

INTRODUCTION TO GRAPHIC DESIGN : ART 1102  
APPALACHIAN STATE UNIVERSITY  
SPRING 2012  
MONDAY & WEDNESDAY, 2:00–3:50 P.M.  
WEY 214/212

INSTRUCTOR  
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OFFICE HOURS  
*Monday–Thursday*  
9:00–10:00 A.M.  
*Tuesday*  
2:00–4:00 P.M.

*Please sign up for office hours on my office door at least 24 hours in advance. If you need to see me outside of office hours, e-mail me to schedule an appointment.*

#### PREREQUISITES

ART 1001, *Foundations I*  
ART 1003, *Drawing I*

*Successfully completed with a passing grade of C or higher*

#### CATALOG DESCRIPTION

*This is an introductory level course for students entering the field of graphic design. It involves studio inquiry into the nature of visual communication. The course is structured to foster a personal approach to the design process and the ability to critically discuss design. Topics introduced in the course include typography, symbols, contemporary design practice and the role of a graphic designer. Work produced in this course allows for the discovery of the language, creative problem-solving processes and technologies fundamental to graphic design. Lecture and studio four hours.*

#### METHODOLOGY

*This course will involve lectures, demonstrations, formal exercises, projects, written assignments, presentations, group discussion and critique.*

## WELCOME TO INTRODUCTION TO GRAPHIC DESIGN.

Letters, when combined to make words, are powerful carriers of meaning. That meaning can be influenced by the form in which the letters appear. The word, “human” when set in:

a serif	human
italic	<i>human</i>
sans serif	<b>human</b>
or monospaced typeface	human

takes on different meanings depending on the typeface and style in which the word appears. The form a word, symbol or image takes can have a powerful influence on its meaning. Graphic design is about giving form to ideas and in this course you will play with the form in which objects—letters, symbols and images—appear to shape their meaning. While doing so, you will develop a thoughtful and personal design process and be exposed to the tools and methodologies used in the graphic design profession.

#### COURSE OBJECTIVES

In this course, you will:

- ▶ apply design principles and elements in the creation of graphic form with polish, organization and rigor
- ▶ be exposed to several design processes and begin development of a thoughtful, rich and personal approach to the design process
- ▶ evaluate and articulate your design process verbally and non-verbally
- ▶ understand and analyze the relationship between designed objects and their meaning
- ▶ develop original and conceptual solutions to a variety of design problems
- ▶ begin development of a proficiency in the skillful utilization of the materials and equipment used by graphic designers
- ▶ become more self-reliant with an increasing ability to independently problem-solve and learn
- ▶ adopt a professional approach to design, including following specifications, meeting deadlines and giving presentations
- ▶ become familiar with the terminology of the design profession, its career options and the responsibilities of a designer

### TEXTBOOKS

#### REQUIRED

*Graphic Design: The New Basics*  
by Ellen Lupton & Jennifer Cole Phillips (rental)

#### RECOMMENDED

You may find that you need additional resources for learning Adobe Photoshop and InDesign. Choose the resource that best suits your learning style (book or online):

- ▷ *Illustrator CS5, Visual QuickStart Guide*
- ▷ *Photoshop CS5, Visual QuickStart Guide*
- ▷ *InDesign CS5, Visual QuickStart Guide*
  
- ▷ *Subscription to lynda.com online training library.*  
Access to five online training courses for about \$35. You will receive an e-mail soon after the start of the semester with more details.

### EXPECTATIONS

As a studio course, you will have some time to work in class, but this course will require considerable amounts of time outside of class (about eight hours/week) to complete the assignments.

Although I will provide some software instruction during class and will be available to help you during office hours (and by appointment), you are expected to learn the software used in this class on your own. When you need help, use each application's Help menu (free!) or the resources listed above. If you need additional help, schedule a meeting with me during office hours.

### PROCESS & PROCESS BOOK

You are expected to document your creative process for all of your projects. Keep everything you make as a project develops including sketches, brainstorm, concept development, early versions/drafts. Also keep your notes on research, readings, lectures, discussion and critique. You should be able to show the process by which you arrive at your final solutions at *any* stage in their development. Include all of your steps—successes and failures. Establish a regular practice of documenting your work through printouts and photographs. As you work on the computer, save multiple files to show a project's progress. You will turn in documentation of a project's design process on its due date. Your process will be graded.

Keep your process documentation in a large three-ring binder. Use letter-size plastic sleeves and/or punched holes to place items into your binder. You may use a sketchbook for notes, brainstorm and sketches, but remove the pages from your sketchbook and place them in your binder. A sketchbook with perforated pages may make this easier for you.

This documentation is required and will be a part of each project's grade (up to 75%). The development of an active, thorough design process is one of the main objectives of this course. Be prepared to show evidence of this process at any time by bringing the process for any active project to class.

Dedicate your process book to this class. Do not use it for another class. Date and label all entries. Keep your book organized. If you are a prospective Graphic Design major, you will submit this book as part of your portfolio to the Graphic Design Candidacy Portfolio Review.

#### **REFLECTIONS**

The design process is often a process in which decisions are made at a subconscious level. With each assignment, you will prepare written responses to tap into, and articulate, the intuitive process of design. Each assignment will ask you to explain different aspects about your process. Guidelines for how to do so will be included with each assignment.

If you do not complete *all* of the reflections, your final grade will drop by a letter grade.

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# Evaluation

## GRADING CRITERIA

Exercises and projects will be critiqued on specific dates and turned in for grading. Grading criteria will be:

**CREATIVITY/CONCEPT.** Design impact, effectiveness and aesthetics. Risk taking.

**CRAFT.** Organization, technical execution and precision. Adherence to project specifications. Neatness of project fabrication and mounting.

**PROCESS.** Depth of creative search, adherence to deadlines and written reflections.

All work should be submitted in the format specified with each assignment. Work not submitted properly will reduce that project's grade one full letter grade.

*Art majors must make a final grade of C or better to receive credit toward degree requirements.*

## PROJECT MIX

5%	Letter.Point
5%	Letter.Time
5%	Form/Counterform
20%	Object
20%	Life Cycle
5%	Designer Presentation
15%	Environmental Design
20%	Designer Poster
5%	Process Book and Digital Archive
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100%	Total

## GRADING SCALE

A	4.0	<b>A</b> —Outstanding work completed to the highest standard. Exceeds project requirements. Shows high degree of skill and presentation. Concept is unique, highly developed and integrated into a sophisticated whole.
A-	3.7	
B+	3.3	
B	3.0	<b>B</b> —Work exceeds expectations and goes beyond terms of assignment, although it lacks excellence in one area (aesthetics, technique, craft, concept, effort, imagination or presentation).
B-	2.7	
C+	2.3	
C	2.0	<b>C</b> —Work fulfills the terms of the assignment but shows little imagination or conceptual or visual depth. Some aspects may be good, but the work has significant flaws in some areas.
C-	1.7	
D+	1.3	
D	1.0	<b>D</b> —Work does not satisfy the terms of the assignment, has poor concept and little aesthetic merit. Execution is poor and shows little effort.
D-	0.7	
F	0.0	<b>F</b> —Unacceptable work. Deadlines and instructions are disregarded.

## DIGITAL ARCHIVE

At the end of the term, you will turn in a digital archive of all of your completed projects on a CD/DVD which will include a PDF of all projects. You will receive more detailed instructions at the end of the term. This archive is part of your process book grade. Your disc will not be returned.

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## Course Policies

### ATTENDANCE

You are expected to attend all classes and be in class for its entire scheduled time. Your grade will be affected by repeated absences and/or tardiness. You are allowed two unexcused absences. Examples of unexcused absences include (but are not limited to): trouble waking up, parking trouble, car trouble, computer trouble, trouble with the law, and leaving early for vacation.

Absences will only be excused for medical or family emergency reasons, a university-sanctioned field trip or the observance of a religious holiday. If you must miss a class, please notify me in advance. Requests for excused absences for religious observances must be submitted in writing before the requested absence and no later than three weeks after the first day of this class.

When possible, requests for excused absences for other reasons listed above should be made in advance (preferred) or immediately following the absence. Absence requests include:

**ILLNESS/INJURY.** Letter on official stationery from attending physician listing the dates you were absent.

**DEATH OF IMMEDIATE FAMILY MEMBER.** Obituary or letter from attending officiant.

**PROFESSIONAL/SCHOOL RELATED ACTIVITY.** Letter from appropriate department/faculty on university stationery.

Late arrivals more than ten minutes after the start of class will be considered one-third of an absence. *If you arrive late, it is your responsibility to ensure that your attendance is noted.* Late arrivals more than twenty minutes after the start of class will be considered a whole absence. Early departures from class without permission will also be considered a whole absence.

Your final letter grade will be lowered by one-third of a letter grade for every unexcused absence beyond the two allowed. Example: If you earn a C+ in the course and have four absences, two of those absences are without penalty. The remaining two drop your grade two-thirds of a letter grade to a C-.

You are responsible for any instructions, handouts or assignments missed because of late arrival, early departure or absence.

Unpreparedness counts as an absence. Have your tools, books, and work ready by the start of class. On discussion or critique days, have your work prepared for display as outlined in the assignment and ready for discussion at the start of class. On workdays, have your materials with you. If you are unprepared for class, you will receive an absence for the day.

Attendance for all critiques is mandatory. Dates will be announced ahead of time. Failure to present work will reduce your grade for a project. If you have not completed a project, you must attend its critique and present your work in progress and discuss it with the class. Failure to attend a critique will result in an F for that project.

#### **PARTICIPATION**

Your contribution to class discussions and critiques is an important part of this class. Interaction with your fellow classmates and dialogue with each other will help all of us learn. Your participation is highly encouraged and expected. Ask questions, challenge each other, have opinions and express them with respect. It is important for you to be engaged in class discussions about your work and the work of your classmates.

#### **DEADLINES / CRITIQUES**

Deadlines of various types (exercises, research, sketches, critiques, etc.) will be assigned throughout the semester. Work is due at the beginning of class unless otherwise noted. If you are presenting work, it should be prepared as specified on the assignment handout by the time class begins.

Work not prepared before a critique starts will be considered late. All late work will be graded down one full letter grade for each class period late. If you miss a critique, you will not receive credit for that project. If you have an excused absence for a critique, you must hand in your work at the next class meeting with a written excuse.

#### **RESUBMITTING WORK**

You have the opportunity to improve your grade on a project if the initial deadline was met and the project was presented in critique. You will have one week to resubmit a project after it has been returned to you with a grade. You must submit the original work with the revised work to receive credit for the redo.

#### **SPRAY ADHESIVE / RUBBER CEMENT**

The use of spray adhesive or rubber cement to mount your work will not be permitted. If you use either of these items in the production of a project, you will receive an F on the craft portion of that project's grade.

#### **STUDIO MAINTENANCE**

The graphic design classrooms are used by dozens of students over the course of the semester. It is the responsibility of every student to assist in the maintenance of a clean, safe work environment.

Respect the equipment and tools in the studio, as well as those of your classmates. Do not remove tools and equipment from the studio. Dispose of all scraps when you leave the work area. Do not abandon empty food and beverage packaging. Report any damage or potentially hazardous situations to me immediately.

There will be a mandatory studio clean-up during our final exam.

Failure to clean up after yourself, failure to remove personal belongings from the studio or failure to fully participate in the final clean-up will negatively impact your final grade by a maximum of one full letter grade.

#### **SAFETY**

As an Appalachian State University student, you have access to the University's Student Health Services in the event of illness or injury. However, you should be aware that the

University does not provide students health care insurance to cover the costs of medical treatment or other expenses related to the treatment of injuries or illnesses. Consequently, if you were to be injured or contract an illness while participating in this course, including working in a studio, you or your parents or guardians would be financially responsible for the costs of any medical care not provided by Student Health Services, and for obtaining appropriate insurance to protect you and/or them against the risks identified above.

#### **ACADEMIC INTEGRITY**

Your work is expected to be made by you and no one else. You may get help with technical issues, but those who help you should not do your work for you. This course strictly follows the provisions of the Academic Integrity Code:

Students will not lie, cheat, or steal to gain academic advantage.

Students will oppose every instance of academic dishonesty.

Students shall agree to abide by the Academic Integrity Code when submitting the admission application.

#### **ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES**

Appalachian State University is committed to making reasonable accommodations for individuals with documented qualifying disabilities in accordance with the Americans with Disabilities Act of 1990, and Section 504 of the Rehabilitation Act of 1973. If you have a disability and may need reasonable accommodations in order to have equal access to the University's courses, programs and activities, please contact the Office of Disability Services (828.262.3056 or [www.ods.appstate.edu](http://www.ods.appstate.edu)). Once registration is complete, individuals will meet with ODS staff to discuss eligibility and appropriate accommodations.

#### **E-MAIL / MESSAGING**

I will use your APPSTATE e-mail address so please check it regularly. E-mailing, web surfing, facebooking, tweeting, texting and IM-ing are not permitted during class and you will be asked to leave the classroom with your attendance marked as absent for the day.

#### **CELL PHONES**

Please silence your phone before class starts and leave it off for its duration. If you have an emergency situation that requires your phone to be on during class, please let me know before the start of class.

#### **FOOD AND BEVERAGES**

If you are using a school computer, water is permitted as long as it is kept in a capped bottle and stored on the floor. You may eat and drink in Wey 212, but please be neat and clean up after yourself.

#### **COMPUTERS**

Computer issues are not a valid excuse for missing a deadline. Make regular daily backups of your work to something (external drive or CD) other than a jump drive or your computer's hard drive. If you use your own laptop computer for this class feel free to bring it to class, but be prepared to use lab computers if your computer fails you.

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## Schedule

### *Important Dates*

LAST DAY TO ADD  
Monday, 1.23

SPRING BREAK  
3.12-16

LAST DAY TO DROP  
Monday, 3.26

POWER OF DESIGN LECTURE  
Tuesday, 3.27

STATE HOLIDAY  
4.09-10

READING DAY &  
GRAPHIC DESIGN CANDIDACY  
PORTFOLIO REVIEW  
Saturday, 5.05

EXAM DATE: FINAL PROJECT,  
REDOS, PROCESS BOOK,  
DESIGN JOURNAL & CD/DVD  
ARE ALL DUE  
3:00-5:30 PM,  
TUESDAY, 5.08

<b>1.18</b>	INTRODUCTIONS, DEMO & WORKSHOP, ASSIGN Letter.Point
<b>1.23</b>	REVIEW Letter.Point, DEMOS. Bring points to shoot (and camera)
<b>1.25</b>	<b>CRITIQUE LETTER.POINT.</b> ASSIGN Letter.Time, DEMO Making Movies
<b>1.30</b>	<b>CRITIQUE LETTER.TIME,</b> ASSIGN Form/Counterform
<b>2.01</b>	REVIEW Form/Counterform
<b>2.06</b>	<b>CRITIQUE FORM/COUNTERFORM.</b> ASSIGN Object
<b>2.08</b>	REVIEW Object
<b>2.13</b>	REVIEW Object
<b>2.15</b>	REVIEW Object
<b>2.20</b>	REVIEW Object
<b>2.22</b>	REVIEW Object
<b>2.27</b>	REVIEW Object. ASSIGN Designer.Presentation
<b>2.29</b>	REVIEW Object, DEMO Mat Cutting
<b>3.05</b>	REVIEW Object
<b>3.07</b>	<b>CRITIQUE OBJECT</b>
<b>3.12</b>	SPRING BREAK (NO CLASS)
<b>3.14</b>	SPRING BREAK (NO CLASS)
<b>3.19</b>	<b>CRITIQUE DESIGNER.PRESENTATION.</b> ASSIGN Life Cycle
<b>3.21</b>	REVIEW Life Cycle
<b>3.26</b>	REVIEW Life Cycle
<b>3.28</b>	<b>POWER OF DESIGN</b>
<b>4.02</b>	REVIEW Life Cycle
<b>4.04</b>	<b>CRITIQUE LIFE CYCLE.</b> ASSIGN Environmental Design
<b>4.09</b>	STATE HOLIDAY (NO CLASS)
<b>4.1</b>	REVIEW Environmental Design
<b>4.16</b>	<b>CRITIQUE ENVIRONMENTAL DESIGN.</b> ASSIGN Designer Poster
<b>4.18</b>	REVIEW Designer Poster
<b>4.23</b>	REVIEW Designer Poster
<b>4.25</b>	REVIEW Designer Poster
<b>4.30</b>	REVIEW Designer Poster
<b>5.02</b>	<b>CRITIQUE DESIGNER POSTER</b>
<b>5.05</b>	<b>READING DAY &amp; GRAPHIC DESIGN CANDIDACY PORTFOLIO REVIEW</b>
<b>5.08</b>	<b>CLEAN-UP DAY. MANDATORY ATTENDANCE. TURN IN PROCESS BOOK, REDOS, DIGITAL ARCHIVE OF WORK (INCLUDING COMPREHENSIVE PDF)</b>

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# Supplies

*Available from Art Mart,  
ASU Bookstore, Cheap Joe's or  
Purveyors.*

## **REQUIRED MATERIALS**

Three-ring binder for process book. *At least 3-inch, D-ring recommended.*

Three-ring hole punch

Letter-size plastic sleeves for binder

Sketchbook. *A book with perforated pages will make it easier to place pages in your process book.*

10" x 13" envelopes with clasps

Grey mat board

Tracing paper

Pencils for sketching and erasers for erasing

Black markers (fine, sharp & broad points)

Bone folder

Knife and blades. *Knives with snap-off blades are great.*

Roll of 3M Positionable Mounting Adhesive (PMA), 16" x 50'. *You may not use spray adhesive or rubber cement to mount your work.*

Metal straight-edge with cork or foam backing, 18"–24"

Digital camera. *If you don't own a camera, you can borrow one from Educational Media Services on the ground floor of the Old Library Classroom Building*

Jump drive

Backup drive (external hard drive, CD/DVDs). *Do not backup to a jump drive!*

\$ for AppCard for printing on campus

\$ for high quality color printing (GD Print Lab, Creative Printing, Precision Printing, Staples). *Final projects must be printed at the highest quality. Prints made with the university's Pharos printing system are of low quality. Only use Pharos printers for color/layout proofing only.*

## **ADDITIONAL SUPPLIES**

Additional tools and supplies will be left up to you.