

# GPHD 005

## Introduction to Graphic Design

SPRING 2020



**OVERVIEW** ————— *GPHD 005* is an introduction to the field of **Graphic Design**. Subjects covered include career possibilities, current trends, issues and practices in the industry. In addition, the basic theory, techniques, and processes involved in solving a visual communication problem will be introduced. This course meets the requirements of Area C1.

**Units:** 3 / prerequisites: none

**OBJECTIVES** ————— In this course, the student will:

- learn about the cultural role of the graphic designer in the world today
- learn about breadth of mediums and industries a graphic designer can work in
- become informed on current cultural and technological issues affecting the profession today
- gain an overview of the theory/process used in solving a graphic design problem
- gain an overview of the criteria used in critiquing a visual communication design
- learn why a graphic design education is beneficial to future practitioners
- learn about the different professionals a graphic designer collaborates with (i.e., illustrators, copy writers, photographers, printers, programmers, etc.)
- become exposed to the visual possibilities of graphic design today

**CLASS INFO** ————— *Class Hours* M/W 7:30-8:45am / **Mendocino 1003**

**INSTRUCTOR INFO** ————— *Contact* Professor **Jonathan Weast**  
e-mail: [jlweast@yahoo.com](mailto:jlweast@yahoo.com)  
website: [weastandweast.com](http://weastandweast.com)  
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*Office Hours* M/T/W 9:00am-10:00am **Mariposa 2011**

**READINGS** ————— Are available in the file folder on the class CANVAS site.

**MATERIALS** ————— Notebook + pen/pencil  
2 blank testing forms (#4521) + no. 2 pencil

**POLICIES** ————— *Attendance*  
Roll will be taken randomly throughout the semester. However, in order to secure the needed information for quizzes and tests, attendance is paramount. In the event that you miss a lecture, be sure to network with fellow classmates to ensure you can secure missed notes. Also, there are two specific dates where absences are not permitted\*:

- March 18th ~ Course Midterm Exam
- May 11th ~ Course Final Exam + Essay Deadline

*\*The midterm exam, final exam, and final essay cannot be made up.*

### ***Participation***

In GPHD-005, the lecture will be supplemented with class discussions on various subjects. The instructor will call on students to have you share your insights on the topic at hand. It is important that each student stay up on the assigned readings in order to effectively participate in these discussions.

### ***Academic Dishonesty***

Cheating is unacceptable at CSUS. The instructor will be vigilant in monitoring the original quality of work done in this class. If cheating, copying or plagiarism is discovered, the instructor will not hesitate to use the provisions outlined in the university's administrative policy...

(<https://www.csus.edu/umannual/student/stu-0100.htm>)

### ***Drops***

Students are expected to know the university's policy on dropping classes. Drops requested beyond the fourth week of instruction require a 'serious and compelling reason.' Refer to the official drop policy found in the online university catalog for more details (<http://catalog.csus.edu/financial-registration-information/registration/>).

### ***Deadlines/Exams***

There is one written assignment (an essay) due in class at the end of the semester. The essay must be turned in during the final exam period. No credit will be awarded for a paper turned in after the exam period ends. An essay **MUST** be turned in to pass the class with a "C" or better. There will also be two exams administered during the semester, a midterm and final. Both will be scantron based; both cannot be made up.

### ***Quizzes***

Five scheduled quizzes will administered through the course of the semester. Each will be available through Canvas during a designated time window. Each quiz is true-false/multiple choice in nature; each is worth 20 points.

### ***Extra Credit***

Additional credit may earned by attending one or two speaker events on campus. The instructor will keep students apprised of these opportunities via email. Students who attend an approved lecture and turn in a one-page typed reflection (one per lecture) the Wednesday following the event will earn 10 extra credit points.  
Note: 20 points maximum for the semester.

The instructions for the essay assignment, along with a writing sample, will be discussed in the third week of class. Be sure to follow the specific guidelines prescribed for the essay. You want to be sure you thoughtfully compose the content of the piece, but you also want to be sure you follow the formatting instructions accurately.

## GRADES

### Final Grades

The following items constitute the workload in GPHD 005:

<i>Item</i>	<i>Description</i>	<i>Points Possible</i>
Online Quizzes	5 quizzes worth 20 points each	100
Midterm Exam	midterm assessment	200
Final Exam	term assessment	150
Essay	1-page, typed analysis	100
Homework/Participation		100
Total Possible		<b>650</b>

**Final grade** = [total points earned] ÷ [total points possible (650)]

*Final grades will break down as follows: 90-100%=A range, 80-89%=B range, 70-79%=C range, 60-69%=D range, 59% and below=F range. When a grade averages fall closely between two ranges, the instructor reserves the right to grade up or down depending on his evaluation of the student's overall class participation.*

## C A L E N D A R

<i>Week</i>	<i>Dates</i>	<i>Topics Covered</i>
<b>1</b>	Jan 20 Jan 22	Martin Luther King Day <b>Syllabus; What is Graphic Design? the Disciplines</b>
<b>2</b>	Jan 27 Jan 29	<b>Portfolio</b> , Background <b>Discipline: Publication Design</b>
<b>3</b>	Feb 3 Feb 5	<b>Design is Process</b> <b>Discipline: Book Design</b>
<b>4</b>	Feb 10 Feb 12	<b>Movie: Abstract</b> <b>Discipline: Advertising Design</b>
<b>5</b>	Feb 17 Feb 19	<b>Design is Visualizing &amp; Composing</b> <b>Discipline: Corporate Identity</b>
<b>6</b>	Feb 24 Feb 26	<b>Design is Thinking (Critically and Creatively)</b> <b>Discipline: Information Design</b>
<b>7</b>	Mar 2 Mar 4	<b>Design is Critiquing</b> <b>Discipline: Industrial Design / Movie: Objectified</b>
<b>8</b>	Mar 9 Mar 11	<b>Discipline: UX / UI / Interactive Design</b> <b>Discipline: Environmental Design</b>
<b>9</b>	Mar 16 Mar 18	<b>Midterm Review</b> <b>Midterm Exam</b>
<b>10</b>	Mar 23 Mar 25	<b>Discipline: Motion Design</b> <b>Guest Speaker</b>
-	Mar 30- Apr 1	Spring Break
<b>11</b>	Apr 6 Apr 8	<b>Discipline: Typography / Type Design</b> <b>Discipline: Illustration / Photographic Design</b>
<b>12</b>	Apr 13 Apr 15	<b>Ethics and Social Marketing in Design</b> <b>Guest Speaker</b>
<b>13</b>	Apr 20 Apr 22	<b>Process and Craftsmanship in Design</b> <b>Field Assignment (no class held)</b>
<b>14</b>	Apr 27 Apr 29	<b>Business of Design: Freelance to Large Firms</b> <b>What is AIGA?</b>
<b>15</b>	May 4 May 6	<b>Five Kinds of Marks</b> <b>Final Review</b>
<b>16</b>	May 11	<b>Final Exam: 8:00am-10:00am</b>