

Advanced Graphic Design Syllabus- Ruth West

Where we are going....

Graphic design portfolio Requirements SCAD...

The portfolio must concentrate on graphic design as a problem-solving methodology and demonstrate conceptual thinking skills through linear and nonlinear processes. Additionally, work must demonstrate typographic usage as an aesthetic and communicative tool with single and multi-page projects such as annual reports, magazine spreads and/ or catalogs. The portfolio should demonstrate the ability to convey complex compositional organization in single and multi-piece projects(campaign) and demonstrate the applicant's awareness of historical and contemporary image development techniques. Work samples should illustrate proficiency with the following software: Illustrator (vector imagery), Photoshop (raster imagery), Quark/InDesign (page layout) and Dreamweaver/Flash (Web authoring).

Expectations:

There are certain expectations that the Department of Visual & Performing Arts have regarding student responsibilities and behavior in class that need to be stated up front in order to minimize potential misunderstandings throughout the semester.

1. The Department of Visual & Performing Arts expects that you will read the syllabus and that you make yourself aware of all the requirements and deadlines associated with the class. Saying I didn't read the syllabus will not be accepted as an excuse for failing to meet requirements and deadlines.
2. The Department of Visual & Performing Arts expects all electronic devices (cell phones, iPods, etc) to be turned off and not utilized during class. If your phone/pager goes off during class you will be asked to leave.
3. The Department of Visual & Performing Arts expects that you will put forth an effort to learn the material covered in this course. You are **expected** to attend class on normal class days. However, you are **required** to learn the material in order to get a passing grade for this course.
4. The Department of Visual & Performing Arts expects that if you are having difficulties with the class that you will come and talk to your professor about them. The sooner you come, the better off you will be. There is little or nothing the professor can do to help at the end of the course, so do not wait until then to see him/her. See ****Academic Assistance.**
5. The Department of Visual & Performing Arts expects that you will behave with honesty and integrity. Suffice it to say, cheating is not acceptable under any circumstances. The department will not tolerate cheating in any way and anyone caught cheating will receive an automatic F for the course. See ***POLICY CONCERNING PLAGIARISM**

After reading through this syllabus, your decision to take this course indicates your acceptance of the terms, conditions and expectations outlined in the syllabus.

The Projects

During this semester we are going to put together 4 Projects that can be printed out and used in a portfolio. Each project will have 4 stages, concept (written), thumbnails (drawn),

visuals (designed on computer),
redoes (final print out).

Each project will have at least two outputs (example: stationary and website design)(billboards and branding). Projects will overlap- concept/ thumbnails with visuals/redoes . The final versions of each project will have to be printed out at you expense- and also be made into a PDF.

Time needed

You will be expected to work 40 hours per credit that you are getting from this class. This means some of you will do more different kinds of outputs for a project. But you should expect to put in somewhere between 5 and 10 hours outside of class a week. Because we meet only once a week- work will need to be there to discuss- no exceptions. If you are not going to be in class, work needs to be emailed to me by class time.

Software needed:

We will not be doing software tutorials. At this point in your college career, you should have an understanding of the programs in the adobe suite- Indesign, Photoshop, Illustrator, Dreamweaver, Flash and Acrobat.

I will not be looking for a specific software for a specific piece, but will be expecting more than just Photoshop in your projects.

Images:

All images need to be your own. Nothing from the internet, books etc. Take Pictures, build images in illustrator, draw in pencil and scan in- what ever it takes. The final work in this portfolio should show who you are as a designer.

The Projects

Before we start working on projects- You will spend the first week doing a reflection pieces that will cumulate in a presentation next week.