

Lake-Sumter State College Course Syllabus

Course Information:

Course Prefix and Number: GRA 1190C

Course Title: Introduction to Graphic Design

CRN: 10407

Credit Hours: 3

Semester: Fall 2020

Class Days, Location, Time: Online

Course Description: Introduces the student to the common tools, media, and procedures applicable to a variety of areas within the graphic design field. Basic studio work in drawing, illustration, ad layout and indication, type, and production techniques.

Instructor Information:

Name: Kelly A. Cornell

E-Mail: cornellk@lssc.edu

Office Location: Leesburg campus, Fine Arts Building #139

Phone: 352-365-3511

Online Office Hours:

Sunday's 7-9pm

Monday's 7-9pm

Tuesday's 7-9pm

Wednesday's 7-9pm

Thursday's 7-9pm

Also available office hours by appointment.

Vital Communication Information:

For e-mail, please note that all students are required to use Lakehawk Mail for official college e-mail communications. See the college webpage for [instructions on activating Lakehawk Mail](#).

Sending a private message using the INBOX in Canvas is always the most secure method of contacting your instructor.

Please remember that any contact with your Instructor should be of a professional nature. If you leave a voice mail message be clear, concise, and include your contact and class information. Follow up verbal conversations with a written account via INBOX in Canvas or e-mail.

Prerequisites/Co-requisites:

Prerequisites: None

Co-requisites: None

Textbook & Other Course Materials:

Graphic Design Basics, Arntson; Wadsworth, Cengage Learning, Inc. 2012, 6th ed.
ISBN: 0-495-91207-7

Technology Requirements:

Canvas is a required component of this course. Students unfamiliar with Canvas are expected to complete the Student Orientation course located in Canvas within the first week of classes.

Writing assignments need to be created and saved in a file format that is compatible with Microsoft Word. If using a word processing program other than Word, it is the student's responsibility to adhere to all formatting and submission requirements. Please ask for help if you are unsure how to save a file in a Word-compatible format.

See the [LSSC Student Technology Help Desk web page](#) for more information on how to obtain Microsoft Office 365 as an LSSC student.

Course Student Learning Outcomes:

The following outcomes will be assessed in this course. An "outcome" is defined as something students take with them beyond this course. After successful completion of this course, the student will...

- Identify and create a layout, showing how type and artwork must complement each other in a given area.
- Create digital graphic designs.
- Draw freehand sketches.

Course Objectives:

Objectives are defined as what the course will do and/or what the students will do as part of the course.

- Identify and use the wide range of tools and media applicable to the graphic design field.
- Display accepted procedures for presenting artwork for publication.
- Identify and create a layout, showing how type and artwork must complement each other in a given area.
- Read instructions thoroughly.
- Request clarification of instruction (ask questions).
- Define and explain commercial art terms.
- Make computations for centering, spacing and scaling drawings.
- Draw freehand sketches.
- Draw in ink on a variety of surfaces.
- Analyze an object to determine size and shape.
- Apply principles and elements of design.
- Apply color theory (pigment versus light).
- Utilize tones, hues and values.
- Sketch designs using pencil and ink.

- Paint freehand or within sketched designs using mixed colors or apply colors to produce desired shades.
- Demonstrate balance in design.
- Demonstrate designs with symmetry and asymmetry.
- Identify parts of a layout.

Institutional Policies & Procedures:

Academic Integrity:

The successful functioning of the academic community demands honesty, which is the basis of respect for both ideas and persons. In the academic community, there is an ongoing assumption of academic integrity at all levels. There is the expectation that work will be independently thoughtful and responsible as to its sources of information and inspiration. Honesty is an appropriate consideration in other ways as well, including but not limited to the responsible use of library resources, responsible conduct in examinations, and the responsible use of the Internet. See the [college catalog](#) for complete statement.

Important Information for Students with Disabilities:

Any student with a documented disability who requires assistance or academic accommodations should contact the Student Accessibility Services immediately to discuss eligibility. The Student Accessibility Services (SAS) is located on the Leesburg Campus, but arrangements can be made to meet with a student on any campus. An appointment can be made by calling 352-365-3589 and specific information about SAS and potential services can be found at [Student Accessibility Services](#).

Privacy Policy (FERPA):

The Family Educational Rights and Privacy Act (FERPA) (20 U.S.C. § 1232g; 34 CFR Part 99) is a Federal law that protects the privacy of a student's education records. In order for your information to be released, a form must be signed and in your records located in the Admissions/Registrar's Office.

Zero-Tolerance for Violence Statement:

Lake-Sumter State College has a policy of zero tolerance for violence as stated in College Board Rule 2.17. Appropriate disciplinary action will be taken in accordance with Board Rule 2.17.

LSSC Safety Statement:

Lake-Sumter State College values the safety of all campus community members. **If you have an emergency, call 911.** Otherwise, to report a concern, suspicious activity, or to request a courtesy escort, call Campus Safety:

(352) 516-3795 Leesburg
 (352) 536-2143 South Lake
 (352) 303-7296 Sumter

LSSC also has a free safety app, **Lake-Sumter Safe** that is available for download. You will receive important emergency alerts and safety messages regarding campus safety via LSSC Alert. You are opted into this system when you become an LSSC student. For more information regarding safety and to view available resources, visit the [Campus Safety](#) web page.

Attendance/Withdrawal Policies:

Initial Attendance:

Initial attendance will be entered at the end of the second week of the semester/mini-mester. A student who has not met initial attendance requirements will be marked as “not-attending” and administratively withdrawn from the class. The withdrawn student is still financially responsible for the class. See the [college catalog](#) for more details.

Withdrawal:

Once the Add/Drop period passes, students deciding to discontinue class attendance and/or online participation have the responsibility for formal withdrawal by the withdrawal deadline.

Withdrawal Deadline:

Monday, November 2, 2020

Instructor Policies:

Any Canvas Unit missed reduces the opportunity for learning and could have an adverse effect on the final earned grade in the course. It's the student's responsibility to follow the schedule listed under the Course Calendar and complete each Unit in a timely manner by adhering to the written deadlines. Withdrawal procedures and deadlines for semesters are published in the current college catalog. “If a student is unable to complete the entire course for any reason s/he should initiate a withdrawal form from the Admissions Office by the withdrawal deadline (see above date).” Otherwise a letter grade will be calculated in relation to the total course.

Late Work/Extensions:

Late assignments will only be accepted in the event of documented family or health emergencies or participation in military service. Arrangements must be made as early as possible by emailing the instructor. Points will not be subtracted for late assignments.

Classroom Etiquette:

1. Read thoroughly textbook, Canvas lecture notes, Powerpoints, Discussions, and Assignments.
2. Watch and pay attention to all videos.
3. No plagiarism accepted.
4. If you see a mistake in the grade posted in Canvas, inform the instructor immediately. You are strongly encouraged to keep duplicate copies of all your assignments for your own personal records and in order to dispute any errors. To view your grades click the 'Grades' link in the side menu.

Grading Information:

Final letter grades will be assigned according to the percentage of points you obtain in the course. To calculate your percentage, divide the total number of points you obtained by the total number of points possible. Percentages are rounded up or down to the nearest whole number. Use the scale below to determine your letter grade.

All assignments must be submitted by the due dates posted in the 'Course Calendar'.

Grading Scale:

A 90-100%

B 80-89%

C 70-79%

D 60-69%

F 59% and below

Methods of Evaluation:

Each project will be graded electronically using a rubric provided when the assignment is given.

* Completion online quizzes and projects.

Assignment Overview & Grade Breakdown:

Category	Description	Points or %
Quizzes	Ch. 1 Design Process	10 points
	Ch. 2 Graphic Design History	10 points
	Ch. 3 Perception	10 points
	Ch. 4 Toward a Dynamic Balance	10 points
	Ch. 5 Good Gestalt	10 points
	Ch. 6 Using Visual Language	10 points
	Ch. 7 Layout Dynamics	10 points
	Ch. 8 The Dynamics of Color	10 points
	Ch. 9 Illustration and Photography in Design	10 points
	Ch. 10 What is Advertising Design?	10 points
	Ch. 11 Production for Print and Online Graphics	10 points
Projects	1. WORD ART	25 points
	2. RESEARCH GRAPHIC DESIGNERS	25 points
	3. FIGURE/GROUND INITIALS	25 points
	4. TYPE ILLUSTRATIONS	25 points
	5. LOGO DESIGNS	25 points
	6. POEM ILLUSTRATION	25 points
	7. MAGAZINE ADVERTISEMENT LAYOUT	25 points
	8. COUNTRY POSTER DESIGN	25 points
	9. RESEARCH HISTORY OF ADVERTISING	25 points
	10. APPLIANCE ILLUSTRATION AD	25 points
	11. FINAL RESEARCH TIMELINE	50 points
	Total Points	410 points
	NOTE: A total of 11 chapter quizzes to go along with reading assignments.	

Course Calendar:

Week	Begins	Ends	Objectives & Reading Assignments	Items Due
1	AUGUST 24	AUGUST 30	Course Overview CANVAS Introduction Recall the Design Process. Recall the 5 basic elements of design. Read Ch. 1. Applying the Art of Design, pages 2-17, Graphic Design Basics, Arntson; Wadsworth, Cengage Learning, 2012, 6 th Take Quiz ch. 1 Overview/Video: What is the Graphic Design Process? Project 1 GIVEN - Word Art	Quiz ch. 1 Project 1 – Word Art
2	AUGUST 31	SEPTEMBER 6	Recall the development of Computer Graphics Recall Graphic Design History Read Ch. 2. Graphic Design History, pages 18-39, Graphic Design Basics, Arntson; Wadsworth, Cengage Learning, 2012, 6 th Take Quiz ch. 2 Overview/Video: Graphic Design History – The Beginning Project 2 GIVEN – Research Graphic Designers	Quiz ch. 2 Project 2 - Research Graphic Designers
3	SEPTEMBER 7	SEPTEMBER 13	Recall and identify Vector vs. Raster Graphics Recall and identify Type Terminology Read Ch. 3. Perception, pages 40-57, Graphic Design Basics, Arntson; Wadsworth, Cengage Learning, 2012, 6 th Take Quiz ch. 3 Overview: Perception – Seeing & Believing Project 3 GIVEN – Figure/Ground Initials	Quiz ch. 3 Project 3 - Figure/Ground Initials
4	SEPTEMBER 14	SEPTEMBER 20	Recall and identify Visual and Intellectual Unity Read Ch. 4 Toward a Dynamic Balance pages 58-71, Graphic Design Basics, Arntson; Wadsworth, Cengage Learning, 2012, 6 th Take Quiz ch. 4 Overview/Video: Design is One Project 4 GIVEN –Type Illustrations	continue
5	SEPTEMBER 21	SEPTEMBER 27	CONTINUE	Quiz ch. 4 Project 4 - Type Illustrations
6	SEPTEMBER 28	October 4	Recall and identify Gestalt (Similarity, Proximity, Continuation, Closure, and Figure/Ground) Read Ch. 5 Good Gestalt, pages 72-87, Graphic Design Basics, Arntson; Wadsworth, Cengage Learning, 2012, 6 th Take Quiz ch. 5 Overview: Gestalt – The Whole is Greater than the Sum of it's Parts Project 5 GIVEN –Logo Designs	Quiz ch. 5 Project 5 – Logo Designs
7	October 5	OCTOBER 11	Recall and Identify the History of Type Recall and Identify the Design of Type	Quiz ch. 6

Week	Begins	Ends	Objectives & Reading Assignments	Items Due
			Read Ch. 6 Using Visual Language, pages 88-109, Graphic Design Basics, Arntson; Wadsworth, Cengage Learning, 2012, 6 th Take Quiz ch. 6 Overview/Video: the History of Typography Project 6 GIVEN –Poem Illustration	Project 6 - Poem Illustration
8	OCTOBER 12	OCTOBER 18	Recall and identify Photography in a Layout Read Ch. 7 Layout Dynamics, pages 110-129, Graphic Design Basics, Arntson; Wadsworth, Cengage Learning, 2012, 6 th Take Quiz ch. 7 Overview: Layout Dynamics – The Balancing Act Project 7 GIVEN –Magazine Advertisement Layout	continue
9	OCTOBER 19	OCTOBER 25	CONTINUE	Quiz ch. 7 Project 7 - Magazine Advertisement Layout
10	OCTOBER 26	November 1	Demonstrate and apply color theory (pigment versus light) Read Ch. 8 The Dynamics of Color, pages 130-149, Graphic Design Basics, Arntson; Wadsworth, Cengage Learning, 2012, 6 th Take Quiz ch. 8 Overview/Watch Video- What is the Difference Between RGB and CMYK? Read Ch. 9 Illustration and Photography in Design, pages 150-171, Graphic Design Basics, Arntson; Wadsworth, Cengage Learning, 2012, 6 th Take Quiz ch. 9 Overview: The Designer / Illustrator Project 8 GIVEN –Country Poster Design	continue
11	November 2	NOVEMBER 8	CONTINUE	Quiz ch. 8 Quiz ch. 9 Project 8 - Country Poster Design
12	NOVEMBER 9	NOVEMBER 15	Recall and identify Types of Advertising Summarize and describe the History of Advertising Read Ch. 10 What is Advertising Design?, pages 172-185, Graphic Design Basics, Arntson; Wadsworth, Cengage Learning, 2012, 6 th Take Quiz ch. 10 Overview: Types of Advertising Project 9 GIVEN –Research History of Advertising	Quiz ch. 10 Project 9 - Research History of Advertising
13	NOVEMBER 16	NOVEMBER 22	Recall and identify tools for designing Read Ch. 11 Production for Print and Online Graphics, pages 186-211, Graphic Design Basics,	continue

Week	Begins	Ends	Objectives & Reading Assignments	Items Due
			Arntson; Wadsworth, Cengage Learning, 2012, 6 th Take Quiz ch. 11 Overview/Video: 15 Trends in Graphic Design for 2018 Project 10 GIVEN –Appliance Illustration Ad	
14	NOVEMBER 23	NOVEMBER 29	CONTINUE	Quiz ch. 11 Project 10 - Appliance Illustration Ad
15	NOVEMBER 30	DECEMBER 7	FINAL PROJECT TIMELINE	Timeline due by midnight December 7, 2020.

Basic Needs Statement:

Any student who faces challenges securing basic needs such as food or housing and believes this may affect their performance in the course is encouraged to contact a campus dean at deanofstudents@lssc.edu. The deans will then be able to share any resources at their disposal.

Syllabus Disclaimer:

Information contained in this syllabus is, to the best knowledge of this instructor, considered correct and complete when distributed to students. The instructor reserves the right, acting within policies and procedures of Lake-Sumter State College, to make necessary changes in course content or instructional techniques with notification to students.