

**spring 2019**  
Missy Anapolsky

## **HOWDY**

### **Class Hours**

Tuesdays; Lecture 1-2:50p, Lab 3-4:15p; Advanced Technology 100

### **Required Textbooks**

THE ELEMENTS OF GRAPHIC DESIGN, 2ND EDITION *Alex White*

### **Contact Information/Office Hours**

I do not have an (official) office on campus, however I do have office hours (see below). Please don't hesitate to contact me with questions/comments.



**If you send me an email and I don't respond CALL ME ON THE PHONE!**

916.6659587

missy@circledesign.net

OFFICE HOURS: Tuesdays, 11:00a–1:00p (or by appt.), place TBD

### **Class Website**

[circledesign.net/gcoms/343/](http://circledesign.net/gcoms/343/)

### **Overview**

This course focuses on the basic principles of graphic design: what they are and how to apply them. Coursework is structured to teach the foundations of design. It is important to note that while the structure of our industry is constantly evolving due to technological advancements, the core principles remain, and will always remain, the same.

### **Objectives**

The objectives of this class are: 1. To introduce you to the fundamental techniques, concepts and principles of visual communication; 2. To examine, explore and define DESIGN THINKING and the design process; 3. To learn to SEE effectively; 4. To learn to LISTEN effectively; and last but by no means least 5. To RAISE YOUR DESIGN CONSCIOUSNESS.

Upon completion of this course, you will be able to:

- utilize graphic design techniques (by hand and on the computer) to create a desired visual outcome;
- employ basic design theory of color, type, visual hierarchy, and composition;
- produce a graphic design mockup, ready for presentation to a client;
- properly prepare a graphic design project for offset printing;
- define industry terminology, essential for communication to printers and other graphic designers;
- demonstrate an understanding of Gestalt principles in design; and
- integrate text and image on a two-dimensional page.

### **Class Materials**

Each assignment will indicate any necessary supplies. Supplies to carry with you include: a sketchbook/drawing paper, a drawing pencil and/or pen, a flash drive, your mind and your smile. You will be doing a lot of crafting in and out of class; it is recommended that you carry basic crafting supplies: scissors, glue (white crafting), tape, exacto knife, etc. We will discuss this.

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### **Computer Skills**

Core graphics software includes: page layout (InDesign), digital illustration (Illustrator), and photo editing (Photoshop); there are additional core programs for Web and multimedia design. For this class, basic understanding of Adobe InDesign and/or Illustrator is expected.

### **Class Policies**

- This class is fun.
- No guests allowed in lectures, only registered students.
- No active cell phones, no texting, no web surfing, no completing homework during class lecture.
- No sleeping (or resting with eyes closed) in class.
- Disruptions of the learning process will not be tolerated.
- If you are chronically tardy to class, you may be dropped from the class.



**If you violate the above policies, you may be asked to leave. If the behavior persists you will be dropped from the course.**

- Print all homework assignments, unless otherwise specified.
- Work is due at start of class, considered late after that.
- You are permitted one late assignment during semester (see page 5).
- I have a mailbox in TEC-106 (main campus) that I check often.
- You can revise assignments only with instructor approval.
- Notify me regarding planned absences.
- If you miss 2 classes in a row or 3 classes throughout the semester you may be dropped from the class. It is your responsibility to drop the class before the final drop date (April 21) if that is your intention.
- Incomplete grades are for very special circumstances.
- No plagiarism.
- If you are struggling with class assignments, see me as early as possible.
- Grades are determined by instructor, using a fair process.
- We are all unique and special, please treat yourself and others with respect and with kindness. Keep your eyes, ears, and mind open :)

### **Deadlines & Time Management**

Think of me as your new employer. Your goal is to keep your job.

**A FEW WORDS ON TIME MANAGEMENT: DO IT.** Practice it, make it a necessary part of your daily life. Effective management of your time will decrease stress and give you the satisfaction of achieving goals. Make lists, make schedules, follow them. Designers (people!) are well known for perfecting the art of procrastination — we often produce our best work under extreme pressure. However, please be assured that you can be the best designer in the world but **IF YOU CAN'T MEET YOUR DEADLINES, YOU LOSE THE JOB.** Stay employed, stay in class, make your deadlines.

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### **Student Success**

The GCOM faculty is dedicated our student's successful completion of their courses and educational goals. To that end, if an instructor feels that a student is not meeting expectations (absences, tardiness, missed assignments, etc.) early in the semester, the instructor will use the Los Rios SARS Early Alert system to notify the student of their concerns. The SARS system will also refer the student to the Community of Care team in the SCC Counseling office who will initiate contact and help the student resolve the issues and get back on the path to success. If you have any questions or concerns about your own ability to succeed in this course, please contact the instructor immediately.

### **Grading System**

**ULTIMATELY, YOUR GRADE IN THIS CLASS WILL REFLECT YOUR EFFORT, WHICH IS MEASURED BY YOUR DEMONSTRATION(S) OF WHAT YOU HAVE LEARNED AND DISCOVERED.**

You will be working on a series of projects and exercises throughout the semester. All will be graded on the following criteria: clarity of communication, presentation, ability to follow instructions and ability to meet deadlines.

There will be a midterm (and a final if needed). The tests will cover the material directly preceding it (although the final may review some of the most important elements from the first half of the semester). A review will be given during the class session preceding the exam.

These items (projects, exercises, tests) along with your active participation and attendance (WHICH ALL EQUAL EFFORT) will comprise your final grade.

Good luck, have fun and keep smiling!

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## OPPORTUNITIES

### **Exercise One | One Plus One Equals**

Getting your mind wet.

### **Exercise Two | Form+Space**

Exploring spatial interaction and compositional balance within a plane. Discovering relationships by combining base elements to create message.

### **Exercise Three | 10 Black Squares...**

Communicating given words through compositional technique.

### **Exercise Four | Interval & Grayscale**

Recognizing and composing movement with gradation of tone using dot, line, type and image.

### **Exercise Five | Aural Visualization**

Transforming aural information into visual form.  
Listening really really really well.

### **Project One | The Journal**

Observing. Documenting. Reflection. Design Matters.

### **Project Two | The Form of a Letter**

Discovering the qualities of a letter as form and seeing that which makes it different from others.

### **Project Three | Lettermarks**

Examining the shape and structure of two letterforms and integrating them into a unified whole.

### **Project Four | Word and Image**

Exploring visual hierarchy by producing typographic and illustrative variations through changing parameters.

### **Project Five | Creative Cause**

Finding your passion. Designing from your center, your core, for something you truly care about.

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### GRADING MATRIX

exercise one	10pts
exercise two	10pts
exercise three	20pts
exercise four	20pts
exercise five	20pts
project one	40pts
project two	40pts
project three	40pts
project four	40pts
project five	60pts
midterm	60pts

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total	360pts
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Final grades are based on total points using this scale:

A = 90-100% total points, B = 80-89%, C = 70-79%, D = 60-69%

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### GRADING AND NEARLY NO LATE WORK POLICY

As stated previously, all projects will be graded on clarity of communication and your ability to follow instructions.

- All assigned work is due at **START** of the class on due date (stated on project).
- All work that is turned in (including phase work) must clearly state your name, name of project, phase (i.e. brainstorm, roughs, etc.) AND date.  
note: This information **NEVER** lives on the front/artwork side of your work; it belongs on the back and/or on the holder (i.e. folder, envelope, etc.).

As stated on page 2, you can't meet your deadlines, you lose... you may lose your payment, your clients, and/or your job. During the semester, you will only be allowed to turn in **ONE LATE ASSIGNMENT**. It's your choice when to use this option, but you only get it once. This late assignment will not be penalized. You must indicate that this is your **LATE WORK** assignment. Any other late assignments will not be graded and will not earn any points.

**Note: Many of your projects have process work due; each of these project phases will have a due date associated with it and EACH WILL CONSTITUTE ONE ASSIGNMENT.**