

North Central State College
COURSE SYLLABUS
2009-2010

- A. **Course Number and Title:** DMT 102 - Introduction to Graphic Design
- B. **Academic Division:** Technology and Workforce Development
- C. **Department:** Technology
Program: Digital Media Technology
- D. **Lecture Hours:** 2
- E. **Lab Hours:** 2
- F. **Credit Hours:** 3
- G. **Prerequisites:** AIT 100, and CIS190, and must be concurrent with DMT 105.
- H. **Course Description from Catalog:** An introduction to the elements and principles of digital graphic design as they are applied to print, web, and video production. The leading computer software applications will be used to explore the processes of design and layout of different types of documents and media. This introductory course provides an overview of design, typography and the courses in the Digital Media Technology department.
- I. **Textbook(s): Last Revised Fall 2009**
1. Title: *Graphic Design Basics* (**required**)
Author: Arntson
Publisher: Wadsworth
 2. Title: *The Non Designers Design Book* (**optional**)
Author: Williams
Publisher: Pearson
 3. Title: *Learning Media Design with Adobe CS4* (**optional**)
Author: Catherine Skintik
Publisher: Pearson
- J. **Workbook(s) and/or Lab Manual(s):**

K. **Purpose of Course:**

1. Give the student an introduction to the techniques and processes of Graphic Design.
2. Provide the student with a basic understanding of the vocabulary, elements, and principles of graphic design.
3. Teach students the fundamentals of Typography and Layout
4. Enable the student to experience the basics of a graphic design application.
5. By the end of this class students should be able to design a billboard, newspaper advertisement, poster, magazine cover, or other publishable work.

L. **Supplies Needed:** Ruler, binder for handouts, folder to turn in projects, notebook or journal, ideas for projects.

M. **Course Outcomes/Assessment Procedures:**

The following Core Learning Outcomes are addressed in this course:

Core Learning Outcome	
Communication – Written	X
Communication – Speech	X
Culture and Community	X
Critical Thinking	X
Computer Literacy	X
Computation	

Upon completion of the course, the student will be able to:

Outcomes	Assessments
Design Theory	
1. Understand the principles of graphic design.	1. Midterm test, final test and all projects.
2. Establish an awareness of graphic design.	2. Journals & notebooks.
3. Understand the design process and the purpose of a design brief.	3. Midterm Test and all projects – require thumbnails, rough comps, and Design Brief turned in with every project.
4. Demonstrate the creativity process and how to brain storm individually and in a group. Demonstrate problem solving techniques.	4. In class exercises, thumbnails for all projects, creativity portion of rubrics for all projects and Midterm Test.
5. Understand outside advertising and sign advertising.	5. Project #1 Billboard.
6. Understand how to design a newspaper advertisement.	6. Project #2 Newspaper Advertisement.
7. Be able to use a grid, path or focal point	7. Final Test and Project #3 Poster.

in a design.	
8. Properly discuss and accept criticism of work and other students' work.	8. Project critiques and participation in critiques is 10% of each projects grade.
Typography Principles	
9. Identify different type categories and font families.	9. Type Anatomy Handout & Midterm Test.
10. Understand font terminology.	10. Type Anatomy Handout & Midterm Test.
11. Use proper typesetting techniques.	11. Typesetting exercise and Final Test.
12. Know when a font is not installed and how to install a font.	12. Install Font Exercise and Midterm Test.
Careers & History of Graphic Design	
13. Know the types of careers available in the industry and requirements to get a job.	13. Career research assignment and Final Test.
14. Know the history of computer graphics.	14. Midterm Test.
Software and file preparation competency	
15. Understand the proper software, resolution and requirements for printing, web design, and imaging.	15. Craftsmanship portion of rubric for all projects. Grade all projects from the files and open them in the proper software. Also questions on Midterm and Final Test.
16. Know the tools in desktop publishing software.	16. Handout and Midterm Test.
17. Understand the principles behind linking and embedding files.	17. Craftsmanship portion of rubric on all projects.
18. Know how to properly prepare a file and document to take to a vendor or printing company – Prepress techniques.	18. Final Test.
19. Demonstrate being detail oriented.	19. Requirements and Craftsmanship portion of all project rubrics.
20. Demonstrate good file organization.	20. Craftsmanship portion of all project rubrics.
21. Ability to work within due dates and deadlines.	21. Late work not accepted after due date.
22. Ability to work in groups.	22. Various in class exercises.
23. Know how to properly prepare artwork for presentation to a client.	23. Mount all projects and grade under the craftsmanship portion of the rubric.

N. **Course Content:**

- Technical historical perspective of the graphic arts including typesetting and printing.
- The use of graphic arts in communications.
- Elements of design and principles of design.
- Basic graphic technical arts skills.
- Typography.
- Process of creativity and brainstorming.
- Design process from concept to thumbnails, to comps, to finishes projects.
- How to use grids, paths & focal points in design & layout.

O. **Planned Activities:** Lecture and demonstration will be used to introduce topics and learn software; hands-on exercises will be used to reinforce concepts and enable the student to gain understanding.

P. **Grading and Testing Guidelines:**

College Grading Scale:

100 to 95	A	79 to 77	C
94 to 92	A-	76 to 74	C-
91 to 89	B+	73 to 71	D+
88 to 86	B	70 to 68	D
85 to 83	B-	67 to 65	D-
82 to 80	C+	64 and Below	F

10% ATTENDANCE & PARTICIPATION

50% PROJECTS – Billboard, newspaper advertisement, & grid poster

30% MIDTERM & FINAL TESTS

10% EXERCISES, HOMEWORK & NOTEBOOK

Q. **Attendance Requirements:** All students are required to attend all scheduled classes and examinations. Each faculty member has the right to establish regulations regarding attendance that he/she considers necessary for successful study.

Students who do not attend classes may be administratively withdrawn from those classes. However, failure to attend classes does not constitute withdrawal, and students are expected to process a formal withdrawal through the Student Records if unable to complete a class.

R. **Other Specific Guidelines and Requirements** In accordance with the North Central State College computer use policy, copyrighted images, pornographic images, images that are offensive and so not fit within the computer use guidelines will not be permitted to be used for projects.

S. **Statement on Disabilities**

Any student who requires reasonable accommodations related to a disability should inform the course instructor and the Coordinator of Specialized Services (Room 138 in Kee Hall; phone 419-755-4727).

Students who do not have a documented disability but who encounter difficulty in their courses are encouraged to visit the Student Success Center. The following are some of the services available to students: academic assistance, advising services, peer tutoring, personal counseling, and referral for LD testing. Students are welcome to come and discover the kinds of assistance available in the Student Success Center (Room 136 in Kee Hall; phone 419-755-4764).

T. **Statement on Withdrawals**

As a student, you are expected to attend class. If you are unable or choose not to attend class, or if for whatever reason you are unable to keep up with the requirements of a course, you need to officially drop the class at the Student Records Office. You may do this up to the end of the eighth week during a regular eleven-week quarter and up to the end of the fifth week during an eight-week term. Classes not following an eight or eleven-week schedule have different withdrawal and refund dates. Contact the Student Records Office for applicable dates. "The last day to officially drop a class is posted on the academic calendar available on the college's website, www.ncstatecollege.edu, under the Academics heading on the home page, is available at the Student Records Office in Kee Hall, and is published in the college's catalog." If you registered for classes in the Student Success Center, you should return there to officially withdraw from any classes. All other students should go to the Student Records Office to process their withdrawal from any class.

If you choose to walk away from your class without officially withdrawing from it, the faculty member teaching the class must grade your classroom performance on the material available to him or her. This normally results in an "F" grade. An "F" grade can lower your grade point average considerably depending on the total credits accumulated.

U. **Statement of Academic Dishonesty/Plagiarism/Copyright Infringement**

It is the position of the College that the responsibility for academic honesty is that of the student. It is expected that the student's work will be the product of his/her own efforts unless the student clearly indicates otherwise. Academic honesty is an important element of mature, responsible learning.

Dishonest scholarly practices include but are not limited to appropriating, in whatever form, another's work and submitting it as one's own (known as plagiarism), intentionally falsifying information, or taking another's ideas with the intention of passing these ideas off as one's own (also known as plagiarism).

In addition, cases of academic dishonesty may involve photocopied materials. Materials used may fall under the Copyright Act. Violations of said Act may subject the user and/or the College to sanctions. If you have questions whether a particular use is in violation of the Act, please contact the office of the Vice President for Learning.

V. **Classroom Conduct**

All students are expected to demonstrate professional behavior and use language appropriate for the classroom learning experience.