CAMOSUN COLLEGE
School of Arts & Science
Department of Visual Arts

ART-128-D01/DX01
Graphic Design Foundations
Fall 2020

COURSE OUTLINE

The course description is online @ http://camosun.ca/learn/calendar/current/web/art.html

Ω *Please note: This outline will not be kept indefinitely. It is recommended students keep this outline for their records, especially to assist in transfer credit to post-secondary institutions.*

1. Instructor Information

a) Instructor: Joseph Hoh
(b) Office hours: Mondays, Tuesdays, Thursdays and Fridays 2:30 – 3:30 PM
(c) Location: Young 101c
(d) Phone: 250 370-3456
(e) E-mail: hoh@camosun.bc.ca
(f) Online: http://online.camosun.ca/

2. Intended Learning Outcomes

Upon completion of this course the student will be able to:
1. Apply basic theory, elements and principles of graphic design to one's own work.
2. Use industry standard computer software for graphic design.
3. Apply sound business practices in the development and execution of graphic design projects.
4. Critique one's own and others' projects.

3. Required Materials

(a) Texts
The text for the course Elements of Graphic Design is available as an Ebook through Vital Source, https://www.vitalsource.com/en-ca/products/the-elements-of-graphic-design-alex-w-white-v9781581157802?term=978-1-58115-762-8.
For a physical copy, https://www.camosuncollegebookstore.ca/buy_book_detail.asp?pf_id=10304617.
The textbook Elements of Graphic Design is around $40.00
(b) Other
Students are expected to have.
• Some form of backing up work such as o USB Drive, minimum 128 gigabytes
  • Or a portable 1TB Hard Drive. You will need this for other Program classes so this option makes sense
• Access to internet, and a computer, tablet, or smart phone with video and microphone capabilities for online components of this course. Your internet data usage will increase from working online. Students

are encouraged to budget accordingly and consult with their internet provider to ensure they have adequate data.

• Students are encouraged to create a small 'studio' work area in their home where they can remain free of distractions and work safely on their assignments. Materials used in this course should not be used in eating areas and should be cleaned regularly to reduce dust etc. Safety should be first in all work area and project decisions.

• Install VPN Client on your computer via Remote Computer Lab Access.
http://camosun.ca/services/its/computer-labs/index.html

• Sign up for Office 365 & Adobe Creative Cloud. http://camosun.ca/services/its/other-services.html

4. Course Content and Schedule

(Can include: Class hours, Lab hours, Out of Class Requirements and/or Dates for quizzes, exams, lecture, labs, seminars, practicums, etc.)

Objectives
This course will introduce students to print design. On completion the student will have:
• an understanding of the Elements and Principles of design to solve visual problems and create graphic statements
• the ability to manipulate colour applied to 2D and 3D situations
• the ability to manipulate form applied to 2D and 3D situations
• basic drafting and graphic skills
• a basic understanding of Typography
• a nascent ability to make critical analysis of visual material

Modes of Course Delivery
Sync = Synchronous delivery involves online studies through chat and videoconferencing. This kind of learning tool is real-time. It is like a virtual classroom that allows students to ask, and teachers to answer questions instantly, through instant messaging, which is why it is called synchronous.
Async = Asynchronous delivery involves various forms of digital and online learning in which students learn from instruction—such as prerecorded video lessons or game-based learning tasks that students complete on their own—that is not being delivered in person or in real time.
F2F Face to Face = (F2F) course is delivered in the traditional classroom setting. This means that scheduled normative hours take place in the physical classroom.

Course Plan*

*subject to change Week	Topic	Synchronous activity	Asynchronous
1 Sep 10, 11	Introductions and Registration What is Graphic Design? Design Principles Manipulating form Black Square Problem 1	Synchronous 9:30 a.m. onwards 1. Introductions/office hours/contact 2. Course outline & VPN access 3. Circle 4. What is Design? 5. Black Square Problem Intro 6. Ways of manipulating form: brainstorm and analyze	1. Purchase text book 2. Brainstorm solutions 120 (20 each) solutions for Black Square Problem 3. Update D2L personal profile 4. Office 360 & Creative Cloud log-in verified 5. Video: Helvetica

		7. Intro to Illustrator: vector vs raster 8. No lab this week	
2 Sep 17, 18	Course expectations Elements and Design Principles Labs	Synchronous 9:30 a.m. onwards 1. Review Course expectations; the scrapbook, attendance 2. Elements and Design Principles 3. Break 4. Black Square Problem: Q & A 5. VPN & Lab groups 6. Illustrator training---Black Square Problem, template on D2L 7. Lab 1: 11:30 a.m. 8. Lab 2: 1:30 p.m.	1. Black Square Problem first three groups (Order, Increase, Bold) 2. Read: Section 1 Space: Chapters 1, 2, 3 3. Research and collect similar concepts used in graphic design for scrapbook
3 Sep 24, 25	Black Square Problem 2	Synchronous 9:30 a.m. onwards 1. Using Acrobat to Combine PDF files 2. Black Square Problem in labs 3. Bézier curves 4. How to Critique in GD 5. Lab 2: 11:30 a.m. 6. Lab 1: 1:30 p.m.	1. Black Square Problem (Congested, Tension, Playful) 2. Research and collect similar concepts for scrapbook 3. Discussion Group: Tell me something boring
4 Oct 1, 2	Structural Ambiguity	Synchronous 9:30 a.m. onwards 1. Intro Structural Ambiguity Problem 2. Group Discussion of Helvetica 3. Black Square Problem in lab 4. Lab 1: 11:30 a.m. 5. Lab 2: 1:30 p.m.	1. Research and collect similar concepts for scrapbook 2. Read: Section 2 Unity: Chapters 4, 5, 6 3. Helvetica Quizz
5 Oct 8, 9	Typography Critique Black Square	Synchronous 9:30 a.m. onwards 1. Using Acrobat to Combine PDF files 2. Intro Typography& Semiotics of Type 3. Black Square Portfolio PDF due 4. Group Discuss Section 1 of textbook (Think-Pair-Square-Share)	1. Assignment & Discussion (Group Crit) upload for Black Square Portfolio 2. Research and collect similar concepts for scrapbook 3. Collect 6 typeface samples & Categorize for scrapbook 4. Mid-term interview coming: scrapbooks

		5. Lab 2: 11:30 a.m. 6. Lab 1: 1:30 p.m.	
6 Oct 15, 16	Seven Colour Contrast 1	Synchronous 9:30 a.m. onwards 1. Intro: Hue, Light-Dark, Cold-Warm, Complementary; colour worlds 2. Demo: Pathfinder, Divide & Blend tools 3. Critique Groups check-in 4. Lab 1: 11:30 a.m. 5. Lab 2: 1:30 p.m.	1. Research and collect similar concepts for scrapbook 2. Assignment upload: Scrapbook Midterm 3. Complete first half of Colour Contrasts: Hue, Light-Dark, Cold-Warm, Complementary 4. Read: Section 3 Page Architecture
7 Oct 22, 23	Seven Colour Contrast 2	Synchronous 9:30 a.m. onwards 1. Intro: Simultaneous, Saturation, Extension 2. Group Discuss Section 2 of textbook 3. Lab 2: 11:30 a.m. 4. Lab 1: 1:30 p.m.	1. Assignment upload for Structural Ambiguity Portfolio. No Group Critique. 2. Complete second half of Colour Contrasts 3. Research and collect similar concepts for scrapbook

5. Basis of Student Assessment (Weighting)
(Should be directly linked to learning outcomes.)

Each student will be expected to complete assignments on time, and are expected to attend each class and contribute at group analysis of completed works.
There are three components considered for the final grade:
1. A portfolio of all assigned projects. 80%
2. A scrapbook full of informal exercises, self-directed problems, notes, sketches, layouts, graphic concepts etc. that offer a personal involvement with graphic design. 10%
3. The student's participation in the critical appraisals of their work and in the works of peers. This will be conducted in both written and spoken form as the course progresses. 10%

There will be mid-semester interviews with students. This will provide the student with an indication of their achievement during the first half of the course.
There is also a final interview for Visual Arts program students during examination week*, and final grades will be posted at a later date. A grade of "C" or higher is required in order to continue in the Visual Arts program, or to attain the prerequisite for Art 228.
A student who attends the course on a regular basis will be given a clear indication of a possible "F" or "P" grade anticipated by the instructor from the mid-semester onwards.
A student who misses more than two classes cannot expect to pass the course. Should a student miss a class, it is the student's responsibility to contact the instructor regarding their absence.

Factors to be considered in Grading of Graphic Design Work

1. Sensitivity to, and employment of, structural relationships that may involve a combination of design elements, e.g. line, value, shape, space, colour, texture
2. Ability to recognize and manipulate the design principles
3. Exploration and imagination in working with the above elements
4. Ability to convert an idea or message into a graphic element
5. Ability to manipulate figure and ground relationship
6. Ability to simplify an idea or design to its essential elements
7. Ability to transpose and translate one design idea or form onto another or from one medium to another
8. Ability to enlarge and reduce design image areas
9. Thought and care in planning and execution
10. Precision and care in rendering, gluing, lay-out and presentation of work
11. Meeting assignment datelines
12. Ability to keep to limitation specified and solve given design problems
13. Appropriateness of design solutions
14. Care and thought in positioning, printing of information outside working frame and position of design area on paper
15. Skill and conceptual progression
16. Professionalism and effort (participation and attendance)

6. Grading System

(If any changes are made to this part, then the Approved Course description must also be changed and sent through the approval process.)
(Mark with "X" in box below to show appropriate approved grading system – see last page of this template.)

| X | Standard Grading System (GPA) |

| | Competency Based Grading System |

7. Recommended Materials to Assist Students to Succeed Throughout the Course

Students are also encouraged to browse library shelves for other material available. Excellent sources of design information and quality layout:

Sausmarez: *Basic Design: The Dynamics of Visual Form*
Dondis: *A Primer of Visual Literacy*
Collier: *Space, Form, and Vision*
Knobler: *The Visual Dialogue*
HOW Magazine
Arts Canada
Applied Arts
Art Forum
L 'Archive
Graphis
Vogue
Print
ID
Online:

FontShop: blog.fontshop.com/category/using-type/
Fontstruct: fontstruct.com
Fast Design: fastcodesign.com
ArtStor: artstor.org/index.shtml
Victoria & Albert Museum: collections.vam.ac.uk/
    Cooper Hewitt Smithsonian: cooperhewitt.org

8. College Supports, Services and Policies

Immediate, Urgent, or Emergency Support
If you or someone you know requires immediate, urgent, or emergency support (e.g. illness, injury, thoughts of suicide, sexual assault, etc.), **SEEK HELP**. Resource contacts @ http://camosun.ca/about/mental-health/emergency.html or http://camosun.ca/services/sexual-violence/get-support.html#urgent

College Services
Camosun offers a variety of health and academic support services, including counselling, dental, disability resource centre, help centre, learning skills, sexual violence support & education, library, and writing centre. For more information on each of these services, visit the **STUDENT SERVICES** link on the College website at http://camosun.ca/

College Policies
Camosun strives to provide clear, transparent, and easily accessible policies that exemplify the college's commitment to life-changing learning. It is the student's responsibility to become familiar with the content of College policies. Policies are available on the College website at http://camosun.ca/about/policies/. Education and academic policies include, but are not limited to, Academic Progress, Admission, Course Withdrawals, Standards for Awarding Credentials, Involuntary Health and Safety Leave of Absence, Prior Learning Assessment, Medical/Compassionate Withdrawal, Sexual Violence and Misconduct, Student Ancillary Fees, Student Appeals, Student Conduct, and Student Penalties and Fines.

A. GRADING SYSTEMS *http://camosun.ca/about/policies/index.html*

The following two grading systems are used at Camosun College:

1. Standard Grading System (GPA)

Percentage	Grade	Description	Grade Point Equivalency
90-100	A+		9
85-89	A		8
80-84	A-		7
77-79	B+		6
73-76	B		5
70-72	B-		4
65-69	C+		3
60-64	C		2
50-59	D		1
0-49	F	Minimum level has not been achieved.	0

2. Competency Based Grading System (Non GPA)

This grading system is based on satisfactory acquisition of defined skills or successful completion of the course learning outcomes

Grade	Description
COM	The student has met the goals, criteria, or competencies established for this course, practicum or field placement.
DST	The student has met and exceeded, above and beyond expectation, the goals, criteria, or competencies established for this course, practicum or field placement.
NC	The student has not met the goals, criteria or competencies established for this course, practicum or field placement.

B. 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 http://camosun.ca/about/policies/index.html for information on conversion to final grades, and for additional information on student record and transcript notations.

Temporary Grade	Description
I	*Incomplete*: 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	*In progress*: 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	*Compulsory Withdrawal*: 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.