

# Art 271 Introduction to Graphic Design

[5:30pm-8:15pm] Tu,Th  
Wyllie Hall, D150L

Instructor: Tao Chen  
Office: MLN D124  
Email: chent@uwp.edu  
Tel: 262-595-2119  
Office Hours: 1-2pm  
(M,Tu,We,Th)

## ❖ Objective and Description

The course will help students to develop an appreciation for the practice of design; to begin to develop the ability to define and solve problems; to increase their knowledge of the history of graphic design and typography; to refine their conceptual and computer technical skills.

This course is a beginning level graphic design course. Instruction covers the practice, history, theories, and analysis of the design industry. This course emphasizes problem solving and observing design, while developing intuition and creativity. Projects focus on the process of defining the parameters of a design problem, observing examples within the design industry, and critically evaluating examples of effective and ineffective design.

## ❖ Required Materials

USB flash drive with at least 256 MB capacity or 5 CD-RWs,(after each class, students need to save their documents into CD-RW or USB flash drive. It's the students' responsibility to keep their own files); a grid notebook (eg. Office Depot Quadrille pad 8.5"x11"), a medium-sized sketch book, several pencils and an eraser. Other supplies may be specified by the instructor as needed.

## ❖ Suggested Reading

Graphic Design Solutions (Third Edition) Robin Landa  
Adobe Illustrator CS3 Classroom in a Book, Adobe Photoshop CS3 Classroom in a Book  
and Adobe InDesign CS3 Classroom in a Book  
Professional graphic design magazines such as: Print, How, Communication Arts, CMYK.

## ❖ Tentative Schedule

❖ P1,2,3,4,5 refers to project 1,2,3,4,5, respectively ☆ in class exercise

W1			W9	10/28	Tu work day for P4
	09/04	Th introduction		10/30	Th work day for P4
W2	09/09	Tu intro to graphic design ☆	W10	11/04	Tu InDesign section1 ☆
	09/11	Th intro to logo & stationery, P1 assigned		11/06	Th InDesign section2, intro to layout, P5 assigned
W3	09/16	Tu pen tool, case study	W11	11/11	Tu sketches review of P5, <b>P4 critique</b>
	09/18	Th sketches review of P1		11/13	Th work day for P5
W4	09/23	Tu work day for P1	W12	11/18	Tu work day for P5
	09/25	Th specifications for P1		11/20	Th work day for P5
W5	09/30	Tu work day for P1	W13	11/25	Tu work day for P5
	10/02	Th typography section1, P2 assigned		11/27	Th Thanksgiving, no class
W6	10/07	Tu typography section2, P3 assigned	W14	12/02	Tu intro to package design, P6 assigned
	10/09	Th <b>P1 critique</b> work day		12/04	Th sketches review of P6
W7	10/14	Tu work day	W15	12/09	Tu work day for P6
	10/16	Th intro to poster, P4 assigned ☆		12/11	Th work day for P6
W8	10/21	Tu sketches review of P4	W16	12/16	Tu <b>P5, P6 critique</b>
	10/23	Th <b>P2, P3 critique</b>			

[additional info will be supplied when further necessity.]

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## ❖ Grading

Grades are decided based on the aesthetic considerations and quality of the project, the amount of effort put forth on the project, the daily participation in working on the project and understanding of the computer. Usually for each project, sketch review takes 10% of the total points; the mounting of your work including the quality of your prints and the dimension of the mounting board takes 15%; your presentation during the critique takes 10%.

❖ project 1 — 15% <b>Due date: 10/07 (Tu)</b>	❖ project 5 — 25% <b>Due date: 12/02 (Tu)</b>	} Total: 100%
❖ project 2 — 9% <b>Due date: 10/21 (Tu)</b>	❖ project 6 — 15% <b>Due date: 12/16 (Tu)</b>	
❖ project 3 — 9% <b>Due date: 10/21 (Tu)</b>	❖ in class exercises 10%	
❖ project 4 — 12% <b>Due date: 11/06 (Th)</b>	❖ participation & attendance 5%	

Grades will be as follows:	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F
	100-94	93-91	90-88	84-87	83-81	80-78	77-74	73-71	70-68	67-64	63-61	60 or less

## ❖ Project Term

All projects are due at the beginning of the class period on the date set by the instructor. Failure to meet a deadline will result in a grade of "f" unless the late work is due to an excused absence, defined as a university excuse or verifiable medical excuse. All projects must be properly and clearly identified.

## ❖ Attendance policy

- +student is permitted a maximum of two unexcused absences.
- +a third absence, even if excused, will result in the lowering of the student's final grade by one letter.
- +fourth absences, even if excused, will result in the lowering of the student's final grade by one letter.
- +fifth absences, even if excused, will result in the lowering of the student's final grade by one letter.
- +nine absences, even if excused, which signifies that the student has missed approximately 33% of the class meetings, will reduce even an "a" average to an "f".
- +an "f" grade is recorded for any missed work unless the student presents an excuse for the absence at the time he/she returns to class.
- +no make-up work will be permitted without an excused absence. even with the excused absence, make-up work is permitted at the discretion of instructor. students should not assume such permission will be granted.
- +no make-up work will be allowed once three class meetings have elapsed, counting from and including the date at which the student returns to class after absence.
- +no make-up work will be conducted during the last week of classes.
- +three tardies will convert one excused absence. a student coming in shortly after roll call is responsible for informing the instructor of his/ her attendance. their absence is converted to a tardy at the discretion of the instructor.
- \*an excused absence is defined as a University excuse or verifiable medical excuse. The instructor of the course has the final authority to determine the penalties for absences as it reflects a course's distinct needs.

## ❖ Special Needs

Any student with a documented disability needing academic adjustments or accommodations is requested to speak with me during the first two weeks of class. All discussions will remain confidential. Students with disabilities should also contact Disability Services in WYLL D175.

## ❖ About printing

Many projects will require color printing and this can be purchased through Information Technology Support on the D2 level below us. If you intend to use a home printer for your printouts, be sure it is capable of showing your work off to its best advantage, i.e. at least 1400 dpi resolution printed on highest quality setting on a photo quality paper made for that printer. As presentation is such an important part of this industry, poor printouts will jeopardize your grade. Give Information Technology Support, your files on disk — Zip disks or Cds — with a unique (not the default) name along with a printout from our b&w laser printer (or your home printer) attached to the check off sheet that is available for printout in the Shared Resources folder on the network. We will be reviewing how to change your files to pdf (portable document file) format for printing at ITS as this has proven to be a successful way to make sure your files will print out without fear of forgetting to include fonts or linked images when you take your files to print. Be sure you give ITS at least two full working days to print full-color (or large format) class assignments — even longer if it is a multi-page, or multi-copy document.