

# COURSE SYLLABUS



COURSE TITLE: ART-128: Graphic Design Foundations

CLASS SECTION: 001 & 002

TERM: Fall 2021

COURSE CREDITS: 4

DELIVERY METHOD(S):

Camosun College campuses are located on the traditional territories of the Lək̓ʷəŋən and W̱SÁNEĆ peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here.

Learn more about Camosun's [Territorial Acknowledgement](#).

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For COVID-19 information please visit <https://legacy.camosun.ca/covid19/index.html>.

*Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable explanation in advance, you will be removed from the course and the space offered to the next waitlisted student.*

## INSTRUCTOR DETAILS

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NAME: Joseph Hoh

EMAIL: [hoh@camosun.ca](mailto:hoh@camosun.ca)

OFFICE: Y101c

HOURS: M 12:00 – 1:00pm, TuThFr 1:30pm – 2:30pm

*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

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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

## CO-REQUISITE(S):

Not Applicable

## EXCLUSION(S):

Not Applicable

## COURSE LEARNING OUTCOMES / OBJECTIVES

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Upon completion of this course a 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.

## REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

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White, Alex W. *Elements of Graphic Design*. Allworth; 2 edition (March 15 2011)

ISBN-10 : 1581157622, ISBN-13 : 978-1581157628

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

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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
1 Sep 9, 10	<b>Introductions and Registration</b> <b>What is Graphic Design?</b> <b>Design Principles</b> <b>Manipulating form</b> <b>Black Square Problem 1</b>	<ol style="list-style-type: none"><li>1. Introductions/office hours/contact</li><li>2. Course outline</li><li>3. Circle</li><li>4. What is Design?</li><li>5. Black Square Problem Intro</li><li>6. Ways of manipulating form: brainstorm and analyze</li><li>7. Intro to Illustrator: vector vs raster</li><li>8. Adobe CC access</li><li>9. What happens in labs? No lab this week</li></ol>	<ol style="list-style-type: none"><li>1. Purchase text book and read</li><li>2. Brainstorm solutions minimum 120 (20 each min.) solutions for Black Square Problem</li><li>3. Update D2L personal profile: Image &amp; preferred pronoun</li><li>4. Video: Helvetica</li></ol>
2 Sep 16, 17	<b>Course expectations</b> <b>Elements and Design Principles</b> <b>Labs</b>	<ol style="list-style-type: none"><li>1. Review Course expectations; the scrapbook, attendance</li><li>2. Elements and Design Principles</li><li>3. Black Square Problem: Q &amp; A</li><li>4. VPN &amp; Lab groups</li><li>5. Illustrator training: Black Square Problem, template on D2L</li><li>6. Lab 1: 11:30 a.m.</li><li>7. Lab 2: 1:30 p.m.</li></ol>	<ol style="list-style-type: none"><li>1. Black Square Problem first three groups (Order, Increase, Bold)</li><li>2. Read: Section 1 (Space): Chps. 1, 2, 3</li><li>3. Research and collect similar concepts used in graphic design for scrapbook</li></ol>
3 Sep 23, 24	<b>Black Square Problem 2</b> <b>Structural Ambiguity</b>	<ol style="list-style-type: none"><li>1. Intro: Structural Ambiguity</li><li>2. Black Square Problem in labs</li><li>3. Lab 2: 11:30 a.m.</li><li>4. Lab 1: 1:30 p.m.</li></ol>	<ol style="list-style-type: none"><li>1. Black Square Problem (Congested, Tension, Playful)</li><li>2. Research and collect similar concepts for scrapbook</li><li>3. Discussion Group: Tell me something boring</li></ol>
4 Sep 30, Oct 1	<b>National Day for Truth &amp; Reconciliation</b> <b>Work Week</b>	Work Week: no F2F/Synchronous activity Friday only: <ol style="list-style-type: none"><li>1. Lab 1: 11:30 a.m.</li><li>2. Lab 2: 1:30 p.m.</li></ol>	<ol style="list-style-type: none"><li>1. Research and collect similar concepts for scrapbook</li><li>2. Read: Section 2 (Unity): Chapters 4, 5, 6</li><li>3. Quiz: Helvetica</li></ol>

5 Oct 7, 8	<b>Typography</b> <b>Critique Black Squares</b>	<ol style="list-style-type: none"> <li>1. Demo &amp; Exercises: Bézier curves</li> <li>2. Intro Typography &amp; Semiotics of Type</li> <li>3. Black Square digital form due</li> <li>4. Group Discuss Section 1 of textbook (Think-Pair-Square-Share)? &gt;</li> <li>5. <b>Crit List for Black Squares</b></li> <li>6. Lab 2: 11:30 a.m.</li> <li>7. Lab 1: 1:30 p.m.</li> </ol>	<ol style="list-style-type: none"> <li>1. <b>Black Squares:</b> <ol style="list-style-type: none"> <li>a. <b>Assignment</b></li> <li>b. <b>Discussion (Peer Crit)</b></li> </ol> </li> <li>2. Research and collect similar concepts for scrapbook</li> <li>3. Collect 6 typeface samples &amp; Categorize for scrapbook</li> <li>4. Mid-term review coming: scrapbooks</li> <li>5. Quiz: Section 1 of textbook</li> </ol>
6 Oct 14, 15	<b>Seven Colour Contrast 1</b>	<ol style="list-style-type: none"> <li>1. Intro: Hue, Light-Dark, Cold-Warm, Complementary; colour worlds</li> <li>2. Demo: Bézier curves, Pathfinder, Divide &amp; Blend tools</li> <li>3. Intro: Simultaneous, Saturation, Extension</li> <li>4. Lab 1: 11:30 a.m.</li> <li>5. Lab 2: 1:30 p.m.</li> </ol>	<ol style="list-style-type: none"> <li>1. <b>Upload:</b> <ol style="list-style-type: none"> <li>a. <b>Black Square Peer Critique Assignment</b></li> <li>b. <b>Post a Discussion Reply with your Peer Critique</b></li> </ol> </li> <li>2. Research and collect similar concepts for scrapbook</li> <li>3. Prepare for mid-term review of scrapbooks (Week 8)</li> <li>4. Complete first half of Colour Contrasts: Hue, Light-Dark, Cold-Warm, Complementary</li> <li>5. Read: Section 3 (Page Architecture)</li> </ol>
7 Oct 21, 22	<b>Seven Colour Contrast 2</b> <b>Critique Structural Ambiguity</b>	<ol style="list-style-type: none"> <li>1. Intro: Simultaneous, Saturation, Extension</li> <li>2. Crit List for Structural Ambiguity</li> <li>3. Lab 2: 11:30 a.m.</li> <li>4. Lab 1: 1:30 p.m.</li> </ol>	<ol style="list-style-type: none"> <li>1. <b>Upload Assignment for Structural Ambiguity Problem only.</b> No Discussion (Peer Crit) upload needed</li> <li>2. Complete second half of Colour Contrasts</li> <li>3. Research and collect similar concepts for scrapbook</li> </ol>
8 Oct 28, 29	<b>Designing with Type 1</b>	<ol style="list-style-type: none"> <li>1. Typography Quiz 1</li> <li>2. Intro Designing with Type</li> <li>3. Font Management</li> <li>4. Group Discuss Section 2? &gt;</li> <li>5. Lab 1: 11:30 a.m.</li> <li>6. Lab 2: 1:30 p.m.</li> </ol>	<ol style="list-style-type: none"> <li>1. Research and collect similar concepts for scrapbook</li> <li>2. Complete: Scale, Struct. Ambi., Pattern</li> <li>3. Read: Section 4 (Type)</li> <li>4. Quiz: Section 2</li> </ol>
9 Nov 4, 5	<b>Designing with Type 2</b> <b>Business card (Pattern)</b>	<ol style="list-style-type: none"> <li>1. Intro: Layout Principles &amp; Business card: bleeds &amp; trapping, crop marks &amp; run-ups</li> <li>2. Intro: Pattern</li> <li>3. Intro: Font Management</li> <li>4. Discuss Section 3? &gt; Quiz</li> <li>5. Lab 2: 11:30 a.m.</li> <li>6. Lab 1: 1:30 p.m.</li> </ol>	<ol style="list-style-type: none"> <li>1. Research and collect similar concepts for scrapbook</li> <li>2. <b>Assignment upload for 7 Colour Contrast.</b> No Peer Group Critique.</li> <li>3. Quiz: Section 3</li> </ol>
10 Nov 11, 12	<b>Remembrance Day</b> <b>Critique Designing with Type</b>	<p>Work Week: no F2F/Synchronous activity</p> <ol style="list-style-type: none"> <li>1. <b>Critique List: Designing w Type</b></li> </ol> <p>Friday only:</p> <ol style="list-style-type: none"> <li>2. Lab 1: 11:30 a.m.</li> <li>3. Lab 2: 1:30 p.m.</li> </ol>	<ol style="list-style-type: none"> <li>1. Research and collect similar concepts for scrapbook</li> <li>2. Collect samples for scrapbook</li> <li>3. <b>Portfolio Upload to Assignment &amp; Discussion (Peer Crit) upload for Designing with Type</b></li> </ol>
11 Nov 18, 19	<b>Final assignment: Ordering information: Type Sampler</b>	<ol style="list-style-type: none"> <li>1. Typographic Quiz 2</li> <li>2. Intro: Last project</li> <li>3. Discuss Section 4? &gt; Quiz</li> <li>4. Lab 2: 11:30 a.m.</li> <li>5. Lab 1: 1:30 p.m.</li> </ol>	<ol style="list-style-type: none"> <li>1. <b>Peer Critique Upload DWT Assignment &amp; Post a Reply with your Peer Critique</b></li> <li>2. Research and collect similar concepts for scrapbook</li> <li>3. Quiz: Section 4</li> </ol>
12 Nov 25, 26	<b>Critique Business Cards</b>	<ol style="list-style-type: none"> <li>1. <b>Critique List: Business Cards</b></li> <li>2. Discuss Section 4</li> <li>3. Lab 1: 11:30 a.m.</li> <li>4. Lab 2: 1:30 p.m.</li> </ol>	<ol style="list-style-type: none"> <li>1. Research and collect similar concepts for scrapbook</li> <li>2. <b>Portfolio upload for Assignment &amp; Discussion (Peer Crit): Business Card</b></li> </ol>

13 Dec 2, 3	<b>Work week</b>	<ol style="list-style-type: none"> <li>1. Lab 2: 11:30 a.m.</li> <li>2. Lab 1: 1:30 p.m.</li> </ol>	<ol style="list-style-type: none"> <li>1. <b>Upload Peer Critique for B Cards Assignment &amp; Post a Discussion Reply with your Peer Critique</b></li> <li>2. Research and collect similar concepts for scrapbook</li> <li>3. Course feedback</li> </ol>
14 Dec 9, 10	<b>Overview and Summary Critique Type Sampler</b>	<ol style="list-style-type: none"> <li>1. Review older examples</li> </ol>	<ol style="list-style-type: none"> <li>1. <b>Portfolio Assignment upload for Type Sampler. No Peer Crit needed.</b></li> </ol>
15	<b>Interviews and Portfolio Reviews for Visual Arts Students</b>	<ol style="list-style-type: none"> <li>1. By appointments on Zoom/Collaborate or Teams</li> </ol>	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 scan be reviewed on the [CAL exams page](http://camosun.ca/services/accessible-learning/exams.html). <http://camosun.ca/services/accessible-learning/exams.html>

## EVALUATION OF LEARNING

DESCRIPTION	WEIGHTING
Development Projects	25
Milestone Projects	30
Scrapbook & Quizzes	25
Critiques	20
<b>TOTAL</b>	<b>100%</b>

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](http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf) policy for more information. <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf>

## COURSE GUIDELINES & EXPECTATIONS

Access to reliable internet and computer

## SCHOOL OR DEPARTMENTAL INFORMATION

## STUDENT RESPONSIBILITY

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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

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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 <http://camosun.ca/students/>.

Academic Advising	<a href="http://camosun.ca/advising">http://camosun.ca/advising</a>
Accessible Learning	<a href="http://camosun.ca/accessible-learning">http://camosun.ca/accessible-learning</a>
Counselling	<a href="http://camosun.ca/counselling">http://camosun.ca/counselling</a>
Career Services	<a href="http://camosun.ca/coop">http://camosun.ca/coop</a>
Financial Aid and Awards	<a href="http://camosun.ca/financialaid">http://camosun.ca/financialaid</a>
Help Centres (Math/English/Science)	<a href="http://camosun.ca/help-centres">http://camosun.ca/help-centres</a>
Indigenous Student Support	<a href="http://camosun.ca/indigenous">http://camosun.ca/indigenous</a>
International Student Support	<a href="http://camosun.ca/international/">http://camosun.ca/international/</a>
Learning Skills	<a href="http://camosun.ca/learningskills">http://camosun.ca/learningskills</a>
Library	<a href="http://camosun.ca/services/library/">http://camosun.ca/services/library/</a>
Office of Student Support	<a href="http://camosun.ca/oss">http://camosun.ca/oss</a>
Ombudsperson	<a href="http://camosun.ca/ombuds">http://camosun.ca/ombuds</a>
Registration	<a href="http://camosun.ca/registration">http://camosun.ca/registration</a>
Technology Support	<a href="http://camosun.ca/its">http://camosun.ca/its</a>
Writing Centre	<a href="http://camosun.ca/writing-centre">http://camosun.ca/writing-centre</a>

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 Accommodations for Students with Disabilities

The College is committed to providing appropriate and reasonable academic accommodations to students with disabilities (i.e. physical, depression, learning, etc). If you have a disability, the [Centre for Accessible Learning](#) (CAL) can help you document your needs, and where disability-related barriers to access in your courses exist, create an accommodation plan. By making a plan through CAL, you can ensure you have the appropriate academic accommodations you need without disclosing your diagnosis or condition to course instructors. Please visit the CAL website for contacts and to learn how to get started:

<http://camosun.ca/services/accessible-learning/>

### Academic Integrity

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.13.pdf> for policy regarding academic expectations and details for addressing and resolving matters of academic misconduct.

### Academic Progress

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/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 <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <http://camosun.ca/learn/fees/#deadlines>.

### Grading Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf> for further details about grading.

### Grade Review and Appeals

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

### Mandatory Attendance for First Class Meeting of Each Course

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable reason in advance, you will be removed from the course and the space offered to the next waitlisted student. For more information, please see the "Attendance" section under "Registration Policies and Procedures"

(<http://camosun.ca/learn/calendar/current/procedures.html>) and the Grading Policy at <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf>.

### 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. Please visit

<http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.8.pdf> to learn more about the process involved in a medical/compassionate withdrawal.

### Sexual Violence and Misconduct

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 or misconduct 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 and Misconduct Policy: <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.9.pdf> and [camosun.ca/sexual-violence](http://camosun.ca/sexual-violence). To contact the Office of Student Support: [oss@camosun.ca](mailto:oss@camosun.ca) or by phone: 250-370-3046 or 250-3703841

### 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 <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.5.pdf> to understand the College's expectations of academic integrity and student behavioural conduct.

**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 changes.