

# ART 323 **A** - SYLLABUS

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## Art 323A Graphic Design - 02 (11695) (ACTIVITY) (3 UNITES) Thursday: 1:00PM - 6:45PM | VA-D264 - Teaching Lab

**Instructor:** Chen Liu | **Email:** cheliu@fullerton.edu | **Website:** www.liuchenjim.com  
**Office Hours/Location:** One hour prior to each class in room D-264 (classroom)

### CATALOG DESCRIPTION/ PREREQUISITES

**Prerequisites:** ART 223A,B,C or equivalents. Development and projection of ideas in relation to the technical, aesthetic and psychological aspects of advertising art. Intermediate use of computer graphics. (6 hours activity)

### COURSE LEARNING GOALS

The goal of this course is to develop and visually translate ideas for visual communication.

#### [ Foundation ] - Research

##### Visual/Critical Thinking:

- To gain an understanding of the role and function of a graphic designer as visual problem solver/communicator.
- To develop ideation skills, and problem solving methodologies to resolve design.
- To gain an understanding of how content and form are mediated by audience.
- To gain an understanding of how graphic design functions in culture.

##### History

- To investigate contemporary art/design movements applicable to the course objectives.
- To investigate typographic specimens in a historical context, and to familiarize students with what is considered classic typographic specimens.

#### [ Solution ] - Process

##### Design Principles:

- Demonstrate creative problem solving techniques leading to a coherent visual solution.
- To gain an understanding of how content determines form, and how form shapes content.
- Show a clear and methodical design process for solving projects using traditional hand skills, tools, and materials.
- To investigate multiple methods/alternatives for image generation
- To understand the fundamental principles of two-dimensional design and translate these principles into a graphic design context.
- To introduce appropriate processes for graphic designers as a means of realizing ideas.
- Develop a cohesive solution for projects through a series of hand rendered pencil sketches and marker compositions.
- Apply basic time management skills to meet assignment criteria and deadlines.

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## [ Presentation ] - Layout

### Hand/Presentation Skills

- To examine design processes in order to logically and clearly defined the problem at hand.
- Demonstrate verbal presentation skills in both small and large group settings to convey conceptual process or ideation.
- Develop a professional attitude and work ethic.
- Present concepts using industry standard design vocabulary and terminology.

## OPERATING SYSTEM, SOFTWARE & HARDWARE

[ Macintosh Computer/Windows... ]

[ Adobe Creative Cloud - Illustrator/Indesign/Photoshop... ] - School Account FREE access

[ Dropbox/Icloud/Google Drive... ]

[ Laptop/Desktop/External/Hard drive/USB Drive... ]

## RECOMMEND BOOK & ONLINE RESOURCES

"The Designer's Graphic Stew: Visual Ingredients, Techniques, and Layout Recipes for Graphic Designers"

[ by Timothy Samara (Author) ]

"Typographic Design: Form and Communication" & "Typographic Specimens: The Great Typefaces"

[ Both books by Rob Carter and Philip Meggs ]

"Graphic Design Thinking: Beyond Brainstorming" [ by Ellen Lupton & Jennifer Cole Phillips (Author) ]

"Design School: Layout: A Practical Guide for Students and Designers" & "Design School: Type: A Practical Guide for Students and Designers" [ by Richard Poulin (Author) ]

Linda.com/Behance/Pinterest

More on the web...

## RECOMMEND ART SUPPLIES & MATERIALS

### Titan Shop

#### Blick/Utrecht Fullerton

601 North Placentia Ave, Fullerton, CA 714-528-8790;

#### Art Supply Warehouse

6672 Westminster Boulevard, Westminster, 714 594-9641

#### Lyon Art Supply

420 E. 4th Street, Long Beach, 562 435-5385

Marker, brush, paper, knife, glue, ruler...

### Michaels

201 E Orangefair Mall, Fullerton, 714-992-9272

#### Pearl Art and craft Supplies

7227 Edinger, Huntington Beach, 714-903-5100

#### Sterling Art

18871 Teller Avenue, Irvine, 949 553-0101

#### The Art Store

44 south Raymond, Pasadena, 626 795-4985

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## COURSE CONTENT

Projects will be assigned with specific parameters for communication with the integration of design skills. There will be four (4) project assignments for this course: (Subject to change as instructor deems necessary.)

**Project 01: Book Jacket Design**

**Project 02: Branding Identity and System Development (Part 01)**

**Project 03: Branding Identity and System Development (Part 02)**

**Project 04: Branding Identity and System Development (Part 03)**

## GRADING PROCEDURE

**Course grades will be evaluated in 2 areas: (total 100%)**

Attendance / Class Participation: 20%

Project: 80% (20% for each)

Each Project Assignment grades will be evaluated in 4 areas: (25 % of each)

1: Research (idea/concept investigation, implementation of idea, communication, typography, color, sophistication of imagery, originality/ inventiveness, functionality )

2: Process (research, concept development, process drafts, time management, daily deadlines, class participation, motivation )

3: Execution (technical skill, design solutions, craftsmanship, the attention to physical detail )

4: Presentation (visual communication, story telling, critical thinking, message delivery, final prototyping )

The grade breakdown is as follows:

98 – 100% = A+

93 - 97% = A (outstanding performance)

90 – 92% = A-

87 – 89% = B+

83 – 86% = B (good performance)

80 – 82% = B-

77 – 79% = C+

73 – 76% = C (acceptable performance)

70 – 72% = C-

67- 69% = D+

63 – 66% = D (poor performance)

60 – 62% = D-

0 – 59% = F

- **Late assignments will be reduced by one full letter grade for each day they are late.**
- **One missed project will be result an "F" for the semester.**
- **No make up assignments.**
- **Students are required to attend the final examination. Failing to do so will receive an "F" for the semester.**
- **Art student must achieve grades of C (2.0) or better in all art courses required for the degree.**

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## ATTENDANCE POLICY

The student is allowed **two (2)** absences [which include a doctor's visit, car trouble, illness, etc.].

Upon the third absence the student's final grade will be lowered by one letter grade.

Upon the fifth [5th] absence the student will automatically fail the course.

A student arriving to class after the first 10 minutes will be considered a late.

Four (4) lates will equal one absence.

A student arriving to class after the first 30 minutes will be considered a absence.

Attendance is required. All lectures, directions, and critiques will not be repeated.

## ACADEMIC INTEGRITY

Integrity and academic honesty are essential components to a quality education.

**Cheating**—obtaining or attempting to obtain credit for work by the use of any dishonest, deceptive, fraudulent, or unauthorized means—includes, but is not limited to: unacceptable examination behavior, plagiarism, unauthorized collaboration, and documentary falsification. Assignments created outside of class will be evaluated to determine the originality of the work—comparisons within class, comparisons with previous classes, comparisons with other instructors' assignments, consultation with other instructors. It is the responsibility of each student to understand the academic integrity guidelines found in the current student handbook and in the university catalogue (see UPS 300.021), at <http://www.fullerton.edu/senate/documents/PDF/300/UPS300-021.pdf>. "Students who violate university standards of academic integrity are subject to disciplinary sanctions, including failure in the course and suspension from the university. Since dishonesty in any form harms the individual, other students and the university, policies on academic integrity are strictly enforced."

No stock photography or stock illustrations are allowed to be used in its original state for any project done in this class. This includes any image not created by the student.

## ADVISEMENT

All students are encouraged to meet with a full-time faculty member in the area of study (program or concentration) that they have chosen or are inclined to choose at least one time each semester. Faculty names and office hours are available in the Art Office. When scheduling an appointment, ask the Art Office staff for your file, as this will help the faculty/advisor assist you. Advising is also available in the Student Advising Center, VA-191B.

## STUDENT HEALTH AND COUNSELING CENTER

Counseling and Psychological Services (CAPS) strives to help students achieve their academic, professional, and personal goals. Counselors can help students improve coping skills, strengthen personal relationships, navigate the college transition, recover from traumatic experiences, and engage in self-exploration. CAPS offers brief counseling for individuals and couples, group counseling, psychiatric services, referrals, crisis intervention, and workshops to eligible CSUF students. <http://www.fullerton.edu/shcc/>

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## **DISABILITY SUPPORT SERVICES**

"The University requires students with disabilities to register with the Office of Disabled Student Services (DSS), located in UH-101 and at (657) 278-3112, in order to receive prescribed accommodations appropriate to their disability. Students requesting accommodations should inform the instructor during the first week of classes about any disability or special needs that may require specific arrangements/accommodations related to attending class sessions, completing course assignments, writing papers or quizzes/tests/examinations."

See students' rights for documented special needs via the Disabled Student Service Office, UH 101, (657) 278-3117 or as documented at <http://www.fullerton.edu/DSS/>.

## **ART CLASS CONTENT DISCLAIMER**

In the study of art, students can expect to encounter and critically appraise materials that may differ from and perhaps challenge familiar understandings, ideas, and beliefs. Art classes frequently include physical nudity, content, and imagery that may be considered controversial, offensive, or in conflict with some ethical or religious beliefs. Diverse ideas will be discussed with civility and cooperation. Students are encouraged to meet with a faculty member to express specific concerns. When not in conflict with the academic goals of the course, the faculty member will attempt to address these concerns and the applicable course requirements.

## **EMERGENCY CONTACTS**

Students may want to add the following telephone numbers to your cell phone directories: Emergency 911, University Police Dispatch 657-278-2515, and Campus Operation and Emergency Closure 657-278- 4444. (In the event of an earthquake or some other unusual occurrence information is disseminated via this number.) Also please remember that the University website home page has a link to a Campus Emergency Preparedness page with a section on the right hand side of the page listed as "Important Numbers." Also see: <http://prepare.fullerton.edu/>

## **AFTERHOURS PASSES**

Passes are available so students may use university studios afterhours. Applications and passes are obtained in the Art Office. To gain entrance to locked buildings or classrooms, students may call campus security at 657-278-2515.

Campus police will let students into classrooms and, as a safety measure and courtesy, will walk or drive you to your cars when you stay late. (You may also use hall phones to call police.) Please remember to check when class meet before entering classrooms.

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## SOMETHING YOU NEED TO KEEP IN MIND

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Come to class, do the work.  
- Polar Bear

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