GRAPHIC COMMUNICATION
GRC290A - Digital Design Studio  4cr
Prerequisite: GRC 150 for GRC Majors; ART 250 for Art Majors
2017 Spring Semester

Time       Tues & Thurs  2:00 - 3:50 pm
Location   Humphrey Art Center  Room 126
Instructor Julie VonDerVellen  jvonderv@carrollu.edu   JulieVDVteach.wordpress.com
Office Hours M 1 - 4pm, T & R 12 - 2pm  Humphrey Art Center Rm 109  262-524-7080

OVERVIEW
GRC 290 is a 4-credit course. Building upon the foundation provided in GRC150 Digital Toolbox Photoshop/Illustrator I, this course will continue to familiarize students with the elements, principles, tools, and applications used to create effective graphic communication projects.

COURSE GOALS
- Develop advanced graphic design knowledge, aesthetic, and technical proficiency;
- Foster awareness and application of technological advancements;
- Enhance typographic, illustrative, image generation, and compositional design skills;
- Further practice in diligence, self-analysis, and investigation;
- Provide opportunity for brainstorming and idea-generation experimentation;
- Develop collaborative working and presentation skills

COURSE LEARNING OUTCOMES
1. Gain advanced technical expertise within Adobe Photoshop, Illustrator, and InDesign
2. Produce advanced-level graphic design files using Adobe Photoshop, Illustrator, and InDesign
3. Articulate and critique work based on elements and principles of design, color theory, composition, typography, craftsmanship, and concept;
4. Research and present topics regarding technique, contemporary digital trends, social impact

REQUIRED SUPPLIES
- Sketchbook / Notebook
- USB drive 2G
- Scissors; Ruler; Glue; Double-Sided Tape; X-acto Knife
- Dropbox or Google Drive Account
- Headphones

ASSESSMENTS
Your grade will be based on 800 points throughout the semester:

<table>
<thead>
<tr>
<th>Points</th>
<th>Assignment</th>
<th>Outcome</th>
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<tbody>
<tr>
<td>100</td>
<td>Presentation: Good Design</td>
<td>3 4</td>
</tr>
<tr>
<td>200</td>
<td>Project 1: Photoshop Web &amp; Mobile Design</td>
<td>1 2 3</td>
</tr>
<tr>
<td>200</td>
<td>Project 2: Illustrator Packaging</td>
<td>1 2 3</td>
</tr>
<tr>
<td>200</td>
<td>Project 3: InDesign Booklet</td>
<td>1 2 3</td>
</tr>
<tr>
<td>4 x 25</td>
<td>In-Class Exercises / Quizzes</td>
<td>1 2</td>
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The instructor and the University reserve the right to modify, amend, or change the syllabus (course requirements, grading policy, etc.) as the curriculum and/or program require(s).
<table>
<thead>
<tr>
<th>GRADE</th>
<th>DESCRIPTION</th>
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<tbody>
<tr>
<td>95 - 100</td>
<td>A Projects significantly exceed expectations. Projects demonstrate exemplary process, technical skills, progress, execution, etc. There is a clear understanding of course topics as reflected in regular class participation.</td>
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<tr>
<td>90 - 94</td>
<td>AB Projects exceed expectations, and demonstrate evidence in growth within processes, materials, techniques, execution, and presentation. Solutions to the assignments exhibit an attempt to examine potentials beyond basic assignment requirements.</td>
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<tr>
<td>85 - 89</td>
<td>B Projects exceed expectations but shows room for improvement. Above average demonstration of processes, materials, techniques, progress, execution, etc.</td>
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<tr>
<td>80 - 84</td>
<td>BC Projects meet expectations. Work is slightly above average requirements of projects and assignments.</td>
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<tr>
<td>70 - 79</td>
<td>C Projects meet average expectations but lack evidence of growth, individual research or originality. Work demonstrates requirements in an acceptable manner.</td>
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<tr>
<td>60 - 69</td>
<td>D Projects meet very few expectations. Work is incomplete and showcases below average solutions, and lack of effort. Ability to understand course content is reflected in inadequate projects and/or participation.</td>
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<tr>
<td>0 - 59</td>
<td>F Student fails to meet expectations. Projects are incomplete and/or not submitted. Inappropriate and unsatisfactory solutions to assignments will result in a failure.</td>
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### COURSE POLICIES

#### PARTICIPATION
- Demonstrate a full sense of commitment to this course and the quality of your work.
- You are expected to be a strong contributor during class discussions.
- You are expected to focus and work on assignments during indicated work time.
- Music may be listened to by plugging headphones into the desktop computer.

#### CELLPHONES & SOCIAL MEDIA
- Cellphones are not allowed. Do not set your cellphone on your desk. They should never be visible.
- Texting, Facebook, Twitter, Gmail, G-chat, working on other course homework, etc. is not allowed.

#### ATTENDANCE
- Attendance is mandatory. Show up for class promptly and be prepared to work and participate.
- Attendance is required on critique days and for the final class. Be prepared to present your files at the beginning of the class. Failure to attend the final exam will result in an F for the final project.
- Students are allowed 1 sick day. Please communicate via email if you are ill and will be missing class.
- If you need to miss 2 or more classes throughout the semester, a doctor's or nurse's note is required.
- Three unexcused absences will result in a full letter grade reduction, i.e. an A will be reduced to a B.
- Four or more unexcused absences will result in a failing grade for the course.
- Do not leave before class ends. Students who leave early will be marked as unexcused.

#### MISSED ASSIGNMENTS
- Late or missed assignments are not accepted.
- All projects must be uploaded to eLearning prior to the deadline.
- Missed quizzes or in-class exercises cannot be made up.

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ACADEMIC INTEGRITY
The Carroll University Academic Integrity Policy is located in your student handbook (www.carrollu.edu/campuslife/pdf/handbook.pdf). I encourage you to familiarize yourself with it. If a student violates this policy in any way, I reserve the right to impose a sanction of failure on the assignment/assessment or failure in the course. If you have questions about appropriate citations, please ask.

ACCOMMODATION FOR STUDENTS WITH DISABILITIES
Students with documented disabilities who may need accommodations, or any student considering obtaining documentation should make an appointment with Ms. Martha Bledsoe, Director of Services for Students with Disabilities, no later than the first week of class. She can be reached by calling 262-524-7335 or contacting her via email at mbledsoe@carrollu.edu.

COURSE OUTLINE
This is a tentative project schedule based on the progress of the class. Refer to the eLearning page for assignment outlines and due dates.

Project 1 Photoshop Web & Mobile Design
Layers, Layer Styles, Web Fonts, Text Tools, Clipping Mask, File Formats

Exercise Animated GIF
Animation Frames, Slicing, Save for Web, Optimize Images

Presentations

Project 2 Illustrator Packaging Design
Die-cut, Clipping Mask, Pathfinder, Image Trace, Pattern, etc.

Exercise Business Card & Brand Assets
Pattern Options, Type Pairing, Grids, Document Set Up, Bleeds, PMS Colors, Export for Print

Project 3 InDesign Book Design
Document Setup, Master Pages, Character and Paragraph Styles, Tables, Binding, etc.

Quiz Photoshop, Illustrator, InDesign Technical Assessment, Terminology, Quick Keys, and Theory

Exercise Airline Ticket Redesign
Type Pairing, Grids

FINAL EXAM
Tuesday, May 9
2:00pm