

Introduction to **Graphic** **Design 310**

Binghamton University

Arts 310 Graphic Design II

Instructor: Mike Wesko

Classroom: Science III 2:50 pm - 5:50 pm Tuesday and Thursday

Office Hours: By appointment only*

Class Description:

Arts 310 is a continuation of the Arts 210 class in that students will continue to work with elements on a plane but using more complex relationships and problem solving. More specifically, the student will be creating graphic images, creatively integrating typography with images and begin working with grids in relation to page layout. There will be a heavy emphasis on the craft of graphic design, building on Arts 210, and preparing the student for Arts 410 and Arts 315, emphasizing a strong portfolio.

There will be a significant amount of challenging assignments and it will be to your advantage to remain current with the projects. Should you fall behind or are confronted with difficulty in doing the work, see me immediately to work out the problem.

Students will be **required** to attend each scheduled class and be prepared to work and participate in discussions, critiques, and general topics concerning design. Class starts at 2:50 pm, that means you are in the classroom prior to 2:50 pm, signed in, and ready to start. You should be prepared with supplies and tools necessary to do the given assignment in class that day. The student is expected to remain in class for the full three hours or until I excuse you. You are responsible for any work or materials missed on a day of absence.

It must be understood that the final grade for the semester will be based on the student's **project grades, effort, attitude, attendance and participation in critiques**. At mid-term, any student not working up to expectations will be told verbally. It is assumed that the students in the class are interested, motivated, and willing to work to complete the given assignments.

General Rules:

- Bring all required tools and materials to class.
- No guests without prior approval from the instructor.
- No distracting noise that might disturb classmates.
- No cell phones in class, ipods (except as backup devices) or MP3 players allowed during class time.
- No unnecessary materials, or garments on the work tables during class.
- No food or drink in the classroom (leave the room for a short break if necessary).
- Clean your work space before leaving for the day.
- Before leaving, copy your files to your folder on the server and backup on an appropriate device.
 - Flash drive or CD
- NO CUTTING ON THE TABLES

Expectations:

- **Be on time**
 - Being late by 15 minutes or more is considered an absence.
- **Be prepared**
 - When projects and due dates are assigned, they are due when stated, no exceptions.
- **Ask questions**
 - If you don't understand speak up. If you have something constructive to contribute, please do.
- **Proof everything**
 - There is no excuse for misspelled words or bad grammar. This is a college-level course and professional correspondence is expected whether it's an email message or on a project.
- **Explore your world**
 - You can't create in a vacuum.

* If you need to meet with me outside of class, plan to discuss and arrange a mutually convenient meeting time. Should you have any concerns or questions on the above, please feel free to discuss them with me.

Please enjoy the class and take advantage of this time as a student in answering design problems as creatively as possible, but, take your work seriously.

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Procedures and Requirements:

1. Projects: A variety of projects are planned for this class to meet specific objectives throughout the semester. We will advance to projects as time allows.

2. Portfolio: This is an accumulation of all the projects given during the semester and will be reviewed one-on-one with me at the end of the semester. Included in the portfolio should be thumbnails and all the projects for this class; and a binder with each assignment sheet. The portfolio must be completed within the given semester to receive a final grade.

3. Evaluation: Work will be evaluated after each assignment and at the end of the semester in a final portfolio review. Informal and formal critiques will be given on all work in progress and the finished project. I will also give a written critique along with your grade for each project.

- **Project will be submitted to me on assigned dates and times, otherwise the project will be considered late.**
- **Projects submitted late will be dropped one letter grade for each week they are late. At no time will a grade of A be given for a late project.**
- **I will allow up to three projects to be redone during the semester for consideration of a higher grade.**
- **Redone projects will only be accepted one week after the graded project is returned. Redone projects are not guaranteed an improved letter grade. The project must be significantly better than the original.**
- **The final grade will be based on project grades, the final portfolio presentation, and additional consideration will be given for attitude, participation, and attendance in class. This is very similar to a rating process that employers will use in evaluating you as an employee.**

4. Attendance: Students are expected to attend all classes for Arts 310. Students may miss up to 3 classes for the semester. Any absences above this, can result in a significant lowering of the final grade or failure. If you have a valid excuse to be absent, contact the Art Department office (Rm. 223) 777-2667. The administrator will file a note for university tracking.

NOTE: Class should be considered *valuable* work time. Yes, you may be comfortable working in your room or home, but use this time to start understanding the work place.

5. Outside work: The time outside of class will vary for each student depending on their skills. It is the student's responsibility to create their best work. The classroom is available at any time other than when another class is in session.

6. Critiques: Discussions will be scheduled on a regular basis upon completion of projects when each student is expected to exhibit their work whether finished or not. Unfinished work should be shown in critiques as you are then participating in the critique. A project not in the critique is considered late. Emphasis will be on individual verbal reasoning of work accomplished, as well as a discussion and analysis of all student work shown during the critique. The objective is to develop verbal communication skills as well as gain new understandings in design. All students are expected to participate in this discussion of work.

8. Materials and Tools: The following page lists the minimum required materials, tools, and supplies for the class. It is a minimum requirement, but essential for the student to satisfy the needs of the assigned projects. You may find that more supplies or higher quality materials may be needed.
(continued on the next page)

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Procedures and Requirements:

Materials:

- Paper cement, thinner and large dispenser with brush (Bestine cement/thinner is the recommended brand)*
- Tracing paper (11" x 14" pad) and/or marker layout bond
- Drawing paper (11" x 14" pad)
- Sketch book or pad (approximately 11" x 14")
- Suitable paper as needed for computer output (color laser quality)
- Drafting tape (not masking tape)
- CDs (rewritable), Flash Drive

Tools:

- Portable drawing board
- T-square (metal recommended)
- Triangles; 45/90 and 30/60 degree (metal recommended)
- Scale 24" (metal recommended)
- Pica ruler (see-through with fine markings is recommended)
- Board brush
- Utility knife (mat knife)
- X-acto knife and box of no.11 blades
- Erasers (soft white)
- Sanding pad/sharpener
- Portfolio case (minimum paper)
- Pencils (soft lead)
- Black markers: fine and broad nibs

**Absolutely no cutting directly on the work surface.
Use heavy cardboard or plastic cutting mats.**

*** These materials can be hazardous to your health, use in a well ventilated area.**

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Review of Design Process:

A designer must **understand the needs of the audience** in relation to the message that is to be communicated. Therefore, **information gathering** is the first logical step. If you are working for an agency or corporation, often the information about the project, audience (demographics), and competition is supplied by a marketing group. By putting your found information and message to be communicated into a concisely written concept statement, you verbalize and outline the needs of the project. Your **concept statement** includes the needs of the audience and matches visuals with the message to be communicated. Specify the style and character of the images that need to be used to communicate that message. Generally, the final written statement should be typed and accompany your solution for presentation.

The message to be communicated should be perceived as a benefit to the target audience. The images, colors, text, characteristics of the font to be used should all reflect how the company and their product meet the needs of the target audience.

The next step in the design process is **creating thumbnail sketches**. When creating your thumbnail sketches, work freely. Thumbnail sketches put your thoughts into visual terms that **the audience can understand**. Without knowledge of the audience and how that audience benefits from the product, you cannot begin.

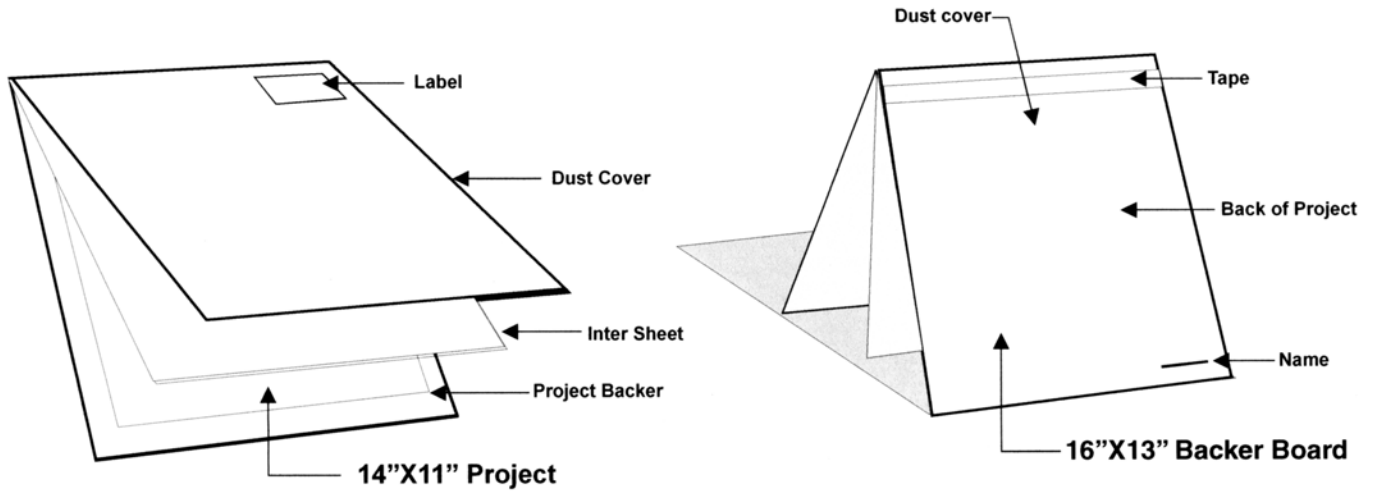
Working quickly provides you with the most creative solutions. Your mind works quickly and jumps to unusual, and therefore, more creative ideas. If you are sketching quickly, not precisely, you will get those ideas on paper. After creating many pages of thumbnail sketches, relate those sketches to the information you gathered. Match the look and feel of the images and characteristics of the typeface, to the message.

After creating the thumbnail sketches, you will choose between one or two thumbnails to create the next step in the design process, the **enhancement drawings**. You must enlarge the thumbnails to the publication size to determine exactly which visual is best and also to determine the exact placement and size of each element. The grid for that solution will be created for placement of elements in this stage. The exact typeface will also be chosen based on character and size that is most suitable. This step is needed so that no time or money is wasted further into the process.

After all design decisions are made in the enhancement drawings, the **comprehensive layout** is created from the best solution chosen from the enhancement drawings. This is the layout that will be presented to the client. In the comprehensive stage all elements should look as close to the intended final piece as possible. Most clients do not want to or cannot visualize something verbally described.

After the clients approval, the final phase for print production is preparation of the **mechanical art or digital file**. For offset lithography the digital file is actually used to generate printing plates. Therefore, your files must be exact. Many times a person working in the field of **print production** is called a **graphic artist or print production specialist**.

Specifications for Project Presentation:

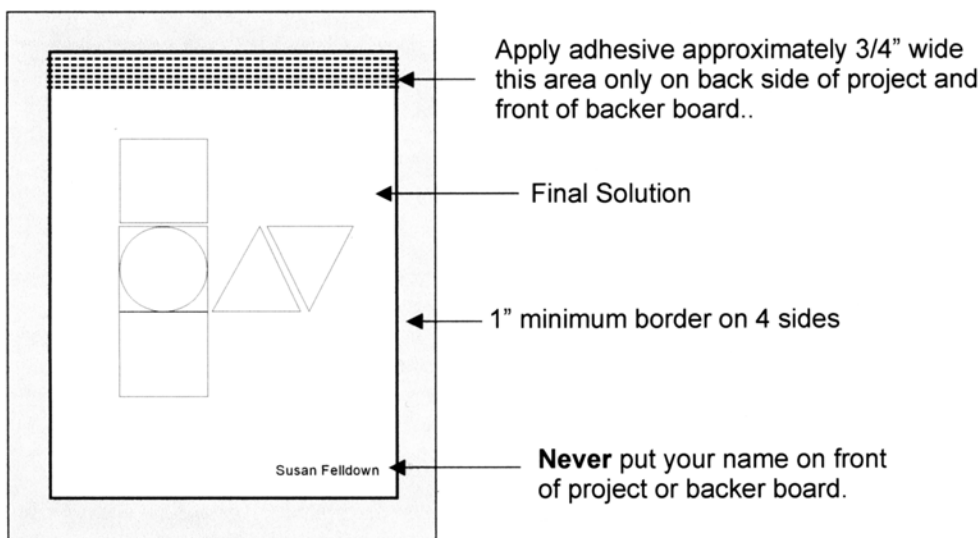
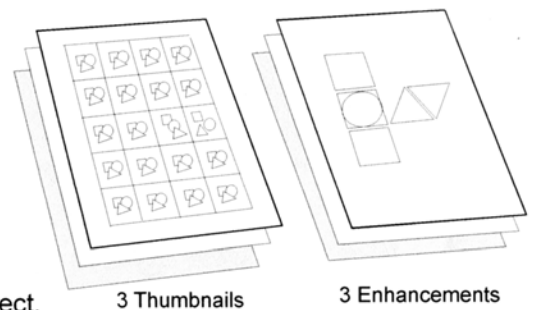


All projects will be presented for a grade as follows:

The largest project layout will be 14"X11",

All projects must be mounted on a 16" x 13" backer board (illustration)

- All projects must have a dust cover with a project label.
- All projects will have an inter-sheet, (tracing paper)
- Dust cover, inter-sheet must be flush with the sides of the backer board.
- The dust cover must be mounted at the top of the project.
- The project label is always mounted in the upper right hand corner of project.
- Project label information must be in clean block printing and in ink.
- The inter-sheet is mounted on the back of the backer board, either taped or glued with rubber cement.
- The dust cover is mounted on the back of the backer board. It may be glued or taped in position.
- Your name only, must be printed in ink on the back side of the backer in the lower right hand corner.
- Thumbnails (3) and enhancement drawings (3) must be positioned between dust cover and Inter sheet



Details for applying project labels:

