



**School of Arts & Science
VISUAL ARTS DEPARTMENT**

**ART 118-001
Graphic Design Basics
2006F**

COURSE OUTLINE

The Approved Course Description is available on the web @
<http://www.camosun.bc.ca/learn/calendar/art.html#ART118>

Ω Please note: this outline will be electronically stored for five (5) years only.
It is strongly recommended students keep this outline for your records.

1. Instructor Information

(a)	Instructor:	Tammy Regier		
(b)	Office Hours:	Monday 4-5pm, Tuesday 4-5pm, Wednesday 1-5pm		
(c)	Location:	Fisher 112		
(d)	Phone:	250-370-3097	Alternative Phone:	
(e)	Email:	regier@camosun.bc.ca		

2. Intended Learning Outcomes

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

- Create visual statements.
- Apply the underlying physical processes behind graphic design work.
- Present work orally.
- Present work through a portfolio.
- Critique own and others' projects.

3. Required Materials

(a)	Texts	No textbook required
-----	-------	----------------------

(b)	Other	<p>Required Supply List:</p> <ol style="list-style-type: none"> 1. Toolbox for supplies 2. Sketchbook (No smaller than 8.5" x 11") 3. 3 Drawing pencils: 4B, HB , 2H 4. White Steadtler eraser 5. 46cm (18 inch) stainless steel ruler 6. Utility knife with snap blade 7. Scissors 8. Glue stick 9. Liquid paper or correction tape 10. Scotch tape (removable) 11. Permanent black marker (fine) 12. Paints: Acrylic or gauche <ol style="list-style-type: none"> a. Red (primary) b. Blue (primary) c. Yellow (primary) d. White e. Black 13. Brushes (Synthetic sable): <ol style="list-style-type: none"> a. ½ inch b. 5 round 14. Small water container 15. Mixing tray (paint palette) 16. Colour Wheel <p>*Other materials may be required depending on your desired project.</p>

4. Course Content and Schedule

<p>4 hour lecture – 9am-1pm, 1 hour lab 2-3pm</p> <p>Design Principles</p> <p>Elements of Design</p> <p>Graphic Design Terms</p> <p>Learning to Look at Art</p> <p>How to Critique</p> <p>Introduction to Color Theory and Color Wheel</p> <p>Importance of Photography</p> <p>Symbols</p> <p>Computers in Graphic Design</p> <p>Using Adobe Photoshop</p>
--

5. Basis of Student Assessment (Weighting)

(a)	Assignments	70%*
-----	-------------	------

(b)	Student Participation	30% Includes attendance, involvement in class discussions, critiques, and group work.
-----	-----------------------	---

***Assignments** - All assignments are due at 9am. Late assignment will be penalized; 5% per day will be deducted from the final assignment grade. The weekend (Sat & Sun) will count as 1 day. Late assignments can be handed into the reception desk of the School of Arts and Science (Fisher 104) and marked with date stamp.

6. Grading System

Standard Grading System (GPA)

Percentage	Grade	Description	Grade Point Equivalency
95-100	A+		9
90-94	A		8
85-89	A-		7
80-84	B+		6
75-79	B		5
70-74	B-		4
65-69	C+		3
60-64	C		2
50-59	D		1
0-49	F	Minimum level has not been achieved.	0

Temporary Grades

Temporary grades are assigned for specific circumstances and will convert to a final grade according to the grading scheme being used in the course. See Grading Policy at camosun.ca or information on conversion to final grades, and for additional information on student record and transcript notations.

Temporary Grade	Description
I	<i>Incomplete:</i> A temporary grade assigned when the requirements of a course have not yet been completed due to hardship or extenuating circumstances, such as illness or death in the family.
IP	<i>In progress:</i> A temporary grade assigned for courses that are designed to have an anticipated enrollment that extends beyond one term. No more than two IP grades will be assigned for the same course.
CW	<i>Compulsory Withdrawal:</i> A temporary grade assigned by a Dean when an instructor, after documenting the prescriptive strategies applied and consulting with peers, deems that a student is unsafe to self or others and must be removed from the lab, practicum, worksite, or field placement.

Temporary grades are assigned for specific circumstances and will convert to a final grade according to the grading scheme being used in the course. See Grading Policy E-1.5 at camosun.ca for information on conversion to final grades, and for additional information on student record and transcript notations.

- **Recommended Materials or Services to Assist Students to Succeed Throughout the Course:**

Books:

- The Graphic Design Business Book - *Tad Crawford*
- The Best of Brochure Design 8 - *Ann Willoughby*
- Best of Letterhead and Logo Design: 85 Strategies for the Message-Driven Design - *Jenny Sullivan*
- The Photoshop CS/CS2 Wow! Book - *Cristen Gillespie*

Magazines:

- DG – D + Creative Culture
- Dynamic Graphics
- MD – International Magazine of Design
- CMYK – Visual Communications
- Print – Design, Culture, Media
 - Vivid Word (July/August)
- Communication Arts Annuals (<http://www.commarts.com/>)
 - Illustration (July)
 - Photography Annual (August)
 - Interactive Annual (October)
 - Design Annual (November)
 - Advertising Annual (December)

LEARNING SUPPORT AND SERVICES FOR STUDENTS

There are a variety of services available for students to assist them throughout their learning. This information is available in the College calendar, at Student Services or the College web site at camosun.ca.

STUDENT CONDUCT POLICY

There is a Student Conduct Policy **which includes plagiarism**. It is the student's responsibility to become familiar with the content of this policy. The policy is available in each School Administration Office, at Student Services and on the College web site in the Policy Section.