

Spring 2018

Electronic Design 1

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Assignments will be posted on the class blog after every class.

CLASS HOURS: Wed 2–5

OFFICE HOURS: Tues 5–6, Wed Tues 5–6, + Thurs 3–5

ELECTRONIC DESIGN 1

ART 39510: SPR 2018

COURSE GOALS/LEARNING OUTCOMES

A continuation of Graphic Design Concepts with continued learning and more advanced design projects incorporating images and typography. Design for print media with special focus on page layout, integration of text and graphic illustration, and corporate identity systems. Use of the computer as a design and production tool. Continued work using design related software, primarily InDesign. Students will also continue to work on their skills in critiquing the work of others and learning from critique. Students will create work through design projects based on the assignments that include risk taking, originality, and problem solving.

Unless otherwise specified, each class will begin with a critique of the previous week's assignments, followed by a discussion or lecture and lab time. **Students are expected to come to class with their work printed out and to be ready for critique before class begins.**

AREAS OF CONCENTRATION

Image Research and Usage / Typographic Usage / Critiques / Workshops / Writings / Process / Documentation / Portfolio Presentation

COURSE DESCRIPTION

- Continued learning in the areas of graphic design principles and typographic principles including hierarchy and navigation.
- Continued expansion of typographic knowledge, terms and concepts. Use of the typographic grid.
- Continued learning in Adobe InDesign.
- Students will produce a final portfolio of work demonstrating their typographic skills.

RECOMMENDED TEXTBOOKS

Thinking With Type: A Critical Guide for Designers, Writers, Editors and Students, by Ellen Lupton
InDesign Type, by Nigel French

REQUIRED MATERIALS

- Black Itoya binder 8.5" x 11" with at least 24 acetate pages, approx \$8. *must have acetate sleeve on outer spine and cover as shown in class (*this will serve to store new work each week and it will be turned in as your final portfolio on the last day of class*)

- 9" x 12" pad of Strathmore Artagain black paper
- metal straight edge for cutting
- Exacto knife and a pack of #11 blades
- Good bright white matte paper for printing final projects

***Field trips and /or guest presentations may vary as the semester progresses. They will depend on the schedules of the hosts/presenters. Check the class blog regularly for updates! (inasaltzdesign.wordpress.com)*

Assignments will be posted on the blog after every class.

COURSE PROJECTS

- Three typographic portfolio sleeves with your name
- Three versions: four page magazine article, designed with a grid, following instructions here: spd.org/student-competition/
- Personal infographic tabloid sized poster (self-authored)
- A multi-page book. Design parameters, materials and production methods will be of your choosing with the advisement and approval of your professor.
- Additional assignments will be given during the semester to break down larger issues inherent in course projects.
- Behance site development

COURSE REQUIREMENTS

- Completion of all assigned work and assigned online viewing/readings.
- **Students are expected to spend a **minimum** of three hours outside of class per week revising projects, resume and completing new projects assigned in this class.
- Class participation. It is essential that students participate fully in the critiquing process with respect to work done by classmates.
- There is no such thing as an excused absence (see the college bulletin). Three latenesses equal one absence. Absences will result in grade reduction. Students who are marked as absent for more than two classes will receive a grade of F for this course. If you are absent, you should contact a classmate and check the class blog for the assignment. Late projects will incur a grade reduction.
- Any project not following the assignment instructions will be graded down. **Failure to submit a final portfolio in class on the 14th week will result in a failing grade.**

All projects (plus reference material) must be saved for the final review and submitted in your portfolio.

You can show me your work-in-progress or ask for help between class meetings during my office hours or by appointment.

You will be graded on the creativity of your ideas, and the precision and quality of your execution as well as the commitment you show in attendance, preparation for class and participation in class discussions.

Students are expected to arrive in class on time and prepared to work for the entire class period. Although in-class work sessions are an integral component of this course, outside work on assignments will be required to meet project deadlines.

Significant progress between classes is expected. Projects are due at the beginning of each class.

Consideration will not be given for failure to produce work due to loss of data. Please back up your work. If you need information or assistance in setting up a backup system, please speak to Professor Saltz.

All files submitted in class must be named according to the following convention unless otherwise specified:

firstname.lastname_projectname.pdf

*Cell phones must be turned off and not visible (ie put them away!) during class. No food or drink is allowed in the computer classrooms.

PRINTING POLICIES

This is a print-based design class. We will not critique work on the computer; when print is the final product, it must be viewed in that form for critique to be meaningful. *****It is up to each student to make sure that their work is printed well before class.**

Do not expect to print your work right before class.

It is unacceptable to miss the beginning of class because you are “waiting for your work to be printed.”

PLAN AHEAD and get your design work done early so it can be printed well before the class meets, in case there is a delay or problem. Please familiarize yourself with the procedures and policies regarding printing; if you have any questions, please see a lab manager or a lab monitor in the print Hub on the second floor.

GRADING POLICY

Understanding that creative evaluation is the prerogative of the professor, let this be a guide to the proportionality I assign to the following components:

On-time attendance and preparedness for class: 15%

Test scores: 10%

Class participation: 15%

Creative work (originality and quality of execution): 60%

*A grade of C is average. Students begin with an assumed grade of C and move up or down depending on quality of work, presentation in class critiques, attendance, and meeting deadlines. Grades will be lowered (from C) for absences, or if work is late, or if you are unprepared for weekly class critiques, or if the work does not follow project instructions, or for poor design.

*Regardless of attendance, students will not pass this class if the quality of the work is poor. If you are absent for the final critique and/or do not turn in a portfolio you will receive an F for the class.

Students will be required to print and produce a multi-page book of their own design, and well as a full-color 11 x 17” infographic. Printouts of work in process will also be required. Various options will be discussed in class for keeping production costs affordable.

Where applicable, all projects will be evaluated according to the following criteria in equal weight:

Overall design and concept: Formal design quality and how well the piece meets the strategic goals of the project.

Organization of content: Expression of visual hierarchy, use of grid, clarity of communication.

Physical execution: Grades will be reduced for lack of a bleed, tight or nonexistent margins, poor staple placement, poor cutting of pages, bit mapped images, excessive file size, etc.

CCNY DISABILITY POLICY

In compliance with CCNY policy and equal access laws, appropriate academic accommodations are offered for students with disabilities. Students must register with The AccessAbility Center for reasonable academic accommodations. The AccessAbility Center is located in the North Academic Center, Rm. 1/218. Tel: (212) 650-5913. Under The Americans with Disability Act, an individual with a disability is a person who has a physical or mental impairment that substantially limits one or more major life activities. If you have any such issues, I encourage you to visit the AccessAbility Center to determine which services may be appropriate for you.

POLICY ON ACADEMIC INTEGRITY

Be advised that academic dishonesty, which includes plagiarism and cheating, is prohibited and is punishable by penalties including failing grades, suspension or expulsion. For further information, go to the City College website, www.cuny.cuny.edu and click on “CUNY Policy on Academic Integrity” located on the bottom of the homepage.

I have read and understand and agree to the terms of this syllabus.

Print name

Signature

Date