complete projects and submit on time, work time should be equal to classroom time or better. Work time should be spread out over the period given to complete the project and not crammed into the night before. A finished project will suffer because of it. The classroom is available for students to work, unless a class is in session.

- 6. Critiques:** Discussions will be scheduled on a regular basis when each student is expected to exhibit their work whether finished or not. Unfinished work is considered work in progress and must be exhibited. Each student is expected to participate in the discussion of each students work. Instructor will provide a written review of the student's work and will be attached to returned student project.

- 7. Class Participation:** When ever appropriate, students should try to help one another, this builds confidence for both students. Also there will be discussions on student work, all students are expected to participate.

8. Tools and Materials:

The following tools and materials are required for this class

Materials:

Paper Cement, Union Best Test
Cement Thinner, Union Bestine.
Cement Dispenser and Brush
Acrylic Paint Tubes Cadmium Red
Cadmium Yellow, Medium
Primary Blue
Mars Black
Titanium White

Tracing paper Pad, 14"X 11"
Tracing Paper Pad 14" X17"
Drafting Tape Roll
Masking Tape Roll
Sketch pad 11"X14"
Illustration Board, 4 sheets 30"X 40"
Strathmore Bristol Pad 14"X17"
1 Clear Magic Mending Tape

Tools:

24" T-Square, Metal recommended
Triangles, 45/90 and 30/60 Degree
24" Metal Scale with Cork Backed
Drafting Compass
Board Brush
Utility Knife (mat knife)
X-xcto Knife
1 Box of Number 11 Knife Blades
Brush Paint, 3/8" and 1/4"
Eraser, Soft White
Prisma Color Pencil Set
1 Cutting Mat 18"X24"
Portfolio Carrying Case, Fabric 20"X26

Notes:

- 1. Purchase:** Purchase of the above materials can be made at Student Co-op. Fine Arts Building, 2nd Floor, AC Moore and Commercial Art Supplies in Syracuse, New York. **Only Commercial Art Supplies carries a complete kit and can be order on Line.**

2. Hazardous Materials:

***These materials should be considered hazardous to your health if used improperly, always use in a well ventilated area. Please take this warning seriously. (See Material Safety Data Sheet) provided in the syllabus binder or filed in the Department of Art office.)**
Loring Bixler, Instructor