

SPECIAL APPLICATIONS

GRD 4550 CRN 11563, CRN 19107

11:00 – 2:00 M, W

Spring 2016

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Office hours Wed. 10 – 11

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SYLLABUS

Specialized Applications of Graphic Design. Prerequisites: GRD 3200 with grade of C or higher, and consent of graphic design coordinator or instructor. Specialized and alternative applications of graphic designs in a studio format; identity through packaging; point of purchase design; signage and display. Lab Fee: \$20.00. Three credit hours

Students are required to attend class and field experiences* and to participate in critiques using terms and concepts introduced in the class. Students are responsible for retrieving handouts, worksheets, etc. from the blog and for reading student email. Assignment sheets for individual projects will be distributed via GRD4450.blogspot.com.

* Students enrolled in CRN 11563 must attend all field experiences in Atlanta. Students enrolled in CRN 19107 must attend all field experiences in New York City.

COURSE OBJECTIVES

Gain an understanding of commercial printing as it relates to graphic design.

Enrich understanding of professional design practices.

Talk confidently about design – your own and other people's creations.

Practice identifying and communicating with audiences.

Improve understanding of design practice through field trips, speakers, and research.

GRADING CRITERIA

A (4.0) Work exceeded requirements of the assignment as a result of thorough exploration. Used medium in novel and skillful manner; solution presented novel response to core challenges of the assignment.

B (3.0) Work fulfilled stated requirements; used media and principles of design effectively; drew from research and preparation.

C (2.0) Work addressed requirements of the assignment but showed only perfunctory exploration. Competent work or work that may be above average in some respects but not fully resolved.

D (1.0) The assignment was completed and turned in, but showed weak understanding of design principles and use of the medium.

F (0) Work was never completed; showed misunderstanding of the basic assignment or disregard for medium.

Final grade for the semester is based on project grades plus class participation. Poor attendance, plagiarism, or other behavior that violates GSU code of conduct will also impact your grade.

You must drop this course yourself on or before **TUESDAY MARCH 1** to receive a "W."

SYLLABUS P. 2, SPRING 2016

WEEK	MON	WED
Jan 11 – 13	Discuss 2C Demo Project; determine colors; choose vendors.	Lecture on offset lithography, InDesign tints, opacities, preflighting and output functions.
Jan 18 – 20	MLK Holiday	Create panels, peer crit.
Jan 25 – 27	Noncredit quiz on offset lithography. Discuss SEF, anniversary, identity	Crit panel designs, preflight. Upload indd files to Sharedspace by end of class.
Feb 1 – 3	Correct panels if necessary and resubmit to Sharedspace.	Discuss infographics.
Feb 8 – 10	Present your critique of an infographic	Begin SEF
Feb 15 – 17	■ Press check at Collins Digital	Meet with classmates by infographics topic.
Feb 22 – 24	Fold and distribute printed matter	Pin up infographic sketches or show onscreen @ 12:30.
Feb 29 – Mr 2	■ Visit Henry + Co. SEND INFOGRAPHIC DRAFTS TO SEF FOR REVIEW	Meet at SEF to discuss infographics and sesquicentennial.
Mr 7 – 9	In-progress crit on anniversary ID	■ Visit Nebo Agency
Mr 14 – 16	Spring Break/NYC	Spring Break/NYC
Mr 21 – 23	Anniversary ID critique: upload to Sharedspace by end of class.	Class crit on infographics to date.
Mr 28 – 30	SEND INFOGRAPHIC DRAFTS TO SEF FOR REVIEW	Meet at SEF to discuss infographics and sesquicentennial.
Apr 4 – 6	Review offset lithography terms via presentations, study groups, etc.	Meet at SEF to discuss infographics and sesquicentennial.
Apr 11 – 13	Quiz on offset lithography	In-class crit on SEF infographics and sesquicentennial. Upload designs to SEF for their preview.
Apr 18	PRESENT AT SEF	
Apr 25		
May 2	Turn in all hard copy and digital files by 5pm	

98 - 100% = A+
 93 - 97 = A
 90 - 92 = A-
 87 - 89 = B+
 83 - 86 = B
 80 - 82 = B-
 77 - 79 = C+
 70 - 76 = C
 60 - 69 = D
 below 60 = F

GRADING FORMULA (CRN 11563)

SEF Infographic 25
 SEF sesquicentennial 25
 Demo project 25
 Quiz 10
 Participation 15

GRADING FORMULA (CRN 19107)

SEF Infographic 25
 SEF sesquicentennial 25 } choose two
 Demo project 25
 NYC 35
 Participation 15

SYLLABUS P. 3, SPRING 2016

EQUIPMENT/SUPPLIES

Removable media with your name/contact information clearly marked.

Backup equipment or method: whether you copy projects to a CD, your home HD, or the cloud, is your choice – but you are responsible when you lose your data.

Paper printouts, mounting board, comping supplies. You will print out and bind a comp of your publication.

Bring inexpensive earbuds or headphones for use with computers.

POLICIES

Food and drink are not permitted in the classroom. Violations of this policy may result in your being asked to leave class for the day, your semester grade being decreased, or your being reported to the university for disruptive behavior.

Attendance at every class is expected, and the roll is taken at the beginning of each class. If you are enrolled in a course and do not attend the first and second class meetings, you will be asked to drop the course. Classes begin and end at stated times, and you should be in class during the entire class period. **Leaving early or arriving late is counted as 1/3 of an absence, so, for example, arriving late to class three times will count as one absence.** If you arrive late, it is your responsibility to notify me that you were late, rather than absent – or your attendance record remains as an absence. Final grades will be reduced by one letter grade for each absence after the third. It is recommended you save your allowable absences for emergencies.

With proper written documentation, absences may be excused for university-sponsored events, legal obligations, and religious observances. Refer to the Undergrad/Grad Catalog for details. With written documentation, absences may also be excused due to death or major illness in student's immediate family, illness of a dependent family member, and illness that is too severe or contagious for students to attend class. Students with legitimate reasons for absence may still need to take hardship withdrawal or repeat the class. You will be held responsible for the material covered in missed classes and must consult with your fellow students to receive all necessary instruction and information.

Students who wish to request accommodation for disability should do so by registering with the Office of Disability Services. Students may only be accommodated upon issuance by the ODS of a signed Accommodation Plan and are responsible for showing that plan to instructors of all classes in which accommodation is sought.

Disruptive Behavior: Students should consult the General Catalog for the university's policy on disruptive behavior. Disrespect towards the professor or towards other students will not be tolerated.

Security: GSU has installed punch code locks to make buildings safer. Treat labs and studios as secure spaces: Always have your GSU ID card with you when on campus and never allow anyone to use your card. Report suspicious people or activity to faculty, or to campus police at 404-413-2100. Never allow someone else to enter a security-code door with you: make them enter the code themselves. Failure to follow security procedures can result in lower grades or expulsion from the class.

Your constructive assessment of this course plays an indispensable role in shaping education at Georgia State. Upon completing this course, please take time to fill out the online course evaluation.

The course syllabus provides a general plan for the course; deviations may be necessary.

SYLLABUS P. 4, SPRING 2016

SOUTHERN EDUCATION FOUNDATION

Southern Education Foundation is a 148-year-old organization dedicated to advancing equity and excellence in education for all students in the South, particularly low income students and students of color.

SEF Mission and Vision:

southerneducation.org/Who-We-Are/Mission-and-Vision.aspx

Each student will create his or her own infographics and anniversary graphics. Students working on the same topic will occasionally meet in groups to share ideas and critique.

INFOGRAPHICS

Choose one of the topics proposed by SEF and create infographics that make their data more understandable and compelling. Work with classmates to gain an understanding of issues relevant to your topic and to develop questions for SEF staff. You will work with classmates to establish orderly ways to share questions, sketches etc., with your instructor and SEF via Googledocs, Dropbox, etc. Punctual, organized, and articulate communication with the client will affect your grade.

Be prepared to write copy, shoot photographs, or draw illustrations as needed for your project. Your work should convince SEF that they need to take time and resources away from other work to implement your designs. Therefore you should create graphics that further the organization's goals without entailing large costs or complicated distribution methods.

SESQUICENTENNIAL

Propose special branding for SEF's 150th anniversary. You may propose enhancements or alterations to their existing logo or propose a supplemental logos. You will show and implementations of logos and other anniversary designs on stationery, banners, or onscreen graphics – the choice is yours.

LITHO PROJECT

RESEARCH

Create a printed flyer for GSU Art and Design students. Your panels may be inform students about where to get art supplies locally, on-campus resources, or any other important reference information. Confirm web addresses, services, and any other relevant information. Start by researching vendors such as those below.

Art supply stores	Galleries & museums	Sculpture lab	CMC
Local photo supplies	Arts organizations	Digital Aquarium	College and departmental advisement offices
Cultural institutions	Hangouts		

DESIGN

Design artwork using two PMS colors, their tints, and combinations. Delete all other color artwork and color swatches. Everyone's artwork will be combined into a two-sided, 16" x 9" sheet. Before submitting your artwork, thoroughly review using *View/Overprint Preview* and *Window/Output/Seperations Preview*. Turn off any color channel that is not one of the two chosen colors to make sure your artwork is accurate and complete. Open up *Window/Output/Attributes* and review any overprint choices. This is a requirement.

You will be given credit for design and content of your panels and for the following important factors:

Folder, IDML, and associated files must be named correctly beginning with your last name and not using no spaces or special charaters.

Package IDML with image files linked.

Turn in IDML document set as a CMYK, not RGB.

Your document size should be one of the following:

Single panel document size 2"W x 3"H

Tall double panel 2"W x 6" H

Wide double panel 4"W x 3" H

Set .125" bleeds on four sides - these may or may not be needed, depending on where your artwork appears on the sheet.

Fonts outlined unless it is a common, is agreed upon font.

No extra color swatches – two designated PMS colors only.

For simplicity's sake, do not include tints or mixtures of these colors as swatches.

You may import a Photoshop document into your InDesign document. Use the "place" feature instead of copy/paste!

Any Photoshop docs must be saved as DCS2.0 with Pantone channels only. (.eps files)

You may import an .AI doc into your InDesign document, but it must be constructed with correct Pantones.

Beware of AI effects such as Dropshadow that introduce new colors.

No extra layers or objects, including items on pasteboard.

Upload package to correct folder on Sharedspace.

Include a PDF for reference.

You must Preflight your document.

You must use *Overprint Preview* and *Output/Seperations Preview* to see what will print on which plate.

Turn in your documents promptly so there is plenty of time to arrange a press run, and so the prints can be shared with your audience.

I will gang everyone's artwork on the master sheet, arrange the bleeds, and then forward the IDML, associated documents, and a PDFX-4 to the printer.