

MONTE VISTA CHRISTIAN SCHOOL
VIPA 3810 Advanced Graphic Design
Course Syllabus

Course Description:

Students will engage in a comprehensive exploration of the various aspects of visual communication including theory, technology and practice.

Curricular Mapping:

This course will cover the fundamental principles and elements of visual communication, including the historical development of such theory in the Western world. Students will familiarize themselves with design concepts beginning with hands-on problem-solving exercises and abstract visual experimentation. They will move on to interact with state-of-the-art graphic design tools—namely, Adobe CS5: Illustrator, Photoshop, and InDesign—also gain a basic understanding of previous technology which has provided the foundation for current methods.

By gaining an understanding of design theory, history, methodology, technology, and application, students will be encouraged to interact critically with the overwhelmingly visual world of today, and to shape that world for their own generation by adding to it with intentionality.

This course functions in conjunction with the Web Design course, but is not a prerequisite.

Course Objectives:

Upon successful completion of this course the student will be able to:

1. Utilize design skills and state-of-the-art software to build various types of media
2. (print/digital)
3. Understand basic production methods for various types of media (print prod./
4. digital prod.)
5. Articulate design principles, theories, and a beginning personal philosophy
6. Critically assess designed artifacts and design ideas/philosophies

Texts:

There are no primary required texts for this course. Course material will be provided by your instructor and available in the classroom.

Course Outline and Requirements:

The graded material of this course will consist of various projects, quizzes, and essays, as well as a final exam and final project. The student will encounter the following topics and activities:

1. Introduction to Design / Overview of Visual Communication
2. Design Principles and Basic Elements
3. Visual Experimentation and Problem-Solving
4. Introduction to Typography & Layout Concepts
5. History of Design Theory and Methodology
6. Creating with Digital Tools: Adobe Creative Suite 5 on a Mac Platform (Illustrator, Photoshop, InDesign)
7. Production Methods: Creating for Print and Digital Output
8. Design Ethics & Social Responsibility
9. Development of Design Vernacular & Personal Philosophy
10. Designing as a Team
11. Critical Assessment Skills and Class Discussion

Grading:

<u>Grade Book Categories</u>		<u>Semester Weighted Grading Configuration</u>	
Projects *	60 %	Quarter	50 %
Essays/Quizzes	20 %	Quarter	50 %
Participation	20 %		

* Given the importance of time-lines and process within the graphic design trade, each project will be graded by a series of checkpoints, the number of which will depend on the duration and scope of each project. Each checkpoint within a project will be given equal weight. For example, if a project worth 200 points is divided into four checkpoints [sketches, first comps, second comps, and final presentation] each portion will be worth 25%, or 50 points, of the grade; five checkpoints will divide into 20% portions; two checkpoints, 50%; etc.

High School Standard Grading Policy:

Please refer to the policy and procedures posted online in our Parent-Student Handbook.

Class Policies:

1. Late work:

- a. Late work will be accepted with a 10% deduction per school day up to a 50% deduction. These deductions will be in proportion to the point value of each checkpoint, rather than the value of whole projects (see Grading above).

- b. Students will be marked with a zero for any assignment not turned in by the due date. Grades will be updated once the student has turned in a late assignment per the policy previously stated.
- c. If a student has an excused absence on the day a project is due, the student may still receive full credit if the assignment is turned in the day the student returns to class.

2. Participation:

Part of a student's grade will be determined by his/her attitude and the degree of effort and involvement demonstrated toward learning and completing assignments in class. Attitudes are reflected in the level of seriousness and responsibility taken toward the following:

- a. Regular daily attendance and punctuality
- b. Work habits demonstrating seriousness and preparedness for each assignment
- c. Mature interaction with classmates
- d. Attentiveness to directions
- e. Meeting deadlines
- f. Oral participation in discussions and critiques
- g. A responsible attitude toward the organization of the facility, care of materials and equipment, and cleanup of one's workplace
- h. Consistently working until the end of the period
- i. Participation in studio cleanup

3. Equipment:

Students must take care to follow protocol for equipment in the lab, saving work to their personal drives on the school's network, as well as to portable drives. Student work is NOT to be saved on any hard drive in the lab. Any work saved to a lab hard drive is liable to be deleted at the student's sole responsibility.

4. Tardy and Attendance Policy:

Students are expected to be in the classroom and ready to work when the bell rings. The tardy, attendance, and late work policies are all clearly detailed in the student handbook and will be observed in class.

5. Classroom Behavior

- a. Students who behave in a manner that jeopardizes the safety of others will be withdrawn from the class.
- b. No gum, food, or drink will be permitted in the classroom, except closable drink containers such as water bottles.
- c. No cell phones, iPods, or other unapproved electronic items are to be used, seen, or heard in the classroom.
- d. Be respectful to others.

School Policies and Expected Student Learning Results (ESLRs):

Students are subject to all academic policies of the school as found in the Parent-Student Handbook. Furthermore, it is each student's responsibility to read and follow all academic policies of Monte Vista Christian School. In addition to addressing each ESLR every year, we target a specific ESLR each academic year for particular focus.

Tips for Success

1. Come prepared with all materials requested by the instructor.
2. Take notes.
3. All work done for this class is expected to be original to each student. Academic dishonesty will not be tolerated. A summary of Monte Vista's policy on academic integrity can be found in the Parent-Student Handbook. Students who are unclear on how to properly use and cite the work of others should see the instructor