



JOHN CABOT UNIVERSITY

COURSE CODE: "AS 101-1"
 COURSE NAME: "Introduction to Graphic Design"
 SEMESTER & YEAR: Fall 2021

SYLLABUS

INSTRUCTOR: Sabrina Schmidt
EMAIL: sschmidt@johncabot.edu
HOURS: M9:00 AM 11:45 AM
TOTAL NO. OF CONTACT HOURS: 45
CREDITS: 3
PREREQUISITES:
OFFICE HOURS:

COURSE DESCRIPTION:

The aim of this course is to give students a comprehensive introduction to visual communication and to demonstrate how Graphic Design can be an effective and powerful tool for business. It covers a broad spectrum of different design disciplines, ranging from corporate identity, branding, brochure design, poster design, to packaging and illustration, and provides precious insight into the world of Graphic Design. The course is open to all students, particularly those who do not have a background in design, and complements other courses including Business, Management, Marketing and Communication.

SUMMARY OF COURSE CONTENT:

Students will learn and apply the basic principles of design (e.g. composition, alignment, contrast, visual hierarchy) through a number of projects that cover different design disciplines. Under the supervision of the instructor, students will carry out graphic design projects that address those basic principles of design. Each project is introduced with professional case studies, technical background information and resources, as well as detailed tutorials for the use of the principal Adobe Creative Cloud Apps.

N.b.

For specific inquiries or to set up an appointment please contact Prof. Schmidt via email on sschmidt@johncabot.edu
 Any changes to the schedule, additional course information, requirements, due dates, etc. are announced via Moodle.

LEARNING OUTCOMES:

- How to work with a design brief
- How to develop a visual concept
- How to use colour
- How to work with imagery
- How to work with type
- How to prepare artwork for production
- How to use Adobe software

TEXTBOOK:

NONE

REQUIRED RESERVED READING:

NONE

RECOMMENDED RESERVED READING:

NONE

GRADING POLICY**-ASSESSMENT METHODS:**

| Assignment | Guidelines | Weight |
|------------|-----------------------------------|--------|
| Poster | Concept and design of a poster | 25% |
| Logo | Concept and design of a logo | 25% |
| Brochure | Concept and design of a brochure | 25% |
| Final exam | Concept and design of a portfolio | 25% |

-ASSESSMENT CRITERIA:

A Work of this quality shows excellent mastery of the course content along with exceptional levels of technical skill, artistic awareness, originality, resourcefulness, commitment, quantity of work and improvement. There has been excellent collaboration and leadership in group projects, and there have been no attendance p

B A highly competent level of performance with work that directly addresses the content of the course, with a good quantity of work produced.

C An acceptable level of performance: the work shows awareness of the course content, but is very limited in quantity, quality, commitment and skill.

DThe student lacks a coherent grasp of the course material and has failed to produce much work. The student has barely done enough to persuade the instructor that s/he should not fail.
FNegligent in attendance, academic honesty, or engagement with the course content.

-ATTENDANCE REQUIREMENTS:

All classes are mandatory.

Students must arrive promptly to begin class in time.

Unauthorized absences, incomplete assignments or assignments handed in late will result in grade penalties.

Students are responsible for catching up with any course material they miss.

Make-up work is not offered, except in exceptional circumstances and after consultation with the Dean of Academic Affairs.

Examination policy

A major exam (oral, midterm or final) cannot be made up without the permission of the Dean's Office. The Dean's Office will grant such permission only when the absence was caused by a serious impediment, such as a documented illness, hospitalization or death in the immediate family (in which you must attend the funeral) or other situations of similar gravity. Absences due to other meaningful conflicts, such as job interviews, family celebrations, travel difficulties, student misunderstandings or personal convenience, will not be excused. Students who will be absent from a major exam must notify the Dean's Office prior to that exam. Absences from class due to the observance of a religious holiday will normally be excused. Individual students who will have to miss class to observe a religious holiday should notify the instructor by the end of the Add/Drop period to make prior arrangements for making up any work that will be missed.

ACADEMIC HONESTY

As stated in the university catalog, any student who commits an act of academic dishonesty will receive a failing grade on the work in which the dishonesty occurred. In addition, acts of academic dishonesty, irrespective of the weight of the assignment, may result in the student receiving a failing grade in the course. Instances of academic dishonesty will be reported to the Dean of Academic Affairs. A student who is reported twice for academic dishonesty is subject to summary dismissal from the University. In such a case, the Academic Council will then make a recommendation to the President, who will make the final decision.

STUDENTS WITH LEARNING OR OTHER DISABILITIES

John Cabot University does not discriminate on the basis of disability or handicap. Students with approved accommodations must inform their professors at the beginning of the term. Please see the website for the complete policy.

SCHEDULE

Meeting place: Mac Lab, Largo Fiorentini 1

Week #1: Mon Aug 30: Introduction to course

Week #2: Mon Sep 6: Brief project #1: Poster/Introduction to Illustrator

Week #3: Mon Sep 13: Project #1 contd./Type

Week #4: Mon Sep 20: Project #1 contd./Composition/Illustrations

Week #5: Mon Sep 27: Project #1 contd./Imagery

Week #6: Mon Oct 4: Project #1 contd./Final artwork

Week #7: Mon Oct 11: Brief project #2: Logo/Analysis

Week #8: Fri Oct 15 (Make-up for Mon 1 Nov): Project #2 contd./Logo systems

Week #9: Mon Oct 18: Project #2 contd./Corporate identity

Week #10: Mon Oct 25: Project #2 contd./Creativity

Week #11: Mon Nov 8: Brief project #3: Brochure/Introduction to InDesign

Week #12: Mon Nov 15: Project #3 contd./Introduction to Photoshop

Week #13: Mon Nov 22: Project #3 contd./Professional experience

Week #14: Mon Nov 29: Project #3 contd./Artwork

Week #15: Mon Dec 6 - Thur Dec 9: Final exam: Portfolio

Overview of key bibliographic works for the course

Recommended:

- Pentagram: The Compendium/by Gibbs, David (1998)/Phaidon/ISBN 9780714837697
- Munari, Bruno (2019). Design as Art/Penguin Classics/ISBN 978 0141035819
- Albers, Josef (2013). Interaction of Color: 50th Anniversary Edition. Yale University Press/ISBN 978 0300179354
- Bierut, Michael (2015) *How to*, Thames & Hudson/ISBN 978 0 500 51826 7
- Typography/by Ruder, Emil (2009)/Hastings House/ISBN 9783721200430