COURSE SYLLABUS

CAMOSUN COLLEGE

COURSE TITLE: ART-128-Graphic Design Foundations

CLASS SECTION:

TERM: 2025W

COURSE CREDITS: 3

DELIVERY METHOD(S): F2F (In-Person)

INSTRUCTOR DETAILS

NAME: Joseph Hoh

EMAIL: hoh@camosun.ca

OFFICE: Y101c

HOURS: MWF 1:30 - 2:30 pm. TuTh 11:00 am - 12:00 pm, or via Zoom appointment

As your course instructor, I endeavour to provide an inclusive learning environment. However, if you experience barriers to learning in this course, do not hesitate to discuss them with me. Camosun College is committed to identifying and removing institutional and social barriers that prevent access and impede success.

CALENDAR DESCRIPTION

An intensive introduction to the basic elements and principles of design that are the foundation of the art and design disciplines. Students will explore contrast, repetition, direction, variation, image development, formal relationships, visual expression, colour, symbol development, etc. through projects that emphasize clarity, graphic precision and visual communication.

PREREQUISITE(S):

One of:

C in English 12

C in Camosun Alternative

COURSE LEARNING OUTCOMES / OBJECTIVES

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

- Apply basic theory, elements and principles of graphic design to one's own work.
- Use industry standard computer software for graphic design.
- Apply sound business practices in the development and execution of graphic design projects.
- Critique one's own and others' projects.

REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

- White, Alex. Elements of Graphic Design
- Hustwit, Gary. Helvetica [videorecording] Brooklyn, N.Y. : Plexifilm, c2007. Lansdowne Media Z 246 H45 2007

COURSE SCHEDULE, TOPICS, AND ASSOCIATED PREPARATION / ACTIVITY / EVALUATION

The following schedule and course components are subject to change with reasonable advance notice, as deemed appropriate by the instructor.

Week	Topic	F2F/Synchronous activity	Asynchronous/Homework
1 Jan 8	**Introduction** **Black Square Prob Into**	1. Introductions/office hours/contact 2. Course outline 3. What is Design? 4. Black Square Problem Intro 5. Ways of manipulating form: brainstorm and analyze 6. Intro to Illustrator: vector vs raster 7. Adobe CC access 8. What happens in labs? 9. Video: Helvetica 1 & 2	1. Purchase text book and read 2. Brainstorm solutions minimum 120 (minimum 20 each) solutions for Black Square Problem 3. Update D2L personal profile: Image & preferred pronoun
2 Jan 15	**Black Square Prob 2** **Scrapbooks** **Labs**	1. Review Course expectations; the Scrapbook, attendance 2. Elements and Design Principles 3. Illustrator training: Black Square Problem template on D2L 4. Black Square Prob 2: Q & A, Feedback & Labs 5. Video: Helvetica 3 6. Labs: 11:30 a.m.	1. Complete Black Square Problem first three groups (Order, Increase, Bold) 2. Read: Section 1 (Space): Chps. 1, 2, 3 3. Research and collect similar concepts used in graphic design for scrapbook

Week	Topic	In Class	Homework / Due
3 Jan 22	**Structural Amb. 1** Black Square Problem 3	1. Learning Asymptote 2. Communication Theory 3. Resource Triangle 4. Intro: Structural Ambiguity 5. Black Square Problem in labs 6. Labs: 11:30 a.m.	1. Complete Black Square Problem (Congested, Tension, Playful) 2. Research & collect similar concepts for scrapbook 3. **Quiz: Helvetica**
4 Jan 29	**Black Squares Critique** **Typography** Structural Ambiguity 2	1. Intro Typography & Semiotics of Type 2. Group Discuss Section 1 of textbook (Think-Pair-Square-Share)? 3. Labs: 11:30 a.m. 4. **Crit List for Black Squares in News in three days**	1. **Upload Black Square Assignment 9:30 am** 2. Collect similar concepts for scrapbook. 3. Read: Sect. 2 (Unity): Chapters 4, 5, 6
5 Feb 5	**Structural Amb. due** **7 Colour Contrast**	1. Intro: Hue, Light-Dark, Cold-Warm, Complementary; colour worlds 2. Demo: Bézier curves, Pathfinder, Divide & Blend tools 3. Labs: 11:30 a.m.	1. Upload: Assignment for Structural Ambiguity Problem only. No Discussion (Peer Crit) upload needed 2. Research and collect similar concepts for scrapbook: Collect 6 typeface samples & categories 3. Complete first half of Colour Contrasts: Hue, Light-Dark, Cold-Warm, Complementary 4. Scrapbooks mid-term review coming 5. **Quiz: Section 1 of textbook & Lectures**
6 Feb 12	**Typography** 7 Colour Contrast 2	1. Intro: Simultaneous, Saturation, Extension 2. Labs: 11:30 a.m.	1. Research for scrapbook. 2. Prepare for mid-term review of scrapbooks (Week 8) 3. Complete second half of Colour Contrasts 4. Read: Section 3 (Page Architecture)
7 Feb 19	**Reading Break**	1. Students may still access labs throughout Reading Break except Friday	1. Research for scrapbook 2. **Quiz: Section 2**
8 Feb 26	**7 Colour Contrast due** **Designing with Type**	1. Typography Quiz 1 2. Intro Designing with Type 3. Font Management 4. Group Discuss Section 2? 5. Labs: 11:30 a.m.	1. **Assignment upload for 7 Colour Contrast.** No Peer Group Critique. 2. Complete: Scale, Struct. Ambi., Pattern 3. Read: Section 4 (Type) 4. Research for scrapbook.
9 Mar 5	**Business card (Patt.)** **Patterns** Designing w Type 2	1. Intro: Layout Principles PARC 2. Business card: bleeds & trapping, crop marks & run-ups 3. Intro: Pattern 4. Intro: Type Tool, Glyphs & Fonts Management 5. Distribute 3 sheets cardstock. 6. Discuss Section 3? > Quiz 7. Labs: 11:30 a.m.	1. Research for scrapbook. 2. **Quiz: Section 3**
10 Mar 12	**Critique Designing with Type**	1. **Crit List for D w Type in News** 2. Intro: Type Tool, Glyphs & Font Management 3. Critique List: Designing w Type. 4. Labs: 11:30 a.m.	1. Collect samples for scrapbook. 2. **Designing with Type Portfolio Upload to Assignment & Discussion (Peer Crit)**

11 Mar 19	**Final: Type Sampler 1**	1. Typographic Quiz 2 2. Intro: Type Sampler, setting up Artboard, past examples 3. Demo: Trimming Business card 4. Print: three copies 5. Discuss Section 4? > Quiz 6. Labs: 11:30 a.m.	1. **Peer Critique Upload DwT Assignment & Post a Reply with your Peer Critique** 2. Research for scrapbook. 3. **Quiz: Section 4**
12 Mar 26	**Crit Business Cards** Type Sampler 2	1. **In-class Critique: Business Cards** 2. **Critique List: Business Cards** 3. Labs: 11:30 a.m.	1. **Portfolio upload for Assignment & Discussion (Peer Crit): Business Card** 2. Research for scrapbook.
13 Apr 2	Type Sampler 3	1. Labs: 11:30 a.m.	1. **Upload Peer Critique for B Cards Assignment & Post a Discussion Reply with your Peer Critique** 2. Research for scrapbook. 3. Course feedback
14 Apr 9	**Critique Type Sampler**	1. **In-class Critique: Type Sampler**	1. **Portfolio Assignment upload for Type Sampler.** No Peer Crit needed.
15 Apr 16	Digital Scrapbooks due in D2L Apr 16th 2025 Optional Interviews and Portfolio Reviews for Visual Arts Students	By appointment on Zoom or in person	You've made it to the end!

Students registered with the Centre for Accessible Learning (CAL) who complete quizzes, tests, and exams with academic accommodations have booking procedures and deadlines with CAL where advanced noticed is required. Deadlines can be reviewed on the CAL exams page. https://camosun.ca/services/academic-supports/accessible-learning/academic-accommodations-exams

EVALUATION OF LEARNING

DESCRIPTION		WEIGHTING
Development Projects		30
Milestone Projects		30
Scrapbook & Quizzes		25
Critiques		15
	TOTAL	100%

If you have a concern about a grade you have received for an evaluation, please come and see me as soon as possible. Refer to the Grade Review and Appeals policy for more information.

https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf

COURSE GUIDELINES & EXPECTATIONS

[INSERT TEXT HERE]

SCHOOL OR DEPARTMENTAL INFORMATION

Follow the Department IG for ongoing information on

- Visiting Artists lectures series
- student exhibits in the [Undefined Space]
- calls-for-submissions for student shows, like the annual year-end "Out of the Grey"
- important dates
- artist-in-residences
- job opportunities
- awards & scholarships

STUDENT RESPONSIBILITY

Enrolment at Camosun assumes that the student will become a responsible member of the College community. As such, each student will display a positive work ethic, assist in the preservation of College property, and assume responsibility for their education by researching academic requirements and policies; demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

SUPPORTS AND SERVICES FOR STUDENTS

Camosun College offers a number of services to help you succeed in and out of the classroom. For a detailed overview of the supports and services visit camosun.ca/services.

Support Service	Website
Academic Advising	camosun.ca/services/academic-supports/academic-advising
Accessible Learning	camosun.ca/services/academic-supports/accessible-learning
Counselling	camosun.ca/services/health-and-wellness/counselling-centre
Career Services	camosun.ca/services/co-operative-education-and-career-services

Support Service	Website
Financial Aid and Awards	camosun.ca/registration-records/financial-aid-awards
Help Centres (Math/English/Science)	camosun.ca/services/academic-supports/help-centres
Indigenous Student Support	camosun.ca/programs-courses/iecc/indigenous-student-services
International Student Support	camosun.ca/international
Learning Skills	camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills
Library	camosun.ca/services/library
Office of Student Support	camosun.ca/services/office-student-support
Ombudsperson	camosun.ca/services/ombudsperson
Registration	camosun.ca/registration-records/registration
Technology Support	camosun.ca/services/its
Writing Centre	camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills

If you have a mental health concern, please contact Counselling to arrange an appointment as soon as possible. Counselling sessions are available at both campuses during business hours. If you need urgent support after-hours, please contact the Vancouver Island Crisis Line at 1-888-494-3888 or call 911.

Academic Integrity

Students are expected to comply with all College policy regarding academic integrity; which is about honest and ethical behaviour in your education journey. The following guide is designed to help you understand your responsibilities:
https://camosun.libguides.com/academicintegrity/welcome
Please visit https://camosun.ca/sites/default/files/2021-05/e-1.13.pdf for Camosun's Academic Integrity policy and details for addressing and resolving matters of academic misconduct.

Academic Accommodations for Students with Disabilities

Camosun College is committed to achieving full accessibility for persons with disabilities. Part of this commitment includes arranging appropriate academic accommodations for students with disabilities to ensure they have an equitable opportunity to participate in all of their academic activities. If you are a student with a documented disability and think you may need accommodations, you are strongly encouraged to contact the Centre for Accessible Learning (CAL) and register as early as possible. Please visit the CAL website for more information about the process of registering with CAL, including important deadlines: https://camosun.ca/cal

Academic Progress

Please visit https://camosun.ca/sites/default/files/2023-02/e-1.1.pdf for further details on how Camosun College monitors students' academic progress and what steps can be taken if a student is at risk of not meeting the College's academic progress standards.

Course Withdrawals Policy

Please visit https://camosun.ca/sites/default/files/2021-05/e-2.2.pdf for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit https://camosun.ca/registration-records/tuition-fees#deadlines.

Grading Policy

Please visit https://camosun.ca/sites/default/files/2021-05/e-1.5.pdf for further details about grading.

Grade Review and Appeals

Please visit https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf for policy relating to requests for review and appeal of grades.

Medical / Compassionate Withdrawals

Students who are incapacitated and unable to complete or succeed in their studies by virtue of serious and demonstrated exceptional circumstances may be eligible for a medical/compassionate withdrawal (see Medical/Compassionate Withdrawals policy). Please visit https://camosun.ca/services/forms#medical to learn more about the process involved in a medical/compassionate withdrawal.

Sexual Violence

Camosun is committed to creating a campus culture of safety, respect, and consent. Camosun's Office of Student Support is responsible for offering support to students impacted by sexual violence. Regardless of when or where the sexual violence occurred, students can access support at Camosun. The Office of Student Support will make sure students have a safe and private place to talk and will help them understand what supports are available and their options for next steps. The Office of Student Support respects a student's right to choose what is right for them. For more information see Camosun's Sexualized Violence Policy: https://camosun.ca/sites/default/files/2021-05/e-2.9.pdf and camosun.ca/services/sexual-violence-support-and-education.

To contact the Office of Student Support: oss@camosun.ca or by phone: 250-370-3046 or 250-370-3841

Student Misconduct (Non-Academic)

Camosun College is committed to building the academic competency of all students, seeks to empower students to become agents of their own learning, and promotes academic belonging for everyone. Camosun also expects that all students to conduct themselves in a manner that contributes to a positive, supportive, and safe learning environment. Please review Camosun College's Student Misconduct Policy at https://camosun.ca/sites/default/files/2021-05/e-2.5.pdf to understand the College's expectations of academic integrity and student behavioural conduct.

Looking for other policies?

The full suite of College policies and directives can be found here: https://camosun.ca/about/camosun-college-policies-and-directives

Changes to this Syllabus: Every effort has been made to ensure that information in this syllabus is accurate at the time of publication. The College reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the change.