Syllabus for Beginning Graphic Design

Semester & Year: Spring 2022
Course ID & Section #: Art42 -V2629
Instructor's name: Natalia Margulis
Day/Time or *Online: Asynchronous/Fully Online
This course does not have proctored exams
Course Units: 3

Instructor Contact Information

Office location: Online
Office hours: Available via email, phone, chat, or video conference upon request.
Phone number: (707) 476-4549 is my office number on campus. However, this semester all my classes are being taught remotely, so I will not be in my office. Please email me instead to request a virtual office hour. Canvas email is the best way to reach me. You can also email me @ natalia-margulis@redwoods.edu.

Course Catalog Description

An introduction to the principles and tools of computer-assisted graphic design. Students will receive training in the basics of visual communication and become familiar with industry-standard software including Adobe Illustrator, InDesign, and Photoshop to develop a diverse portfolio of work.

Course Student Learning Outcomes

1. Demonstrate understanding of design principles and workflow across multiple projects and computer software.
2. Build a portfolio of work to present in a professional manner for both critiques and grading.

Prerequisites/Corequisites/Recommended preparation

None.

Recommended preparation

If you have previously taken Art 17/Beginning Drawing or Art 10/Color and Design at CR, it will help you in this course.

Proctored Exams

There are no proctored exams for this course.

Accessibility

Students will have access to online course materials that comply with the Americans with Disabilities Act of 1990 (ADA), Section 508 of the Rehabilitation Act of 1973, and College of the Redwoods policies. Students who discover access issues with this class should contact the instructor.

College of the Redwoods is also committed to making reasonable accommodations for qualified students with disabilities. If you have a disability or believe you might benefit from disability-related services and accommodations, please contact your instructor or Disability Services and Programs for Students (DSPS). Students may make requests for alternative media by contacting DSPS based on their campus location:

- Eureka: 707-476-4280, student services building, 1st floor
- Del Norte: 707-465-2324, main building near library
- Klamath-Trinity: 530-625-4821 Ext 103

During COVID19, approved accommodations for distance education classes will be emailed to the instructor by DSPS. In the case of face to face instruction, please present your written accommodation request to your instructor at least one week before the first test so that necessary arrangements can be made. Last-minute arrangements or post-test adjustments cannot usually be accommodated.

Required Materials:

1. You will need Adobe Illustrator, Photoshop, and InDesign for this class. Collegebuys.org often runs specials to meet the needs of community college students where Adobe CC subscription is often offered at a discounted price:
   https://shop.collegebuys.org/articles/ACC_Student39_Landing.htm

2. While it does not matter whether your machine is a Mac or a PC, you should plan on doing your work on a reasonably recent desktop or laptop computer, with adequate processing speed and RAM for producing high quality digital work. Here is the link for system requirements per application from Adobe:
   https://helpx.adobe.com/creative-cloud/system-requirements.html

3. A pencil and eraser and a 9 x 12 sketchbook. It does not matter whether your textbook is lined or unlined. Something like this will work well and will set you back $12.

   https://www.amazon.com/100-Sheets-Sketchbook-Artistic-Painting-Beginners/dp/B08TLK1ZSV/ref=sr_1_2?crid=1Y6ROME9EJ7KX&keywords=9x12+sketchbook&qid=1641246377&sprefix=9x12+sketchbook%2Caps%2C141&sr=8-2
   Conversely, you may use an iPad/tablet with drawing/sketching capabilities.
   You may be asked to upload your sketches for certain assignments to demonstrate your thinking process.

4. In order to be successful in Art 42 you will need a fast and **reliable** Internet connection. This is an online course and a computer-based one to boot, which means that in order for it to become a classroom and not simply a guided individual study, students will need to consistently give each other feedback, support each other's learning process, post to the threaded discussions, upload large(ish) files to Canvas, etc.

Recommended Textbooks and Online Learning Tools:

You are not required to own/subscribe to the following learning tools, but they are recommended in order to get the most out of learning graphic design and associate software:

1. This is an excellent text for learning how to design any layout, now!

   "White Space Is Not Your Enemy: A Beginner's Guide to Communicating Visually Through Graphic,

   Web & Multimedia Design", 3rd Ed. ISBN-13: 978-1138804647; ISBN-10: 1138804649.

2. If I had to recommend software how-to textbooks, these series are well reviewed by students on Amazon. Check them out:

   1. Adobe Illustrator Classroom in a Book (2020 or 2021 release) /Brian Wood
   2. Adobe Photoshop Classroom in a Book (2020 or 2021 release) /Andrew Faulkner and Conrad Chavez
   3. Adobe InDesign Classroom in a Book (2020 or 2021 release) /Kelly Anton and Tina DeJarld

However, let's say you purchase these 3 books and it comes out to about 150$. That's quite a bit of money. And these three still do not cover the entirety of Adobe CC.

My recommendation instead would be to invest in LinkedIn Learning (sometimes called LinkedIn Learning with Lynda) online subscription.

The first month is free. After that, for about 35$/month, you can have unlimited access to every online video course and tutorial out there, from Adobe (all of Adobe! basic and advanced) taught by industry-leading professionals, complete with text transcripts, closed captions, and many more features too many to list, plus 800 + other courses and tutorials on business development, interactive design, coding…the list goes on.

To me, if you have the means, it's a more efficient alternative to a textbook that costs 50$ and covers just 1 thing. You can cancel your subscription anytime.

https://www.linkedin.com/learning/subscription/products

Disclaimer: I am in no way affiliated with or sponsored by LinkedIn Learning. The information above contains suggestions only.

Evaluation and Grading Policy

Approximately two-thirds of your time during the semester will be used for working on projects. The remaining third will be used for online discussions, peer critiques, readings, and watching videos about contemporary and historical practices in graphic design.

How is the final grade determined?

The final grade in this course is determined by student performance on in-class design projects, online discussions/assignments, quizzes, and evidence of conceptual and technical growth.

When evaluating and grading your graphic design work, I am looking for:

1. **Understanding**: submitted projects need to show visual problem-solving and building on techniques and concepts covered in class.
2. **Originality**: projects need to be conceptually original while directly reflecting concepts and techniques covered in class.
3. **Promptness**: all projects have to be produced during the course of this semester and submitted on time. There needs to be direct visual evidence of time and effort spent on each project.
4. **Production skills**: Did you execute the assignment in a clean, professional manner? a good presentation means that files are submitted in formats that are immediately visible in Canvas without having to follow links, convert, or download files. Files need to be properly labeled, as per assignment reqs. Files should not contain extra or missing elements, and the artwork needs to be exported from Adobe at proper size/res.
5. **Software mastery**: from emerging to adequate, your command of software needs to move forward through the course of the semester. Everyone learns at different speeds. But it is also true that mastery of software is directly proportional to the amount of time spent on the computer. You need to spend 4-6 hours each week playing around and learning the software.

When evaluating and grading your discussions and assignments, I am looking for:

1. **Critical thinking**: threaded discussions and assignments have to show evidence of critical thinking. Commenting on classmates' work needs to be meaningful and go beyond 'I like it'. The why and the how are important here to keep these comments from becoming repetitive and generic.
2. **Promptness**: all written work needs to be submitted by the deadlines.

When evaluating and grading your online presence, I am looking for:

1. **Engagement:** Your online presence needs to show team spirit in order to keep the virtual environment active.
2. **Promptness**: This is especially important for the threaded discussions component of the course. If there are no comments posted on time, there is nothing for the rest of the students to respond to. There needs to be an equal 'buy-in' from everyone to keep the virtual environment feeling fresh.

Quizzes are untimed and are graded by Canvas automatically. They test you on the text/video/concepts/ covered in class.

Final Grade Calculation	
Design Projects	55%
Discussions and Assignments	20%
Final Project	10%
Quizzes	15%

Lateness and Exceptions

- **Late submission policy.** Late work is discouraged and may be penalized if it's submitted with no heads up, as this class is meant to emulate professional team dynamics. Life happens to all of us, so email ahead of the deadline to request an extension. I honestly prefer to look at trends rather than to penalize every little thing, which is not fun with anyone.

  A responsible student who emails me requesting a late submission once in a while will get a 'sure', no questions asked. On the other hand, a student who tends to disappear and reappear with elaborate explanations as to why they do not have the work may not elicit the same goodwill.

- **Exceptional circumstances** are for example, illness or injury, family emergency, etc. If a situation arises that prevents you from submitting assigned work and I agree to accept late work, we will negotiate a timeframe when the work must be submitted. This negotiation will happen on a case-by-case basis. I reserve the right to withdraw permission if I feel that a student is exaggerating the gravity of the situation, or if making such an exception means being unfair to other students who are observant of course deadlines.
- **Internet connection and late submissions**. Unless a traceable, prolonged Internet outage covering a wide area occurs, loss of Internet connection will generally not be accepted as an excuse for late assignments. Sometimes there is nothing one can do and I understand that.

  From the perspective of anticipating issues, always consider potential alternatives when planning your work. Find the location of the nearest library, coffee shop or another location with free wifi; test if your cell phone can be used as a hotspot…try to find workable solutions to issues ahead of time.

Important Dates
- *Classes begin: 1/15/22*
- *MLK Jr. Birthday (all campuses closed): 1/17/22*
- *Census date: 01/31/22 or 20% into class duration*
- *Lincoln's Birthday (all campuses closed): 2/18/22*
- *President's Day (all campuses closed): 2/21/22*
- *Spring Break (no classes): 3/14/22 – 3/19/22*
- *Last day for student-initiated W (no refund): 4/01/22*
- *Last day for faculty-initiated W (no refund): 4/01/22*
- *Final examinations: 5/07/21 – 5/13/22*
- *Semester ends: 5/13/22*

Student feedback

- Your work will be graded using grading rubrics and instructor's feedback provided whenever applicable. To support your work and to provide academic advice related to course work I will also be offering video/Zoom or by-phone office hour sessions. All students are expected to sign in for at least two such sessions during the course of the semester. We'll work with your schedule to find the best date/time.
- At the beginning of each week, I will also send out an announcement outlining the scope of work for that week and bringing your attention to anything important. It is imperative you read these announcements and also check your email on a regular basis.
- I am mostly unavailable to answer urgent questions on weekends. Please plan your questions in advance during the week.
- It is critically important that you check your @MyCR.redwoods.edu email account regularly and log in every Monday to review the weekly Module and read my announcement.

Syllabus Change Policy

This syllabus is a guide and aims to provide an accurate overview of the course. However, circumstances and events may make it necessary for the instructor to modify the syllabus during the semester and may depend, in part, on the progress, needs, and experiences of the students. Changes to the syllabus will be made with advance notice.

Computer and Technological Skills Requirements

You need adequate general computer proficiency to succeed in this course. This means you need to be or become rapidly familiar with basic computer operations in order to be able to perform a variety of functions. These orations include but are not limited to being able to:

- View and/or create PowerPoint presentations
- Watch videos and follow software instructions
- Upload, download, create, and export short videos and files
- Create and manipulate images and text
- Participate in discussions
- Complete quizzes
- Navigate the course Learning Management System, i.e. Canvas.
- Receive and respond to your CR email
- Use Microsoft Word processor proficiently

It is your responsibility to meet the technological demands of the course.

Academic dishonesty

In the academic community, the high value placed on truth implies a corresponding intolerance of scholastic dishonesty. In cases involving academic dishonesty, determination of the grade and of the student's status in the course is left primarily to the discretion of the faculty member. In such cases, where the instructor determines that a student has demonstrated academic dishonesty, the student may receive a failing grade for the assignment and/or exam and may be reported to the Chief Student Services Officer or designee. The Student Code of Conduct (AP 5500) is available on the

College of the Redwoods website. Additional information about the rights and responsibilities of students, Board policies, and administrative procedures is located in the College Catalog and on the College of the Redwoods website

Disruptive Behavior and Space of Disagreement

Student behavior or speech that disrupts the instructional setting will not be tolerated. Disruptive conduct may include but is not limited to hate speech, vulgar or obscene language, slurs, bullying, or other forms of intimidation and verbally abusive behavior.

Please treat your communications the same as if speaking in public – be courteous, constructive, and accepting of differences in opinion. It is not acceptable to treat your fellow students with contempt because their political, cultural, or religious affiliations may be different from your own.

The class reserves a space of disagreement -this is important. We should not only agree with others or 'walk' on eggshells on forums. But the class does not reserve any space for hate or prejudice. Avoid transmitting ideologies or rhetoric with the explicit purpose to belittle, convert, vilify, or pick up fights with your classmates. Avoid making unwarranted assumptions whenever possible.

Student Privacy

Legal rights of students prevent information from being shared or disclosed to anyone including parents, partners, and guardians without the student's prior written consent. This means that if your parent, partner, or guardian emails me with questions about your performance, asks questions about your grades, etc., legally I have no right to respond or even acknowledge their email. This is to protect your privacy and rights! If you would like to give access to a person or persons to your private or academic information within our system, you will need to keep a physical and current copy of a signed consent form on file with the Registrar.

Student participation and Attendance policy

Attendance is defined as Active, Regular, Engaged Participation. Failure to participate and observe deadlines may result in being dropped from the course. Always shoot me an email with a heads up if you are running behind. Instructor may drop you if any of the following should occur:

Week 1: You may be dropped if you exhibit poor or irregular attendance in the first week of class. To avoid this, introduce yourself online and post to the first discussion on time.
Census week: You may be dropped during Census week for not logging into the Canvas course and/or for failure to submit assignments by the deadline. If
Week 3 through 04/01/2022: Instructor may drop you if any one of these should apply:
If you fail to submit 2 or more projects, discussion and/or quizzes;
If you are chronically late in submitting assignments or projects.
If you are in jeopardy of being dropped after Census week and prior to 04/01, your instructor may contact you via your CR email address prior to dropping you. If you intend to submit an appeal to the instructor to keep you in class, you must reply to this "drop notice" email within 24 hrs.
If you are dropped between Census day and April 1, you will receive a "W" on your transcript.
April 1 is the last day you can withdraw from this class. After that date, you will receive a letter grade for the course at the end of the semester even if you've stopped participating, based upon whatever points/scores you've accumulated during the semester.

PLEASE SEE NEXT PAGE FOR COURSE SCHEDULE

Below is the schedule. Schedule is subject to change.

Dates	Week	Readings	Projects, Discussions, Quizzes
Jan 15-23	1	'What is Design?'	Adobe Ai: The Tale of a Letter Quiz 1
Jan 24-30	2	'Mini Art School'	Adobe Ai: The Secret Geometry of Space
J31-Feb 6	3	'Color Basics'	Obsessed! Video Product Highlight 1 Discussion 1
Feb 7-13	4	'Color as Propaganda'	Adobe Ai: Patterns Please! Quiz 2
Feb 14-20	5	'Type'	Adobe Ai: Type Me Up
Feb 21-27	6	'What is a Grid and When Do I Need One?	Adobe Ps: Image Basics Discussion 2
F28-Mar 6	7	'I Need to Design This Today!' and "Layout'	Mixed Software: Posters for a Cause Quiz 3
Mar 7-13	8	'Layout Sins'	Mixed Software: Posters for a Cause Discussion 3
Mar 14-19		**spring break**	**spring break**
Mar 21-27	9	TBD	Adobe Ai: Brand Identity: Logos and Business Cards Quiz 4
Mar 28- Apr.3	10	TBD	Mixed software: Brand Identity: Labels Obsessed! Video Product Highlight #2 Discussion 4
Apr. 4-10	11	PDF: The Freelancers Roadmap Part 1	Mixed software: Brand Identity: T-Shirt
Apr. 11-17	12	PDF: The Freelancer's Roadmap Part 2	Mixed software: packaging design Quiz 5
Apr. 18-24	13	PDF: Do Good. How Designers Can Change the World Part 1	Adobe Id: Mood board
Apr. 25-May 1	14	PDF: Do Good. How Designers Can Change the World Part 2	Ms PowerPoint: Designer Slideshow Discussion 5
May 2-8	15	How to Become a Successful NFT Artist?'	Mixed Software: Book Cover Quiz 6
	16		Farewells Website Portfolio with NFTs