#### New ImageCourse Syllabus

**Course Number:** GD1132

**Course Title:** Grid Systems

**Class Meetings:** Tuesdays from 1:00 pm to 5:00 pm

**Session/Year:** Summer 2012

**Instructor Name:** Adriana Perez

**Email Address:** aperez@aii.edu

**Phone:** 530-574-3187

**Instructor Availability Outside of Class:** Wednesdays 3-4 pm (room 160) or by appointment. NOTE: When emailing me, PLEASE put the following in the subject line “GD1132” to ensure you receive a reply within 24 hrs. Any email sent Friday past 6 pm, Sat. or Sun. may not receive a reply till Monda

## **Grid Systems**

**Course Description:**  
This course will enable the student to better design with type and
visuals, and utilize technology in problem solving. Emphasis will
be on the process of design development from roughs to
comprehensives, layout, and the use of a grid system for
multi-component layouts.

**Course Length:** 11 Weeks

**Contact Hours:** 44 Hours

**Lecture:** 22 Hours

**Lab:** 22 Hours

**Credit Values:** 3 Credits

**Quarter Credit Hour Definition:**

A quarter credit hour is an amount of work represented in
intended learning outcomes and verified by evidence of student
achievement that is an institutionally established equivalency that
reasonably approximates not less than:

(1) One hour of classroom or direct faculty instruction and a
minimum of two hours of out-of-class student work each week for
10-12 weeks, or the equivalent amount of work over a different
amount of time; or

(2) At least an equivalent amount of work as required in
paragraph (1) of this definition for other academic activities as
established by the institution including laboratory work,
internships, practica, studio work, and other academic work leading
to the award of credit hours.

**Course Competencies:**

* Apply principles of composition and layout.
* Demonstrate the use of compositional devices such as line, dot,
  rhythm, values, and contrast.
* Distinguish and apply the principles of grid systems.
* Develop skills and understanding of integration of typography
  and visuals as well as appropriateness of design intended
  audience.
* Develop ability to use reference and find research
  material.
* Develop a working knowledge of layout elements including
  hierarchy, grid systems, typography, and conceptualization.

**Course Prerequisite:** GD1123 Electronic Layout

**Required Text:** Layout Workbook: A Real-World
Guide to Building Pages in Graphic Design by Kristen Cullen. ,
Rockport, ©2007 (on reserve at the library for 2 hrs), ISBN:
ISBN-10: 1592533523

**Recommended Text:** Grid Systems: Principles of
Organizing Type by Kimberly Elam , Princeton Architectural Press,
©2004 (on reserve at the library for 2 hrs), ISBN: ISBN-10:
1568984650

**Recommended Text:** Typographic Systems of Design
by Kimberly Elam, Princeton Architectural Press, ©2007 (on reserve
at the library for 2 hrs), ISBN: ISBN-10: 1568986874

* Method of Instruction: >
* Instructor-led method with demonstrations
* Collaborative discussion and application of reading
* In-class individual and group exercises; projects and homework
  assignments
* Formal and informal assessment (self-critiques, peer critiques,
  group-to group critiques, surprise quizzes & exams)

**Materials and Supplies:** 8"x50yds white tracing
paper roll

Artist tape (one white, one black)

Triangle or
T-square

Kneaded Eraser and White eraser

#11 X-acto +
blades

Metal Ruler

Portable drive to archive work

Felt tip pens?ultra fine point, micro point, chisel tip
(Sharpies ok)

§ Ruler-Inches and Pica Scale 18"  
(C-Thru or Schaedler Precision Rule)

§ Several magazines (to be assigned)

Letramax Black Mounting Board:

*(3) 15"x20" boards*

*(1) 18"x24" board*

Portfolio tote to accommodate an 18"X24" board minimum

**Estimated Homework Hours:** 4-8 Hours (this will
depend on your skills in reading comprehension, InDesign, time
management, scanning and general computer use).

**Technology Required:** Computer with standard
graphic design software (Adobe Creative Suite) and peripherals
(i.e., color printer, scanner, digital camera), high quality-color
output, and Internet access (note: you have access to most of these
via the campus computer labs and the CAGE). Additionally, you will
need a portable hard drive or flash drive to store your work.

**Class Website:** All handouts, resources, and
grading for this class will be available 24/7 on the
*myaicampus* website.

1. To access myaicampus and other online resources for this class
   go to the Art Institute Student Portal at: [***http://myaicampus.com***](http://myaicampus.com/).
2. Login. If first-time user, you must set up your portal account.
   Follow the steps under the link "***Quick Guide: Setting
   up your account***" on the myaicampus.com page.
3. Once in the portal, locate your current classes, click the link
   "**My Classes**". This button will take you to your
   eCourses home page where you will see all courses your are enrolled
   in. To access a specific course, click on the course title.

**Grading Scale:**

All assignments must have clear criteria and objectives to meet. All students shall be treated equitably. It will be that student’s right to know his/her grade at any reasonable point that information is requested by that student. The criteria for determining a student’s grade shall be as follows (on a percentage of total points basis):

A 100-93

A- 92-90

B+ 89-87

B 86-83

B- 82-80

C+ 79-77

C 76-73

C- 72-70

D+ 69-67

D 66-65

F 64 or below

**Process for Evaluation:**

|  |  |
| --- | --- |
| Homework Assignments | 30% |
| Participation (Reading Responses, In-class Assignments, Quizzes/Exams) | 15% |
| Midterm Exam | 3% |
| Project 1âPoster (Midterm Project) | 15% |
| Project 2âMagazine | 15% |
| Project 3âBrochure or Catalogue (Final Project) | 10% |
| Process Book (Final Project) | 8% |
| Final Exam / Self-Reflection | 4% |
| **Total** | **100%** |

**\*PLEASE NOTE: SHOWING UP TO CLASS AND DOING ALL ASSIGNMENTS, WITHOUT PROGRESS, DOES NOT CONSTITUTE A PASSING GRADE.**

**School Wide Grading Policies**

* Class time will be spent in a productive manner.
* Grading will be done on a point system.
* Points for individual activities will be announced.
* All work must be received by the set deadlines.
* Late work receives a grade of zero.
* On-time projects may be redone with instructor approval.
* ABSOLUTELY NO WORK WILL BE ACCEPTED AFTER THE FINAL CLASS MEETS
  WEEK 11.

**Additional Grading Policies:**

**Email Etiquette:** The industry standard for
sending files over email is to send very small files (2 MB or less)
or to use an online service for sharing large files (e.g.,
yousendit.com; box.com; or sharefile.com)?you upload the file and
email the download link to your email recipients. If you need to
"send" a file to the instructor your file must be in PDF format and
the total size must not exceed 2 MB. If your file is larger use a
file sharing service and send the link OR upload file to myaicampus
docsharing (set visibility to instructor only if you wish) let the
instructor know where the file is along with the file name.

**Use of Images:** In an effort to encourage
students' image-making skills, images of your own creation are
encouraged over stock images. If you absolutely must use a stock
image, you must credit the source (e.g., SOURCE: Corbis Images
2011). Under no circumstances are students allowed to use internet
images from non-reputable sources.

**Late Work:** **No Late work?**Late
work or missed work receives a grade of zero.  Late work due
to extenuating circumstances may be accepted, BUT the student must
make arrangements with instructor *prior* to the due date.
Regardless of circumstances, penalties will be assessed unless
student shows valid paperwork justifying absence.

**Weekly Homework Assignments:** As indicated
above, late homework is NOT accepted and will be given zero points.
If during class the student is working on any portion of the
homework that is due that day, homework will not be accepted thus
losing all possible points. Additionally, student will also lose
all participation points. (1) Unless otherwise indicated DIGITAL
HOMEWORK must be turned in to the corresponding week's dropbox
through myaicampus and is due at the beginning of class on the due
date. No digital homework will be accepted over email. Any digital
work submitted to an incorrect dropbox, not properly uploaded, or
having file corruption will NOT earn any points. After uploading
homework, I suggest you test it by downloading and opening all
files to make sure they work correctly. Improperly labeled files
will lose most points; (2) unless otherwise indicated, HARDCOPY
HOMEWORK must be turned in an envelope (9x12 or 10x13) with
student's name and class number on the upper right-hand corner, and
is due at the end of class.

**Final Project Critiques:** If you arrive late to
a final project critique within the first 30 minutes of class, your
project will lose **half a letter grade**. If you
arrive any time after the first 30 minutes, your project will lose
**one letter grade**. No final projects will be
accepted after the end of the class in which they are due. Out of
respect to your fellow design classmates, if you arrive past the
first 10 minutes of class you forfeit the right to have your
project critiqued by your peers. Unless otherwise indicated, final
printed work must be turned in a portfolio tote with your name on
the flap (if you can't afford one talk to instructor).

**Resubmitting final projects for
re-grading?**On-time projects may be redone to improve
grade. Obtain instructor approval.

Absolutely no work will be accepted after the final class meets
week 11.

**In-class Assignments** Unless you have made prior
arrangements with the instructor you cannot make-up missed in-class
work. Even though you can't make up lost points, I encourage you to
do any work you miss for the sake of your own learning. Please know
that I am always available to give you feedback.

**Participation** reflects the expectation that
each student attends class; is on time; contributes positively to
the classroom-learning environment by being attentive, by asking
questions, by participating during critiques, and by working on the
given assignment. This is what is meant by "Class time will be
spent in a productive manner." Points given for participation or
in-class work will NOT be available to students who are not
present. NOTE: you will lose all participation points for that day
if you are working on anything other than what you are supposed to
be working on during class (i.e., working on late homework, doing
work for another class, reading your email, texting, or browsing
the internet when it is not part of an assignment).

**Storing class work:** Students are to take proper
measures to protect their work (digital or analog) when storing and
transporting it.  ANALOG WORK: Put class supplies, work in
progress, and finished projects in secure places. DIGITAL WORK:
When dealing with digital files, save early and save often. Use
reliable storage media to transport and backup your files. Backup
all files daily (at home or in the lab). The on-campus Student
Server is not a secure storage place. Nor are the lab computers,
which self-erase on re-start. Stolen, damaged, or lost work
(including that due to corrupt files or defective hard drives) will
NOT be excused. For work requested electronically, please test all
files on a Mac before handing them in. Platform incompatibility
issues will not be excused either.

**Classroom Policy:**

* No food allowed in class or lab at any time. Drinks in
  recloseable bottles allowed in classroom.
* Edible items brought to class or lab must be thrown out.
* If student elects to eat/drink outside class or lab door,
  missed time is recorded as absent.
* Attendance is taken hourly. Tardiness or absence is recorded in
  15-minute increments.
* Break times are scheduled by the instructor at appropriate
  intervals.
* No private software is to be brought to lab or loaded onto
  school computers.
* No software games are allowed in lab (unless in course
  curriculum).
* Headphones are required if listening to music during lab. No
  headphones are allowed in lecture.
* Any student who has special needs that may affect his or her
  performance in this class is asked to identify his/her needs to the
  instructor in private by the end of the first day of class. Any
  resulting class performance problems that may arise for those who
  do not identify their needs will not receive any special grading
  considerations.
* It is AI-Sacramento policy that cell phones may NOT be used in
  the classroom. If you have an emergency that requires you to take a
  call during class, you MUST inform the instructor before class
  begins, and step outside the room to take the call or text
  message.

**School-wide Attendance Policy:**

Students who do not attend any classes for fourteen (14)
consecutive calendar days and fail to notify the Academic Affairs
Department will be withdrawn from school.  In addition, the
student may be involuntarily withdrawn at the discretion of the
Academic Director, and with the approval of the Dean of Academic
Affairs, at any time.

**Withdraw from a Course:**

In order to withdraw from a course (that is, receive a grade of
"W"), a student must meet with his or her Academic Director before
noon on the Friday of week 9.

**Academic Dishonesty:**

Students are expected to maintain the highest standards of
academic honesty while pursuing their studies at The Art
Institutes. Academic dishonesty includes but is not limited to:
plagiarism and cheating; misuse of academic resources or
facilities; and misuse of computer software, data, equipment or
networks.

Plagiarism is the use (copying) of another person's ideas,
words, visual images or audio samples, presented in a manner that
makes the work appear to be the student's original creation. All
work that is not the student's original creation, or any idea or
fact that is not "common knowledge," must be documented to avoid
even accidental infractions of the conduct code.

Cheating is to gain unfair advantage on a grade by deception,
fraud, or breaking the rules set forth by the instructor of the
class. Cheating may include but is not limited to: copying the work
of others; using notes or other materials when unauthorized;
communicating to others during an exam; and any other unfair
advantage as determined by the instructor.

Students accused of academic dishonesty will be brought before a
Student Conduct Committee. If the committee determines that there
has been a violation of the Academic Dishonesty policy, the student
will automatically fail the class and, depending on the severity of
the infraction, may face further disciplinary action up to and
including suspension from classes or expulsion from school.

**Disability Policy Statement:**

It is our policy not to discriminate against qualified students
with documented disabilities in our educational programs,
activities, or services. If you have a disability-related need for
adjustments or other accommodations in this class see Steven
Franklin, Director of Student Affairs located on the 2nd
 floor or e-mail him at sfranklin@aii.edu. You must inform
your instructors and the Academic Affairs Office before the end of
week one of classes and preferably before the class start.

**Student Assistance Program:**

The college provides confidential short-term counseling, crisis
intervention, and community referral services through the AllOne
Health Student Assistance Program (SAP) for a wide range of
concerns, including relationship issues, family problems,
loneliness, depression, and alcohol or drug abuse. Services are
available 24 hours a day, 7 days a week, at 1.888-617-3362. The
Student Affairs office also offers programs on mental
health-related topics each quarter. If you have any questions
regarding counseling services, please contact the Student Affairs
office.

**Library Operation Hours:**

The library is open from 8 AM to 8 PM Monday ? Thursday, 8 AM to
5 PM on Friday and 9 AM to 2 PM on Saturday. The library is closed
on Sunday.  Computers are available during these hours for
students to work on classroom projects.

##### Course Outline

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| --- | --- |
| **Meeting #**1  Jul 10th, 2012 | **Lecture:**Course Intro | Grid Basics: Anatomy and Modular Grid | Compositional Principles: Grouping, Negative Space, Law of Thirds, and Alignment Relationships | Assign P1: Poster Design | Assign P4: Process Book **Lab:** P1 Poster?PRELIMINARY STUDIES PHASE | Exercise: Grid **Homework:** A1 Due Week 2?See handout**(50 points = 2% of final grade)** + Read pgs.8-15, 24-41, 94-97 |
| **Meeting #**2  Jul 17th, 2012 | **Lecture:**P1 Critique | The Design Process | Concept Development | Hierarchy and Focal Point | Type Variables: spacing, alignment, weight, size, style, orientation, gray value | **Lab:** P1 Poster?PRELIMINARY STUDIES PHASE (continued) | Exercise: Hierarchy **Homework:** A2 Due Week 3?See handout**(50 points = 2% of final grade)**  +  Read pgs.52-61, 72-87, 188-189, 200-205,224-225 |
| **Meeting #**3  Jul 24th, 2012 | **Lecture:**P1 Critique | Integrating Type & Image with the Grid | Margins and Proportions | Directional Devices: line, dot, & shape **Lab:** P1 Poster?ROUGH PHASE | Exercise: Directional Devices (Graphic Organizers) **Homework:** A3 Due Week 4?See handout**(50 points = 2% of final grade)**   P4: Preliminary Process Book Layout **(50 points = 2% of final grade)**  Read pgs. 88-93, 98-105, 113-115 + handout |
| **Meeting #**4  Jul 31st, 2012 | **Lecture:**P1 Critique | Rhythm and Balance | Typographic Color (value & texture) | Assign P2: Magazine?(Research) **Lab:** P1 Poster?COMP PHASE | Exercise: Rhythm and Balance **Homework:** A4 Due Week 5?See handout **(100 points = 6% of final grade)**Read pgs. 60-71, 106-112,116-125 |
| **Meeting #**5  Aug 7th, 2012 | **Lecture:**P1 Critique | Project Presentation: How to | Anatomy of Magazine Layout: Structural, Typographic and Graphic System  |  **Midterm Exam (100 points = 3% of final grade) Lab:**P2 MAGAZINE?RESEARCH & PRELIMINARY STUDIES PHASE | Exercise: Magazine Dissection (frame + format) **Homework:** A5 Project 1 Due Week 6?See handout **(100 points = 15% of final grade)** Read pgs.128-133, 138-141,154-157,  166-167,172-177 |
| **Meeting #**6  Aug 14th, 2012 | **Lecture: P1 Poster FINAL Critique** | Multi-Page Layout and the Grid | Rhythm and Movement on the Page | Assign P2: Magazine Design?TOC + Department + 2 Spreads feature **Lab:** P2 Critique of Magazine Anatomy | Exercise: Multi-Page Rhythm **Homework:** A6 Due Week 7?See handout **(100 points = 6% of final grade)** Read pgs. 16-23, 42-51 (inspiration & intuition) |
| **Meeting #**7  Aug 21st, 2012 | **Lecture:**P2 Magazine Critique | Spatial Mechanics of Paragraphs | **Lab:** P2 Magazine?ROUGH PHASE/CONCEPT DEVELOPMENT | Exercise: Paragraph Mechanics **Homework:** A7 Due Week 8?See handout **(100 points = 6% of final grade)**   P4: Preliminary v2 Process Book Layout **(50 points = 2% of final grade)** Read "You Are Looking at a Box" handout |
| **Meeting #**8  Aug 28th, 2012 | **Lecture:**P2 Critique Magazine | Multi-Page Publication: Narrative, Sequence and Folds | Assign P3: Multi-Page Publication **Lab:** P2 Magazine?COMP PHASE | Exercise: Multi-Page Publication Mechanics & Dissection **Homework:** A8 Due Week 9?See handout **(100 points = 6% of final grade)** |
| **Meeting #**9  Sep 4th, 2012 | **Lecture:**Course Evaluation | Multi-Page Publication Form Design **Lab:** P3: Multi-Page Publication (Brochure/Catalogue) & P2 Magazine Critiques  **Homework:**A9 Project 2 Due Week 10?See handout **(100 points = 15% of final grade)** |
| **Meeting #**10  Sep 11th, 2012 | **Lecture: P2 Magazine FINAL Presentation** | Review Project 3 & 4 **Lab:** Crit and work on Multi-Page Publication **Homework:** A10 Project 3 Due Week 11?See handout **(100 points = 10% of final grade)**                    Final Process Book Due**(100 points = 4% of final grade)** |
| **Meeting #**11  Sep 18th, 2012 | **Lecture: P3 Multi-Page Publication FINAL Presentation** | **P4 Process Book Final** **Presentation** | **Lab:** Self-reflection &**Final Exam(100 points = 4% of final grade)**  ***NOTE:*** *Course outline is subject to change at the discretion of the instructor to accommodate instructional flow and/or student needs. It is the responsibility of the student to keep abreast of these changes. For exact details of homework assignments see assignments specified in the myaicampus site for this class.* |