



3302



GRAPHIC DESIGN 3

ROOM: STUDIO 406

SECTION A TUES+THU 8:00 AM – 10:40 AM

INSTRUCTOR: ASSISTANT PROF. SUE LEO

OFFICE: BISHOP FINK HALL, RM #415

SLEO@BENEDICTINE.EDU

OFFICE HRS: BY APPOINTMENT

OPTIONAL SUPPLIES

External Drive (HIGHLY RECOMMENDED)
Back up your work! 1 Terabyte External would give you lots of storage.

SUPPLIED

D-Ring Binder
Prints

TEACHING METHOD

This is a studio class format. Studio classes work best in 2-3 hour blocks. Lectures and demos are conducted at the beginning of class — **be on time as they won't be repeated if you miss them. Attendance is taken first thing. If you miss attendance, you will be marked late or absent.** Projects are hands-on and emphasize experiential learning based upon real-world projects (see Grading Rubric on page 3).

Students are responsible for learning the subject matter. **Expect to invest additional hours outside of this class to create work that satisfies the project objectives and meet deadlines.**

Assignment info + Tutorials + Resources can be found under the Graphic Design 3 Course on my teaching site at: <https://www.virtuartcity.com>

New! You will have to register for access with student account on my site.

Projects will be submitted through Google Classroom. Corrections will be distributed through Dropbox.

ALWAYS CONTACT THE PROFESSOR IF YOU HAVE TO MISS CLASS.

COURSE DESCRIPTION

This course is an advanced study of design principles and theory introduced in ART-2300, Graphic Design 1. In addition to working with printed materials, students will explore multimedia and web design. Graphic design skills for branding from product inception to the hands of the consumer will be explored. Prerequisite: ART-2300. Or permission by the instructor

LEARNING GOALS & OBJECTIVES

- Continue to develop and master a disciplined design process that includes thorough research, rigorous idea generation, self-editing and impeccable professional design and production practices.
- Improve application of and appreciation for the visual language used in professional practice of graphic design.
- Continue to increase fluency with the use of digital design tools and techniques while building on the level of acquired skills and achievements attained in Graphic Design 2 increasing the impact of visual solutions.
- Explore a variety of real-life projects ranging from large format printing to postage stamp design, continued improvement of logo designs and command of typography.
- Continue to refine and master the application of design principles to create aesthetically pleasing, cohesive, effective, professional looking visual design solutions that can flawlessly be produced.
- Practice defense of concepts, design choices, and use of design terminology in reviews, critiques and one-on-one work-in-progress discussions.
- To seek out feedback from instructor and peers to improve designs, ask for help and design advice while remaining open to corrections and suggestions.
- Continue to practice time management and file organization skills to meet presentation and production deadlines.
- Demonstrate an understanding of the process of creating an aesthetic work and produce a examples of effective visual communication.
- Continue to build a professional portfolio of a range of graphic design projects for digital and print applications.
- Continue to develop a critical eye for viewing representational imagery.
- Gain a deeper level of experience working with software tools, type and imagery, photography and illustration.

GRAPHIC DESIGN 3

NEVER MISS A PROJECT DEADLINE!

PROJECTS ARE DUE AT THE BEGINNING OF CLASS ON THE PUBLISHED DUE DATE,

EXPECTATIONS

TIMELINESS: *Graphic Designers are timely.*

- Please be on time for class.
- Attendance is taken at the beginning of class. If you miss attendance, you will be marked late, or absent. Your attendance record influences your final grade, as does your timeliness to meet deadlines.
- When students come to class late, or with unfinished projects on the day it is due for review, it creates delays—respect your peers and your teacher.

DEADLINES: *Graphic Designers meet deadlines.*

- You are responsible for uploading your work in on-time on the due date **BEFORE THE BEGINNING OF CLASS**.
- Due dates are posted in advance on the calendar on the door of the lab and on Google Classroom. If for ANY reason you are absent for a review session, or your work is not submitted on time, points will be deducted from your grade.

PRESENTATION: *Designers defend their work.*

- Be prepared for reviews of work
- You are not permitted to work on projects in-class during project critiques—*especially if you did not turn in your assignment on time.*

PORTFOLIO BUILDING/PRINTING:

- Your projects are professionally printed to build a graphic design portfolio—and objective of this program.
- Pre-press work is required based upon the print vendor. Rockie Copies files have to be submitted in one PDF file, so prep time by the professor is required before the entire classwork can be sent to the printer. Some of our print vendors are out of state and therefore require shipping lead times.
- Any project after the Final files are due will not be able to make the print run. It is not fair to your peers to hold up a job due to late submissions.
- Students who miss a final print due date are responsible for coordinating with the designated print vendor and paying for the print out of their own pocket for grading and for their portfolio.

The design process in the graphic design classes works like this:

1. Due Date = REVIEW [Proof/Critique]

In the review, we look at everyone's work displayed on the projector and check the layout, the typography, the images and also read through the text for any spelling errors. Ideally there should be minimal corrections to your work in this phase. The review is important for ALL to be present and engaged as you learn from the mistakes of your peers.

2. Revisions* The goal is to have your initial review as perfect as possible so that revisions are small or non-existent. Students have a short period where work needs to be corrected and submitted to the FINAL PROJECT Assignment.

3. Final Review *

If there are any minor corrections, the files can be corrected in-class and re-submitted in Google Classroom.

4. PrePress, Send + Pick-Up

This part happens after class, and the prints are normally ready by next class. Cost of printing is included in your lab fee.

SOME ADVICE:

Critiques and feedback happen informally and are on an on going basis throughout the studio period. Project reviews are more formal. Student are encouraged to ask for help and feedback from the professor and to interact with peers.

The most growth that I see in students are those who ask for help and advice in-class while they work on their projects, and are open to corrections. I am always available for help outside of class.

Glorify God in all Your Work.

Be mindful of the subject matter you choose in your projects. Choose beauty over broken. There is enough visual chaos and dysfunction in art and design in this world. Let your work stand apart.

PROJECT LIST

1. BOOK JACKET DESIGN

Create compelling book cover to attract buyer
Choose style of artwork
Use appropriate text styling

2. PUBLICATION DESIGN*

Design and layout a 24-page magazine
Create a name and design a masthead
Design article layouts with table of contents
Develop, write and/ or edit articles
Illustrate or Photograph to support stories

2. VIRTUES POSTER SERIES

A set of three posters to promote virtue.
Develop continuity of illustration/photographic style that provides continuity through the series.
Create visual impact and interest
Educate the viewer - get them to stop, read and think about the subject.

3. VISUAL NARRATIVE

Develop a visual narrative depicting sequence, transformation, or cycles.

YOU WILL NEED TO SPEND TIME OUTSIDE OF SCHEDULED CLASS TIME TO COMPLETE THE PROJECT ASSIGNMENTS IN THIS CLASS

***Note:** *Please be aware that the **Publication Design** will be a major (nearly semester-long) project. Expect more than 3 reviews and revisions. Publication design is more complex than other projects you have done and the current method for marking up layouts and the time it takes is challenging at best. Therefore, it is imperative that students run changes in a timely manner to keep the project schedule on track. Because the files become very large, I may deploy my Dropbox to transfer file back and forth when we get this this project. The magazines will be professionally printed as well and we need time for printing and shipping back to school before the end of the semester.*

A REMINDER: Midterm Grades

Midterm grades are for preliminary assessment should not be interpreted as a formal grade, but rather as an indication of the student's progress. At midterm, student should be meeting the basic requirements at minimum in the class which is a C. Midterm grades are advisory and do not appear on the student's permanent record.

GRAPHIC DESIGN 3

PERFORMANCE

RUBRIC	NEEDS WORK	NOVICE	DEVELOPING	PROFICIENT	ADVANCED
USE OF TIME	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
STUDENT ENGAGEMENT	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ATTENDANCE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ACCURACY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QUALITY OF WORK	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TYPOGRAPHY STRENGTH	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
IMAGERY STRENGTH	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TECHNICAL SKILLS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
DESIGN TERMINOLOGY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ARTICULATES DESIGN WELL	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
COLLABORATION WITH OTHERS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
OPENNESS TO CORRECTION	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SOLICITS FEEDBACK	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

KEY + DEFINITIONS

NEEDS WORK

A limited effort to understand and practice skills: below basic expectations for this course.

NOVICE

A beginning understanding of knowledge and skills:

DEVELOPING

A developing mastery of knowledge and skills. Inconsistent performance at times, mastery emerges with more practice and study.

PROFICIENT

A solid consistent performance; demonstrated competency of knowledge and skills.

ADVANCED

An outstanding, consistent performance; beyond expectations, and requirements.

TIME ALLOCATION PER PROJECT

Each week students have nearly two hours of studio time per class on non-lecture days that adds up to roughly six hours of studio time per week. Most projects take from 10-25 hours to complete, depending upon the student's proficiency with software and how quickly they can develop concepts and then execute them. Each project in this graphic design course includes components that include but are not limited to research, inspiration, ideation, choice of typography, color schemes, image style, comps, copywriting, prototype design, first drafts, proofing, in-class reviews, edits, design refinement, print production, review of final print-ready files. Student also are expected to prepare presentation of the work. New Projects are introduced in the beginning of class and may include a lecture, handout of the project specifications, student examples and QandA. This can take up to an hour or more depending upon the project and whether any software demo is required.

ATTENDANCE IS TAKEN THE BEGINNING OF EACH CLASS.

Grading Scale

Letter Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	F
Percent	100-92	90-91	89-88	87-82	81-80	79-78	77-72	71-70	69-68	67-62	<60

PROJECTS	Weight
Book Jacket Design	10%
Publication Design	40%
Virtues Poster Series	30%
Visual Narrative	20%
SUBTOTAL	100%

Project

Evaualuation:

The chart to the right is example of the design elements that you will be graded on for the Magazine.

In addition to the Performance Rubric on the left.

- CONCEPT
- SUCCESS OF EXECUTION
- MASTHEAD / COVER DESIGN
- FONT(S) SELECTION
- KERN/TRAC/LEAD
- TYPE HIERARCHY
- PARAGRAPH ALIGNMENT
- BASELINE ALIGNMENT
- USE OF MARGINS
- ELEMENT ALIGNMENT
- INTERIOR LAYOUT
- IMAGERY
- QUALITY OF IMAGES
- REQ QTY
- CORRECT SIZE
- SPELLING
- COLOR SCHEME
- PROOF REVIEWED
- BLEEDS/CROPS

QUESTIONS ON GRADES?

The instructor will not discuss grades during class time or over email. If you need to discuss your grade status, the student is required to initiate an office appointment.

Benedictine College complies with federal law requiring reasonable accommodations for individuals with documented disabilities that may affect their performance in a class or otherwise affect the individual's ability to enjoy the programs and services offered by the College. If a student requests an accommodation from a faculty member, the faculty member should direct the student to contact the Director of Disability Services at 913-360-7517.



ART3302-A

ROOM 406

2023 FALL

GRAPHIC DESIGN 3

T+H 8:00-10:40 AM

Assistant Professor Sue Leo

1		2		3		4	
1.1 NO CLASS A22	1.2 Syllabus Google Class Virtuacity BOOK JACKET Intro A24	2.1 A29	2.2 MAGAZINE Intro Book Jacket REVIEW DUE A31	3.1 Generative Matrix DUE Book Jacket FINAL DUE S5	3.2 Magazine Proposal DUE S7	4.1 Dummy Mock-Up DUE S12	4.2 Cover Design Front + Back REVIEW DUE S14
5		6		7		8	
5.1 Center Spread Pages 10-11 REVIEW DUE S19	5.2 S21	6.1 FIRST DRAFT Pages 1-9 REVIEW DUE S26	6.2 FIRST DRAFT Pages 11-20 REVIEW DUE S28	7.1 SECOND DRAFT All Pages REVIEW DUE O3	7.2 THIRD DRAFT All Pages REVIEW DUE O5	8.1 MIDTERMS MAGAZINES FINAL DUE Upload to MagCloud O10	8.2 FALL BREAK O12
9		10		11		12	
9.1 NO CLASS VIRTUES >>> Intro O17	9.2 NO CLASS Concept Review & Approval IN-CLASS O19	10.1 O24	10.2 O26	11.1 O31	11.2 N2	12.1 Virtue Poster Series REVIEW DUE N7	12.2 Virtue Poster Series FINAL DUE N9
13		14		15		16	
13.1 VISUAL NARRATIVE Intro N14	13.2 N16	14.1 N21	14.2 THANKSGIVING BREAK N23	15.1 N28	15.2 Visual Narrative REVIEW DUE N30	16.1 Visual Narrative FINAL DUE D5	16.2 D7

FINAL
FINAL: MONDAY
DEC 11TH
10:00-11:50PM

Note: This is a tentative and working schedule and is subject to changes, additions and modifications.