



NEW YORK CITY COLLEGE OF TECHNOLOGY
The City University of New York

School of Technology and Design
Department of Advertising Design & Graphic Arts

ADV1100 Graphic Design Principles I

3 Credits, 6 hours (1 lecture, 5 lab)

Section/Days/Time/Location

Section 7103: W,F 8:30 – 11:00 AM | N1122

Section 7108: T,F 11:30 – 2:00 PM | N1122

Professor

Jenna Spevack

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- Website: <http://profspevack.com/designcolor>
- Office Hours: By appointment
- Office Location: N1127
- Office Phone: email is best

Course Description

This basic design and color theory course explores graphic communication through the understanding of the elements and principles of design, as well as the design process, from idea development through final execution. Students develop basic skills in two-dimensional design, color, and content creation, while employing the design process of research, sketching, and experimentation. Communication designers use the concepts explored in this course in disciplines such as advertising, graphic design, web design, illustration, broadcast design, photography, and game design.

Course Goal

Through hands-on experiments, collaborative learning and individual projects, students will learn the language and process for design thinking, gain a solid foundation in design principles and practices, demonstrating:

- visual literacy and understanding of design principles and elements, such as Figure/Ground, Rhythm, Balance, Dominance/Emphasis, and Scale/Proportion, using appropriate design elements, such as Point, Line, Plane, Texture, Pattern, Value, and Color.
- appropriate use of vocabulary to articulate ideas and concepts in a critique setting.
- tangible realizations using appropriate tools, applications and techniques, such as drawing, painting, collage, photography, and digital imaging.
- a personal creative process that leads to life-long learning and a successful, inspired practice.

Teaching/Learning Methods

- Lecture and presentation of new material.
- Use of visual and tactile examples and hands-on assignments
- In-class critique sessions where students collaborate in teams and critically discuss the work of their peers.
- Individual assessment/documentation activities
- Field trips / Museum visits
- Creative Process Book (Sketch book)

Grading Policy and Procedure

Grades will be awarded using the standard grading scale, but will be judged based upon a rubric that takes into consideration effort applied, technical understanding & creative use of resources for the completion of various assignments.

Grades will be based upon:

20% Participation & Dedication
70% Assignments & Experiments
10% Creative Process Book

Participation & Dedication is worth 20% of total grade.

Respect for your fellow students and the professor is demonstrated by:

- Class preparedness (completing assignments on time, bringing materials to class)
- Volunteering answers, asking questions, and helping other students
- Paying attention during class demonstrations
- Following project instructions and taking notes
- Participating in critiques, presentations, and discussions.
- Arriving on time and staying for the full time period

If during class you are observed taking a phone call, checking email, IM, texting, on facebook, myspace, or the like, or working on other projects, the full 20% will be deducted from your grade and you will be asked to leave. No warnings or second chances will be given.

Critiques:

Each student will present his/her work for critique for weekly review using design vocabulary. The critique is a neutral dialog. Students will present their work and discuss the strengths and weaknesses, expressing what works and what doesn't work in relation to the assignment guidelines. No personal likes or dislikes are discussed without specific examples using design terminology.

Peer Presentations:

Students in groups of three may present an assigned and researched principle or element. For example: one group may research and present Balance. In preparation, students will use library resources, books, magazines, online references such as ArtStor and write and present a formal lecture on the topic to the class.

Assignments & Experiments are worth 70% of the total grade.

Assignments will be collected or critiqued at the beginning of each class (when attendance is taken). Points are taken away from your final grade for any assignment turned in late, missed or inadequately or partially completed.

There will be between 5-8 major Assignments and several weekly in-class and take-home Experiments. Only assignments that strictly adhere to documented instructions and are presented in a clean, professional manner will be accepted for credit.

Every assignment's creative process will be documented in your Creative Process Book (sketch book) and should demonstrate:

1. Research or Inspiration
2. Experimentation or Iteration
3. Development of Skill, Craft and Voice
4. Expression of Form, Emotions or Concepts
5. Thoughtful Assessment (verbal and written)
6. Significant work hours committed

NOTE: STUDENTS WILL BE EXPECTED TO WORK SEVERAL HOURS EACH WEEK OUTSIDE OF THE CLASS. A LAB TIME IS AVAILABLE TO MEET THE SPECIFICATIONS OF THE PROJECTS AND THE TECHNOLOGY, BUT YOU WILL NOT BE ABLE TO FINISH YOUR ASSIGNMENTS DURING CLASS.

Creative Process Book is worth 10% of your grade.

The Creative Process of an artist or designer involves 1) experiencing the world (ideas, objects, people, nature), 2) interpreting this experience, 3) expressing/sharing it with others, and then... 4) sustaining the process.

All of the preparatory project work completed in this class will be put into a sketchbook, called a *Creative Process Book*. The Book itself (in its final form) will be a record of the effort and dedication you demonstrated throughout the semester. The preparatory artwork you create each week, along with research, experiments, thumbnails, written assessments and ideas, and documented hours will make up the content of the book. It will help you to develop and sustain your own creative process after you finish the course.

The Book is ONLY to be used for the Design & Color coursework. Bring the book with you each week for note taking and research. It will be presented to the group each class during critique.

The purpose of the Creative Process Book is to:

- Help students develop their own creative process through careful observation, documentation, and presentation of each project.
- Organize all the information from the class.
- Display your individual assignments in an appropriate manner
- Serve as a record of your learning achievements from which to expand and develop in future courses.

Attendance

Attendance is required for all classes. If a student misses a class session, it is the student's responsibility to contact the professor or a peer and make up any work missed *PRIOR* to the next class meeting. Excuses are unnecessary and irrelevant.

- Two lates equal one absence. A student is considered late if s/he arrives after attendance has been taken. If s/he arrives after attendance has been taken and is marked absent, it is the responsibility of the student to notify the teacher.
- After two absences your final grade will drop one full grade for every absence. If you miss more than two classes there is a strong possibility that you will receive a failing grade for the semester. *This policy is in accordance with the school attendance policy. Check your [student handbook](#) (page 14) for details.*

Make-ups

If a student finds they will not be able to present or hand in a project on the scheduled day, it is their responsibility to notify the instructor and request alternate arrangements. Even with advanced notification, points will be deducted for late assignments and missed critiques.

Academic Integrity

You are responsible for reading, understanding and abiding by the NYC College of Technology [Student Handbook](#), "Student Rights & Responsibilities," section "Academic Integrity Standards." Academic dishonesty of any type, including cheating and plagiarism is unacceptable. "Cheating" is misrepresenting another student's efforts/work as your own. "Plagiarism" is the representation of another person's work, words or concepts as your own.

Supply List

*Items with * are required NOW.*

Paper:

- * pad of plate Bristol board (9"x12" 2-ply smooth plate finish)
- * pad of plate Bristol board (14"x17" 2-ply smooth plate finish)
- * sketch book (9"x12" for this class only)
- * black drawing paper (1 sheet approx. 18"x24" or larger)
- * a roll or pad of tracing paper (14" wide)

General Supplies:

- * small box, bag, or travel container for your supplies
- * basic paper portfolio to transport and protect your work
- * self-healing cutting mat
- * roll drafting or removable tape
- * small craft scissors (pointed end)
- * Exacto knife and extra blades
- * ruler (preferably metal)
- * t-square ruler
- * triangle
- * glue sticks or fabric/craft glue
- old magazines

Drawing Supplies:

- graphite pencils (Venus or similar 6B, 2B, HB, 2H, 4H)
- pencil sharpener (basic metal)
- eraser (magic rub, mars or gum)
- inking pens (Pigma Micron .02, .05, and Pigma brush – or similar)

Painting Supplies:

- gouache paints (black, alizarin crimson, scarlet, lemon yellow, golden yellow, ultramarine blue deep, sky blue, burnt sienna, yellow ocher, raw umber, and two additional tubes of white). **WC Art Supply has a Reeves 18 Color Gouache Set for \$13.99, but the quality is poor. Windsor & Newton tubes are preferred.*
- paint brushes (sable-type watercolor brushes— FLAT: 1/2" angle, #4 and ROUND: #1, #5)
- 4 small jars with tops (art supply set or baby food jars)
- palette (round 10-well)
- paper towels or cotton rags (old white t-shirts)

Digital Supplies:

- Hard drive, flash drive, or CD's to backup
- Digital camera or phone with camera and cable