

GRD100-O OVERVIEW OF THE GRAPHIC DESIGN INDUSTRY

COURSE DESCRIPTION

In the Overview of the Graphic Design Industry course students explore graphic design from the perspective of a graphic design professional. Students are introduced to the history of graphic design, fundamental terminology, skills, workflows, technologies, and current trends. Students also explore the range of available career paths and how to prepare for various types of careers in this creative field. They explore important websites and other resources used by graphic design professionals, which will provide support in future courses and throughout their career.

INTRODUCTION

This course comprises one month of what is typically a 36-month program. The class is operated online. In addition to all the activities we will work on via the LAO platform, live synchronous web sessions are held each week, which you can attend by computer/phone or replay at a later time from the posted archive. I am also available to meet with you during office hours by phone or web conference. Contact me to schedule an appointment. If my office hours don't work for your schedule, we can identify an alternate time.

This class is composed of various projects, discussion boards, open-book knowledge check quizzes, research, exploration, reflection on learning, and other activities designed for you to attain the knowledge and skills needed for a successful career and to enhance lifelong learning. Our online community should be vibrant and participatory, with plenty of activity from everyone each week. Let me know how I can help you maximize your learning through the course or if ever you have questions or need assistance.

INSTRUCTOR

Raymond Martinez

CONTACT INFORMATION

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Phone: 323-769-6838

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OFFICE HOURS

Below are the times I am available for meetings, phone calls, emails, instant messaging, or other assistance. If these times do not work with your schedule, send an email requesting an alternate time. All times listed are Pacific time.

Monday: 8:00 am – 2:30 pm

Tuesday: 8:00 am – 1:30 pm; 6:00 pm – 7:00 pm

Wednesday: 8:00 am – 2:30 pm

Thursday: 12:00 pm – 2:00 pm; 6:00 pm – 7:00 pm

Friday: 8:00 am – 2:30 pm

Saturday: 5:00 pm – 7:00 pm

INDUSTRY CONNECTION

The Overview of the Graphic Design Industry course provides students with a comprehensive look at today's design market and the skills required for success in areas such as publication, advertising, brand and identity, motion graphics, and web design. Students explore the design industry's organizational hierarchy, including entry-level jobs, and various career paths of the professional graphic designer. Becoming familiar with the resources that industry professionals use on a daily basis helps students stay abreast of industry trends. And learning about the biggest names in the industry, from the past up to the present day, prepares students for meaningful dialogue with industry professionals.

STUDENT COURSE LEARNING OUTCOMES

Upon successful completion of this course, students will be able to:	Learning Activities	Assessment Methods
1.0 Discuss the events, people, and influences that have shaped today's graphic design industry 1.1 Identify key events, people, and influences that have shaped the graphic design industry 1.2 Explain the stages in the history of graphic design.	<ul style="list-style-type: none"> Read & View Weeks 1 Project 1 – Design Through Time Discussion 1 – LAFS Go to Training session 	<ul style="list-style-type: none"> Project 1 – Design Through Time Discussion 1 – LAFS Knowledge Check 1
2.0 Discuss the phases of the graphic design workflow 2.1 Identify the graphic design workflow 2.2 Recognize the graphic designer's role in the graphic design workflow 2.3 Define common terms used by graphic designers	<ul style="list-style-type: none"> Read & View Weeks 2 Project 2 – Greeting Card Discussion 2 – Image Rights Go to Training session 	<ul style="list-style-type: none"> Project 2 – Greeting Card Discussion 2 – Image Rights Knowledge Check 2
3.0 Discuss examples of image use in graphic design including copyright, public domain, creative commons, and trademarks 3.1 Explain important copyright issues for graphic designers 3.2 Discuss free-for-use sources available to graphic designers 3.3 Apply the free-for-use sources	<ul style="list-style-type: none"> Read & View Weeks 2 Project 2 – Greeting Card Discussion 2 – Image Rights Go to Training session 	<ul style="list-style-type: none"> Project 2 – Greeting Card Discussion 2 – Image Rights Knowledge Check 2
4.0 Demonstrate the graphic designer's creative process 4.1 Recognize the graphic designer's creative process 4.2 Apply the graphic designer's creative process	<ul style="list-style-type: none"> Read & View Weeks 3 Project 3 – Greeting Card Pt. 2 Discussion 3 – Technology Go to Training session 	<ul style="list-style-type: none"> Project 3 – Greeting Card Pt. 2 Discussion 3 – Technology Knowledge Check 3

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Upon successful completion of this course, students will be able to:	Learning Activities	Assessment Methods
5.0 Describe current topics, trends, organizations, news sources, and other resources used by professionals 5.1 Recognize reliable industry news sources, publications, magazines, organizations, and websites 5.2 Discuss current topics in the graphic design industry	<ul style="list-style-type: none"> Read & View Weeks 4 Project 4 – Jobs in the Graphic Design Industry Discussion 4 – Design News Go to Training session 	<ul style="list-style-type: none"> Project 4 – Jobs in the Graphic Design Industry Discussion 4 – Design News Knowledge Check 4
6.0 Recognize the various types of companies that employ graphic designers, the job opportunities available, the skill requirements for each job, and how to self-promote as a graphic designer 6.1 Identify the various industries that employ graphic designers 6.2 Describe the opportunities most prevalent within the various industries that employ graphic designers 6.3 Delineate the roles and responsibilities of a graphic designer 6.4 Compare and contrast required skills in various graphic design roles 6.5 Determine graphic design skills to develop throughout the program 6.6 Recognize the importance of self-promotion and a graphic designer's portfolio	<ul style="list-style-type: none"> Read & View Weeks 4 Project 4 – Jobs in the Graphic Design Industry Discussion 4 – Design News Go to Training session 	<ul style="list-style-type: none"> Project 4 – Jobs in the Graphic Design Industry Discussion 4 – Design News Knowledge Check 4

COURSE MATERIALS

- Your TechKit computer (MacBook Pro)
- Microsoft Office Suite – Word
- Textbook reading and viewing provided on Safari Books:
 - Graphic Icons: Visionaries Who Shaped Modern Graphic Design*, John Clifford, Peachpit Press, 2013
 - Introduction to Graphic Design*, Stone River eLearning, 2014
 - The Graphic Design Reference & Specification Book*, Irina Lee, Aaris Sherin, Poppy Evans, Rockport Publishers, 2013
- Other websites and videos provided in class activities
- Research sources available on the Online Library of The Los Angeles Film School

ADDITIONAL RESOURCES

For more information about topics covered in this course, explore these resources:

- [AIIGA: The Professional Association for Design](#)
- [American Advertising Awards \(ADDY\)](#)
- [Print Magazine](#)
- [How Magazine](#)
- [Digital Arts](#)

WEIGHT OF ASSESSMENTS IN COURSE GRADE

Assessment Method	Weight
Discussion 1 – LAFS	5%
Knowledge Check 1	5%
Project 1 – Design Through Time	15%
Discussion 2 – Image Rights	5%
Knowledge Check 2	5%
Project 2 – Greeting Card	15%
Discussion 3 – Technology	5%
Knowledge Check 3	5%
Project 3 – Greeting Card, Part 2	15%
Discussion 4 – Design News	5%
Knowledge Check 4	5%
Project 4 – Jobs in the Graphic Design Industry	15%
TOTAL	100%

ASSIGNMENTS

All assignments are clearly posted on the LAO platform. Some assignments may show a zero weight, which means that although they are required, completion does not earn points toward the final grade. However, not completing these assignments will affect your ability to perform the work required in the graded assignments. All assignments posted are required unless they are clearly marked as “Supplemental” or “Optional.”

Rubrics are provided with each graded assignment on the LAO platform. These rubrics explain the criteria used for grading and are provided to help you understand the criteria before you submit your work.

CONDUCT AND PROFESSIONALISM

- Pay attention to deadlines and instructions for all assignments.
- Be respectful of classmates, LAFS faculty and staff, on discussion boards, in email, in writing, and in online sessions.
- If you have any questions, contact your instructor via email or phone, or request to schedule a meeting or online session.
- If you experience technical difficulties that prevent you from being able to do your work, contact Online Support. Obtain a ticket number to follow up if it is not immediately resolved.
- For additional information refer to the student Code of Conduct in the school Online Academic Catalog.

PARTICIPATION POLICY

Participation each week is important to academic success, and the demonstration of effective work habits is an indicator of whether a student will become a capable, successful professional. If a student’s participation is not evident in the course, the student may be placed on warning or at risk of withdrawal. See the online Academic Catalog for details.

DUE DATES AND LATE WORK POLICY

Due dates for all activities are clearly posted on the dashboard of the LMS platform.

You should contact your instructor in advance of the due date if you will be unable to meet a deadline to request a deadline extension. This and all other email correspondence must come from your lafilm.edu account.

Our philosophy is that college is preparing you for your professional career, and “in the real world,” failure to meet a specified work deadline is not acceptable; consequences occur if that happens. We want you to develop strong time management skills and demonstrate the work ethic that will bring you success.

That said, we understand that sometimes unexpected life challenges occur. Instructors will allow submission of late work in most situations. However, if it was not an extenuating, unavoidable situation or an extension requested in advance, a late point penalty will apply. Except in

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extenuating circumstances, Discussion Boards once missed cannot be “made up” due to the nature of the actual discussion among the class members who are unable to see the board or “discuss” the topic once the deadline has passed and the board has closed. A standard Student Late Work Policy has been established for all online programs and is posted on the LAO platform. Be familiar with this policy since it applies in all online courses.

GRADE SCALE

Final course grades will be assigned based on the following percentages:

Letter Grade	Earned Score	Point Value
A+	98–100	4.0 Honors
A	94–97	4.0
A–	90–93	3.7
B+	87–89	3.3
B	84–86	3.0
B–	80–83	2.7
C+	77–79	2.3
C	74–76	2.0
C–	70–73	1.7
D+	67–69	1.3
D	60–66	1.0
F	0–59	0.0

GRADE APPEAL

If a student believes that a final course grade was incorrectly awarded, the student must submit a grade appeal in writing to the instructor who issued the grade no later than 14 calendar days after the grade is posted.

If, after subsequent consultation with the instructor, the student is not satisfied and wishes to pursue the issue, or if the instructor is not available or does not respond within 7 days, the student should submit the appeal in writing to the Program Director. Documentation supporting the grade change should be submitted with the appeal. If no appeal is filed within this time period, the grade shall be considered final.

The Program Director will discuss the matter with the student and the instructor, arrive at a decision, and document the appeal and the Director's response. This decision is final. The result and documentation of the review will be compiled by the Registrar and placed in the student's academic file. Consult the Online Academic Catalog for additional information.

ACADEMIC DISHONESTY

Academic dishonesty is defined as a student's use of unauthorized assistance with intent to deceive an instructor or other such person who may be assigned to evaluate the student's work in meeting course and degree requirements. Forms of academic dishonesty include: Plagiarism, Cheating, Multiple Submission, Misuse of Academic Material, and Complicity in Academic Dishonesty.

Academic Dishonesty is a serious infraction. The first incident will result in non-acceptance of work submitted and/or a failing grade for the assignment. A second incident will result in a failing grade for the course and referral for disciplinary sanctions under the Student Code of Conduct. Consult the Online Academic Catalog and Online Student Handbook for full information.

DISABILITY ACCOMMODATION

The ADA coordinator in Student Disability Services must first approve any accommodation that is needed for a disability. Please contact your Student Advisor for more information. It is the student's responsibility to inform the instructor of any disability accommodations letter received within the first week of the course start date so accommodations can be provided.