



Online Graphic Design Course Syllabus

Instructor Information

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Prerequisite for this course

- You will be required to complete the 'Orientation assignment' before you will be allowed to take this course. Within the Orientation assignment, you will view videos on how to navigate around the course.

Course Outcomes—students in this course will:

- Develop ideas, plans and produce graphic designs that serve varied commercial purposes.
- Apply and recognize the use of higher order thinking skills (e.g. complex thinking, finding structure in apparent disorder, critical evaluation of one's own work) in the creation of multiple solutions to graphic problems.
- Recognize and apply the knowledge that designers often use: defining the problem, developing multiple ideas, elaborating and refining selected ideas and finally giving form to the idea with art media.
- Identify and discuss the role of graphic design in education for careers in graphic arts, e.g. illustrator, art director, graphic designer and development of specific work skills that businesses value.
- Differentiate between the Elements and Principles of Design
- Create original graphic designs applying the Elements and Principles of Design
- Evaluate designs, such as posters and cartoon designs, for quality and effectiveness and the use of Elements and Principles of Design.
- Plan and produce artworks using a variety of media tools and processes, demonstrating knowledge and correct techniques.

Communication

- Graphic Design deals primarily with anything that needs artwork or design to deliver a message
- In this on-line graphic design course, we will learn by doing. We will be communicating by Blackboard Learn 9.1 For a complete list of assignments, click on the Assignments tool on the Homepage. You will find examples of my images as well as examples of other images for the assignments. We will be using the Blackboard Learn email and discussion boards to ask or answer questions and to hold discussions.
- My goal is for everyone to learn how to create various graphics design projects using Adobe Photoshop CS5 Extended and Photoshop Illustrator CS5. If you have any questions, please ask them right away. If you have a question about Photoshop or Illustrator, please ask it using the discussion board so that everyone that has the same problem can be helped. If you have a personal question (such as your grade or if you plan on being absent), please use the Blackboard Learn email.
- If you need more feedback from me (e.g.) discussion postings, please let me know via Blackboard Learn email.
- Please either email me or post a question to the discussion board about any questions that you may have of course expectations, assignments or lesson objectives.
- I expect everyone to actively participate in this course especially in the discussion board and group projects.
- Also, even though this course is online, you will want to get to know each other as well as your instructor just as you would in a traditional class environment. That means you will want to have frequent contact via the discussion board with your classmates and instructor. This will help you to feel like you are in a regular classroom.

Textbooks and Instructional Materials

- I do not have a textbook for this class, but I will have many videos, etc within each module for a particular assignment to help you understand the material. You will also be provided with a copy of Adobe Photoshop and Illustrator software. You may use these until you complete the course. Your facilitator or on-site tech coordinator should be able to help you with the installation of the software. It is your responsibility and the people at your site to abide by the copyright requirements.
- It is a good idea to have a notebook with you while you are working on each project so you can take notes if you need to. Don't rely just on your memory when doing these projects. It's good to be able to have as many visual aids as you can.
- While watching the videos, you can pause them while you go through your assignments if you need to.
- You should also print the assignment sheet and the step-by-step instructions out so you can easily refer to them while you are working in either Photoshop or the Illustrator program. Please look over your assignments before you submit them to make sure your assignments are complete.
- Graphic Design is a very exciting field to work in. There's so much you can do with it, but it can also be very challenging and time consuming. I have tried to make it easier for you by providing you with step-by-step instructions. The main thing is "Don't give up when you get stuck!" Persistence pays off!

Class Policies and Procedures

Attendance & Class Time:

- Since this class is on-line, students at each site will be working at different times. It would work best for students at each school to work in the same room at the same time, so that you can help each other if you have problems. It is important for you to work on this class during the assigned time since you can easily fall behind. It is very easy to fall behind and very difficult to catch up once you're behind. You don't want to let yourself fall behind especially since you have deadlines. Please remember that all correspondence in Blackboard is recorded and can be checked at a later time. I will have a record of whether or not you contacted me, and what was said.

Assignments:

- Assignments will incorporate problem-solving projects that relate to visual communication
- Everyone is responsible for doing their own assignments. Everyone should have a different looking assignment once completed because I will ask each of you to use your own personal pictures. (Either of you or someone in your family, etc). There may be a time when you may want to use a movie star, etc. for an assignment, but again everyone must use a different picture. I don't want ANYONE to use the same picture (especially from the same school). Using the same picture could result in a 0 for that project. There's no reason why students at the same site would need to use the same picture. So double check with your classmates before you begin. You should be able to explain to me how you did your assignment and where the content that you chose came from.
- Also, if you have non-copyrighted pictures of you, your family, etc. (pictures that a photographer hasn't taken) try to use them. Many students want to use prom pictures, senior pictures, etc. but these are copyrighted pictures. If you don't have access to non-copyrighted pictures, then you can use what you have access to.
- If you happen to notice that a website for one of your assignments won't open up, please contact me immediately.
- I have provided URL's of websites and complete step- by- step instructions for most of your assignments and the many videos that are embedded into the assignments. You will also be provided with my examples or other examples to look at as well as web sites to go to for further help.
- If you miss class for a school related event, please work ahead on the next assignment so that you are caught up before you leave. (you may have to let me know ahead of time to open the next assignment up.)
- You will have to participate in a few group projects so please don't let your group partner(s) down. They will be relying on you to do your part of the assignment.
- If you have a valid reason for not having an assignment done on time then please let me know. I will possibly check with your facilitator and/or principal if I need to check the validity of the excuse. Otherwise, late assignments will be docked. I will be lenient at the beginning of the course when everyone is getting used to the course and also during the winter months when schools are not in session, etc due to snow days.

Deadlines:

- You will lose a point for every day that your assignments are late unless you are ill, etc or have a valid reason. If you feel you have a valid reason, you must let me know ASAP.
- Unexcused late work will always have points deducted. Unexcused work not turned in by a week after the due date will receive a zero. Meeting the assignment and discussion deadlines in your course is vital to earning a good grade. (see DIAL's Student Policy)

Evaluation

- At the end of each project assignment, you will notice a rubric. You may want to take a look at the rubric before you begin the assignment so you know what the expectations are for grading.
- Some of the assignments such as the Elements and Principles assignments have much more to turn in so make sure you don't leave anything out when submitting your assignments.