



Santa Reparata International School of Art
Course Syllabus

Semester Course

Course Title: Graphic Design Studio

SRISA Course Number: CDES 3102

Maryville Course Number: ART 260

Credits: 3, Contact Hours: 90

1. COURSE DESCRIPTION

Graphic design is a creative process that combines art and technology to communicate ideas. In this course, graphic design is approached as an instrument to interact with a local subject. Students will begin to create relationships and design solutions for an art collection. They will work with photographed and/or computer-generated images in order to communicate ideas with the software they are already familiar with as an instrument to enhance their projects. Students will be challenged to expand their comprehension of design problem solving for new audiences and will develop skills in design methodology in a collaborative, process-based approach. Local-based projects will provide students the opportunity to work on current issues in an immersive city life experience.

2. CONTENT INTRODUCTION

This course will challenge students to build the graphic communication for a private art collection. We will create a team that will work through the whole process—from the concept to the final product (such as the catalogue). This will include thinking about all the design decisions (format, layout etc), and also consider the production process and problems.

In addition to the main project, students will be given other small assignments, like a real functioning studio. This will give a more complete vision of the professional life of a graphic designer's practice.

3. PREREQUISITES

There are no prerequisites for this course, however additional introductory courses in Digital Art, Communication, may be helpful.

4. GOALS AND OBJECTIVES

At the successful completion of the course students will be able to effectively do field research on a commissioned topic. They will also be able to use teamwork to understand that some goals can be achieved only through collaboration and organizational skills. Working with partners will teach the importance of making decisions and putting the success of the project above personal taste.

5. REQUIRED MATERIALS AND SUPPLIES

Materials necessary for this course are: sketchbook, USB hd. Additional costs may be the printing for the final show that exceed those covered by the class fee.

6. GRADING POLICY AND EVALUATION PROCEDURES

Your final grade will be based on the following percentages:

30% Assignments

20% Mid-Term critique

20% Classroom participation and attendance

30% Final project

The following grading system will be observed:

A	Excellent 4.0 (grade points awarded) 95% percentage of 100%
A-	3.7 (90% to 94%)
B+	3.3 (87% to 89%)
B	Above Average 3.0 (83% to 86%)
B-	2.7 (80% to 82%)
C+	2.3 (77% to 80%)
C	Average 2.0 (73% to 76%)
C-	1.7 (70% to 72%)
D	Below Average 1.0 (60% to 69%)
F	Failure 0.0 (59% and below)
W	Withdrawal 0.0

7. PLAGIARISM AND COPYING

SRISA severally condemns ignorant plagiarism and copying during examinations. Any student that makes use of words or ideas taken from another person's work without properly citing credit for the specific purpose of deceiving their professor will receive an automatic "F" on that assignment or exam. Should the offense be repeated, the student will receive an automatic "F" in the class. Students utilizing the strategy of appropriation in a work of visual art for political, religious or social reasons may do so. It is fundamental that students pursuing strategies of appropriation understand that in the United States *fair use* allows them to copy copyrighted material for a limited and "transformative" purpose. Given the complicated nature of how artists utilize appropriation in the 21st century, SRISA students are required to discuss ideas regarding fair use and copied imagery with their professors before turning in their assignment.

8. CRITIQUES

Critiques are friendly group discussion of each student's course work. They allow you to see your own work through the eyes of your peers and instructor, and also encourage you to develop critical insights about your work and the work of others.

9. ATTENDANCE AND BEHAVIOR POLICY

Students are required to attend all classes. If you miss class without an excused absence your grade will be lowered by one letter grade for each unexcused absence. If you are ill you should obtain a doctor's note in order to receive an excused absence. Missing more than four classes will result in an "F" on your transcript.

- Excused absences require a doctor's note or a written note from the Director.
- Tardiness: After 20 minutes into class time, students are considered absent.
- Students who leave 20 minutes before class time ends will be considered absent.
- Arriving in class unprepared to work is considered an unexcused absence.
- The use of cellular phones is prohibited during class time.
- The use of cell phones and iPods is prohibited in the darkroom at all times.
- Using your laptop or the computers in the lab is prohibited during class-time, unless it relates to a photography assignment.
- Students are expected to participate in class, act responsibly, and behave properly while on the school premises.
- Classrooms are to be left in order and clean.
- Students must take care of equipment and materials and promptly report any damage and/or loss.

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10. COURSE CALENDAR

WEEKS	TOPIC	ASSIGNMENT
W1	Introduction to the course, Syllabus reading. Discussion of required materials and course expectations. Main project presentation. Creation of a Drive shared folder and instagram account	Work on a PechaKucha to present yourself. 20 slides are shown for 20 seconds each (6 minutes and 40 seconds in total)
	Brand identities Studio MUTTNIK presentation + brainstorming on the main assignment	Research
W2	Introduction to the other assignments	Gucci Garden visit
	Introduction to Adobe Illustrator tools – consistency	Lab hours Assignment 1
W3	Introduction to Adobe Illustrator tools – drawing and consistency	Assignment 1 – feedbacks
	Introduction to Adobe Illustrator tools – drawing and consistency	Assignment 1 – finalization
W4	How to design an identity for cultural purposes	Research and drafts
	How to design an identity for cultural purposes	Visit at Centro Pecci
W5	Graphic Design process	Lab hours Main Project
	Graphic Design process	Lab hours Main Project – feedbacks
W6	Map and Hierarchies ???	Assignment 2
	Map and Hierarchies ???	Assignment 2 – feedbacks
W7	–	Finalization of all the assignments
	Final Review of your projects MIDTERM PRESENTATION	Presentation
W8	MIDTERM BREAK	
W9	Lab hours Assignment 3	Lab hours Assignment 3
	Introduction to Adobe inDesign tools	Lab hours Assignment 3 – feedbacks
W10	Introduction to Adobe inDesign tools	Lab hours Assignment 3 – finalization
	Book Design	Research and drafts
W11	Book Design	Lab hours Catalogue
	Book Design	Lab hours Catalogue

WEEKS	TOPIC	ASSIGNMENT
W12	Postcard Design	Lab hours Assignment 4
	Postcard Design	Lab hours Assignment 4 – feedbacks
W13	Silkscreen workshop	
	Poster Design	Lab hours Assignment 4
W14	Poster Design	Lab hours Assignment 4 – feedbacks
	Present main project	Presentation
W15	Print your projects for the exhibition	
	STUDENT SHOW	

11. ACADEMIC ACCOMMODATIONS

SRISA strives to foster an all-inclusive learning environment that best caters to its students' needs. While faculty frequently work one-on-one with students, there are some situations in which special accommodations are required. Should a student have any academic accommodations regarding test taking or otherwise, they must present an official letter from their home University to the SRISA Director within the first week of class stating the accommodations.

12. DISCLAIMER

This Syllabus may be amended as the course proceeds. You will be notified of any changes.