

IT 116 Fundamentals of Graphic Design

UNM Valencia, Digital Media Arts

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Spring 2018

Tuesday - 9:00am - 11:30am in B111

Professor: Alexa Wheeler | alexa08@unm.edu

Campus Office Hours: MTW 11:30am - 1:30pm | and by appointment - B110A

Virtual Office Hours: by email, text, and by appointment for live chat

**see "How to Contact the Instructor" below

Office: Business & Technology Building B114

Course Description

This course is designed to provide students with a fundamental working knowledge of the technical, aesthetic, and conceptual aspects of computer generated graphics and two-dimensional media work. This core course allows the student to understand the visual dynamics of Graphic Design. The emphasis of this course is on drawing, composition and understanding media. This is a course in design aesthetic that will allow the student to experience the theory and practices of 2- dimensional design throughout history. Areas to be covered: typography, the golden ratio, design, composition, line, shape, space, color concepts and the client/designer relationship. Lectures, demonstrations, discussions, and other content will introduce various issues of design. Assigned projects, readings, presentations, and group critiques will assist in a critical understanding better preparing the student for further study in graphic and media arts.

Objectives

Upon successful completion of this course, students will be able to:

- recognize vocabulary and visual language for graphic design
- demonstrate an understanding of graphic design principles and understand major developments in graphic arts as they have occurred throughout time.
- develop a familiarity with the variety of media available in the graphic arts and understand the limitations and opportunities offered by these various materials and techniques.
- identify methods and processes for conceptualizing in the media arts
- exhibit applied knowledge of synthesis of form and content
- develop innovative forms and styles based on the design concept
- organize information to make compelling and experimental visual expressions for presentation.
- demonstrate excellent understanding of the drawing tools to create shape, depth, drawing, tracing, and text by understanding of the components of art and design (balance, unity, line, composition, color theory, visual rhythm, etc...).
- demonstrate several advanced features in Illustrator.
- enhance your ability to think visually and communicate your ideas as such.
- perfect your ability to discuss and defend your work in relation to concepts, ideas, techniques, processes, and experiences.

Student Responsibilities/Attendance/Participation

Student Responsibilities:

- Students must have basic computer and file management skills for all DMA courses. Custom tutoring services are available through the TLC. Required pre/co-requisite is IT 101: Computer FUNdamentals. Students that fall behind due to lack of basic computer skills will be dropped.
- Bring a **USB Flash Drive** (at least 16 GB) and/or an external hard drive (recommended) to every class. Make sure it is clearly labeled with your name on it. Always keep a back-up of ALL classwork.
- **UNM Email/Black Board Learn Access:** Beginning Fall 2015 semester, all UNM-Valencia students will be required to have a UNM Net ID which can be created by going to: <http://it.unm.edu/accounts/>. UNM Net ID will give you access to the computer labs on campus, blackboard learn and UNM Email. Make sure to update this information as your method of contact under personal information on Lobo Web.
- **Computer Lab Responsibility:** *Please be advised that use of computer labs on UNM properties is governed by "Policy 2500: Acceptable Computer Use" which can be found at <http://policy.unm.edu/university-policies/2000/2500.html>. Food and drink are also prohibited in any computer lab on campus. Anyone violating these policies is subject to possible suspension and loss of computer lab privileges.*
- If you have a disability, please inform me of your needs as soon as possible to ensure that your needs are met in a timely manner. For information on Equal Access at UNM-Valencia, please see <http://valencia.unm.edu/students/advisement-and-counseling/equal-access-services.html>
- Cell phones need to be muted during class times. If you must receive a call, leave the lab before you answer. No phone conversations in the studio. No web browsing, email, or text messaging during lectures, demos, discussions, or critiques.
- *In an effort to meet obligations under **Title IX**, UNM Faculty are considered responsible employees. This designation requires that any report made to a faculty member regarding sexual misconduct or gender discrimination must be reported to the Office of Equal Opportunity and the Title IX Coordinator. For more information on the campus policy regarding sexual misconduct, see: <https://policy.unm.edu/university-policies/2000/2740.html>*
- **Academic Dishonesty and Plagiarism:** *Each student is expected to maintain the highest standards of honesty and integrity in academic and professional matters. The University reserves the right to take disciplinary action, including dismissal, against any student who is found responsible for academic dishonesty. Any student who has been judged to have engaged in academic dishonesty in coursework may receive a reduced or failing grade for the work in question and/or for the course. Academic dishonesty includes, but is not limited to, dishonesty in quizzes, tests or assignments; claiming credit for work not done or done by others; hindering the academic work of other students; and misrepresenting academic or professional qualifications within or outside the University.*
- **COMPUTERS WILL BE OFF DURING ALL CRITIQUES!!!**

Attendance/Participation:

- Students are required to complete all projects on time, participate in scheduled critiques/class discussions, and maintain a safe, respectable, positive lab environment.
- Students are required to attend class, arrive on time, remain present until the end of class, and be prepared for each day's work. More than three absences without prior consultation may result in a failing grade or a drop from the class. Online participation counts towards your attendance. Leaving early or arriving late three times results in one absence.
- If you have not attended class for three consecutive class periods and have made no attempt to text/email/contact me, you WILL be dropped.
- Students who do not attend the first week of class will automatically be dropped.
- Students will need to work a few hours each week in addition to the scheduled class times. Open lab hours will be announced

Grading Policy & Breakdown

Grading:

- Grading is based on a timely completion of course homework and assignments, the quality of individual technical and critical development, conceptual progress, personal commitment and the ability to work in a community studio setting. Personal commitment involves regular attendance, consistent effort, completion of in-class and outside-of-class work, participation in critiques and class discussions, and the general willingness to try. Make each project meaningful to yourself!
- Each assignment will culminate in a critique, which will consist of pinning up your finished work and/or projecting your completed work in class for all to see. All due dates will be announced in the YELLOW BOX on UNM Learn, as well as on the syllabus. No full credit will be given for any late work. If an assignment is not presented on time, an automatic 0 will be issued. You will need to make arrangements with me if you are planning to make-up the work, and a fair grade will be issued once the work has been submitted, presented, and critiqued, minus an automatic one letter grade deduction.
- Incompletes are rarely issued. If 75% of the semester's work/projects/deliverables and participation/attendance have been completed with a satisfactory grade, and incomplete may be issued.

Semester Requirements:

Projects (2)	40 points	20 points each
Book Cover		
Poster		
Midterm & Final Projects	60 points	30 points each
Logo & Package Design		
Website		

Make-Up/Extra Credit:

Extra Credit	10 points maximum for the semester
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A+	101+
A	94-100
A-	90-93
B+	88-89
B	84-87
B-	80-83
C+	78-79
C	74-77
C-	70-73
D+	68-69
D	64-67
D-	60-63
F	50-59

Points will be added up and a letter grade will be issued according to the following scale:

How to Contact the Instructor

Office Hours: Office Hours are held weekly on-campus and virtually.

- On campus, the office hours are:
 - o MTW 11:30am - 1:30pm | and by appointment in B&T Rm. 114, or check other DMA classrooms.
 - o Also, by appointment - I ask that you make an appointment even during my regular office hours as I schedule meetings, etc..., during that time as well
- Virtually, reach me any other time through email, text ... (see below).

Email: I prefer all email to be from the internal UNM Learn Course Message system. I will check these messages regularly and will respond to all emails within 48 hours (72 hours weekends), and usually sooner. Although less preferred, you can email me at alexa08@unm.edu. In the Subject Line of the email, ALWAYS write your full name and class number. For example - "Laurie Anderson ARTS 231"

Text: You can also reach me **BY TEXT ONLY** at: 505-515-1055. I WILL NOT answer phone calls and ask that you please NEVER LEAVE A MESSAGE!!! Any messages left by students will be deleted and will not constitute an attempt at communication. In the event of an absence, you will be counted unexcused if you left a message on my cell phone yet made no other written attempt at communication. All communication between instructor and student outside of class time MUST be in written format for this class. If you must reach me or have an emergency, USE: email, text, or my office phone (if needing to leave a message - as a last resort) at 925-8702.

Support Information, Resources, & Tutorials

- o **Open Studio Time - Digital Media Arts Open Lab:**
 - Located in B123 in the Business & Technology Building.
 - Times and hours posted on UNM Learn
- o **Support for UNM Learn:**
 - o UNM Learn help: <http://online.unm.edu/help/learn/support/>.
- o **DMA Tutoring Services:**
 - o We are proud to have our very own DMA tutor available for Digital Media Arts specific courses! See LEARN for more information.
- o **Other tutorials:** I will post a number of links to video tutorials in UNM Learn for this course.
- o **UNM Valencia Tutoring Services:**
 - o Custom tutoring services are available through The Learning Center at <https://valencia.unm.edu/campus-resources/the-learning-center/index.html>. Even online tutoring is available!
- o **Instructor Support:**
 - o Please see "How to Contact the Instructor" for instructor help.
- o **Community Support:**
 - o We will have a HELP FORUM discussion board in the UNM Learn course. Use this as a place to post questions to the community. It is important for peer learning and peer communication to enhance our community.
- o **Accessibility & Equal Access:**
 - o UNM-Valencia's accessibility/ADA compliance website: <http://valencia.unm.edu/about/accessibility.html>
 - o UNM-Valencia's Equal Access Services website: <http://valencia.unm.edu/students/advisement-and-counseling/equal-access-services.html>

Project 1: Childhood Memory Book Cover

Objective:

Familiarize students with basic tools in Illustrator and many basic elements of design and color theory. Consider the use of drawing tools to enhance the visual idea of memory vs. reality. To understand what a cover design is, and what elements are needed to create a harmonious and graphic design composition. To understand the basics of cover design, and the visual elements/materials of this process. Learn to print files.

Process:

Using your own childhood as the inspiration, imagine you have been hired to illustrate the cover design for a children's book. Design and illustrate this cover design with the intention of trying to tell the entire story to the audience in one image. Dig deep! Incorporate all technical requirements as listed below. Consider: Who is the intended audience? What age? What culture? What language? Is it fiction or non-fiction? Educational or recreational?

Technical Requirements:

1. New Document - 8.5" x 11"
2. Use at least three of the shapes in the Shape Tools - NO LENS FLARES!!
3. Create at least 1 Object Group
4. Include at least 3 logically organized layers in your design
5. Apply strokes and fills to at least 3 objects using the Appearance Panel
6. Apply at least 1 effect to an object (or group) using the Effects in the Appearance Panel
7. Live trace at least 1 object and expand the appearance & "Place" a photograph as a graphical element (can be same photograph)
8. Live paint at least 1 object (optional)
9. Use text for the book title and author info (By...) and consider font/typography
10. No images should be "linked". All images must be "embedded".
11. The final image MUST be cropped to the artboard size.
12. You may find the need to: refine curves, cut paths, join paths, erase paths, and add and remove anchor points as you work on these requirements for your illustration
13. Print book cover for critique

Midterm Project: Logo and Package Design

Objective:

Familiarize students with more advanced tools in Illustrator and further the investigation into elements of design and color theory. Consider the use of color, and what it means to work within a distinct color family. Learn how to organize, manage, save, scan, and print files. To understand what a logo is, and what elements are needed to brand a company. To understand the basics of packaging design, and the visual elements/materials of this process.

Process:

Design and illustrate a logo for either a real or fictitious company. Choose a product to market for this company, and create a package design (letterhead, envelope, business card) that incorporates the logo. Logo Package Design to include 3 documents: Envelope (4.125" x 9.5"), Business Card (3.5" x 2") and Letterhead (8.5" x 11"). Incorporate all technical requirements as listed below. Consider: How does the typography enhance the design? What graphics will really depict your company? Do the product and the packaging have a harmonious relationship? Yes? No? Why?

Technical Requirements:

1. Logo Package Design to include 4 artboards: Envelope (4.125" x 9.5"), Business Card (3.5" x 2") and Letterhead (8.5" x 11") and LOGO (5" x 5"). Use any and all the previous techniques learned up to this point
2. Text on a path OR Text in a shape
3. Text that has been converted to outlines and modified
4. Layers must be organized in a logical fashion according to the design
5. Must have 4 artboards that represent:
 - a. Envelope - 4.125" x 9.5"
 - b. Business Card - 3.5" x 2"
 - c. Letterhead - 8.5" x 11"
 - d. LOGO - 5" x 5"
6. Use colors harmoniously - see "Kuler"
7. Create and include the logo as a symbol with at least 3 Appearances - one on each of the artboards
8. Include at least 2 effects from the Effect > Illustrator Effects > Stylize menu, one of which needs to have been edited through the Appearance Panel
9. Modify the opacity of at least 1 object/layer - can be "opacity" or "blending modes"
10. Use at least 1 gradient and/or pattern
11. Use any other previously learned techniques as you wish
12. Envelope must follow USPS standards for placement
13. All items must include the tagline
14. You must write an actual letter on the letterhead (can be LOREM IPSUM) to mimic a letter sent
15. Save the file as both an illustrator file and as a layered PDF
16. Print the four files and mount on posterboard to turn in and post for critique.

Real-World Option: (extra-credit)

Create a logo and package design for a local company, a UNM-Valencia Campus degree program and/or event, or for yourself as a designer/artist.

Project 3: Poster Design

Objective:

To introduce the wide variety of possibilities of digital imaging and photography in vector designs, as well as concepts of advertising and the media. To critique advertisements and create your own dramatic statement using your knowledge of media techniques to create mood, shock, and other effects. To continue utilizing and analyzing typography. Discuss vertical/horizontal layouts.

Process:

Choose a theme that you will use in an advertisement, campaign, and/or commentary. Include heading text (large) and paragraph text (small and informational). Include a photograph. Print an image **no smaller than 17" x 11" or 11" x 17"** as a poster.

Technical Requirements:

1. New Document - 17" x 11" (vertical or horizontal)
2. Include at least 5 logically organized layers in your design
3. Use photography, live painted or not, in the design
4. Use text for the poster title and info and consider font/typography
5. No images should be "linked". All images must be "embedded".
6. The final image MUST be cropped to the artboard size.
7. Utilize any techniques previously learned
8. More requirements may be announced in class (take notes, if so!)
9. Prepare to defend image, font and conceptual ideas in critique
10. Print poster for critique

Real-World Option: (extra-credit)

Create a logo and package design for a local company, a UNM-Valencia Campus degree program and/or event, or for yourself as a designer/artist.

Final Project: Website

Objective:

To design, develop, and publish a website with recommended design practices using WordPress. To focus on your projects as a graphic designer (portfolio), to create a professional website for a real-world company, or UNM-Valencia Campus program/event/etc....

Process:

For this project, you will be putting together at least a 5 page website.

Consider: The emotional use of color. How all of the elements work together on the page. What theme works best with your content? How much flexibility do you want/need in a theme? How can you utilize a pre-built theme and make it your own?

Technical Requirements:

1. Create a WordPress account - remember your username and password!!
2. Create a professional domain name & web address
3. Must have at least a 5 page website - home, about, contact, 2 content pages (potfolio, services, events, etc...)
4. Must include a consistent banner and footer area. Footer area must include a copyright.
5. Banner must be your design
6. Make the Appearance unique - adjust options to your liking
7. Must have one email link
8. Must utilize widgets that reflect website content - get rid of widgets (such as admin login) that are not relevant
- 9. Post your WordPress link in the "WordPress Links" forum in LEARN for critique**

Dates	Schedule	Projects
<u>Week 1</u>	<ul style="list-style-type: none"> • Introductions • Review Syllabus • Review UNM Learn 	
<u>Week 2</u>	<ul style="list-style-type: none"> • Lecture • Equipment Overview • Supplies Overview • Classroom Folders/Network • Demo: illustrator key concepts, creating documents, the illustrator interface, basic drawing, basic path editing, basic text editing, making selections • Work time 	
<u>Week 3</u>	<ul style="list-style-type: none"> • Demo: understanding appearances, working with groups and layers, working with color, object transformation and positioning, applying live effects, working with images, saving and printing • Work time 	
<u>Week 4</u>	<ul style="list-style-type: none"> • Project 1 due - critique 	Project 1: <i>Childhood Memory Book Cover</i>
<u>Week 5</u>	<ul style="list-style-type: none"> • Lecture: Logo Design • Work time 	
<u>Week 6</u>	<ul style="list-style-type: none"> • Demo: expressive drawing with brushes, using symbols • Work time 	
<u>Week 7</u>	<ul style="list-style-type: none"> • Demo: • Work time 	
<u>Week 8</u>	<ul style="list-style-type: none"> • Midterm Project due - critique • Demo - Photoshop Interface, Basics • Work time • 	Project 2 - Midterm Project: <i>Logo & Package Design</i>
<u>Week 9</u>	<ul style="list-style-type: none"> • SPRING BREAK 	
<u>Week 10</u>	<ul style="list-style-type: none"> • Lecture: Poster Design • Work time 	
<u>Week 11</u>	<ul style="list-style-type: none"> • Demo - working with images, integrating text 	
<u>Week 12</u>	<ul style="list-style-type: none"> • Project 3 Critique 	Project 3: Poster
<u>Week 13</u>	<ul style="list-style-type: none"> • Demo - Getting Started, WordPress Interface, Blog vs. Website, Creating Pages, Working with Media • Work time 	
<u>Week 14</u>	<ul style="list-style-type: none"> • Demo - Themes, Adjusting Appearances, Widgets, Creating Links • Work time • Finalize and refine all projects as needed 	
<u>Week 15</u>	<ul style="list-style-type: none"> • Work time 	
<u>Week 16</u>	<ul style="list-style-type: none"> • Final Project due - critique 	Final Project: <i>Website</i>