

# CM322: Graphics I

Spring 2015, Section 1, 3 Credit Hours


Class Schedule: 1 - 2:15 p.m. (MW) at M016

**Instructor:** Masudul (Mas) Biswas, Ph.D.

**Office:** College Center, M014D

**Office Hours:** 10:30 a.m. - Noon (W, F) and by appointment

 mkbiswas@loyola.edu

 410-617-2372

## Course Overview:

This class is designed to help you learn and develop basic graphic design knowledge.

Using industry-standard tools, we will cover a range of introductory topics in graphic design including: design principles, color theory, typography, and design for print, the web and digital publications.

You will be challenged to learn new ways of thinking and visual problem solving. The class will also cover technical proficiency in design software (Adobe's Creative Suite).

Each student is expected to contribute meaningfully during class critiques and discussions. Critiques are a vital part of the design process and students are asked to be professional when giving and receiving critique.

Class will be a combination of lectures, demonstrations and computer-based tutorials. It is critical that students set aside time outside of class hours to practice techniques learned in class and complete course work.

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## Course Description (as seen in the Loyola undergraduate catalogue):

Students learn basic concepts of file formats, bitmap picture editing, vector drawing, and page layout while developing skills in industry-standard computer graphics software tools. For visual journalists, designers, and media producers.

## Course Objectives:

On completion of the course, successful students will:

- Be familiar with Mac OS computers,
- Understand the design thinking process: how to define problems, get ideas and create form,
- Understand file naming conventions and best practices in file management,
- Understand the basics of typography and color theory,
- Comfortably navigate Adobe's Creative Suite (InDesign including digital publishing tools, advanced-level applications of Photoshop, essential applications of Illustrator, and Infographics Software),
- Understand differences in design for print and the web/digital publishing,
- Demonstrate knowledge and skills of creating promotional design effectively.

## Required Text:

The Non-Designer's Design Book (Third edition).  
Williams, R. (2008).

Note: The new 2014 (Fourth) edition of this book is now available, too. The new book has added a new chapter on Type. The course schedule of this syllabus reflect the chapter information of the third edition. If you use the new edition, make sure to crosscheck with the instructor about the chapters on Type.

## Grading & Course Requirements:

*Methods of Evaluation:* Requirements for this course include class participation, class activities, software lessons, quizzes, analysis papers/critiques, and projects. Your earned grade will depend on the level of efforts you put into these assignments.

Grade Distribution (in points)	
Class Participation	20 points
Quizzes (3)	45 points
Syllabus Test	5 points
Analysis Papers (3)	30 points
Project 1	40 points
Project 2	80 points
Project 3	50 points
Class Activities & Software Lessons	50 points
<b>Total</b>	<b>320 points</b>

**Class Participation (20 points).** This class is designed to help students learn the design aesthetics and the applications of graphic design software. It will mostly be a very activity-oriented class. Your class participation points will depend on the level of your active participation in class discussion and critiquing. Please review the "Course Schedule" section of the syllabus carefully. You need to come to class prepared.

**Class Activities & Software Lessons (50 points).** There will be a total of 16/17 class activities and software lessons throughout the semester. Three (3) points are allocated for each of these activities/lessons.

**Projects.** Project 1 and Project 2 will be due at the beginning of class on the designated dates, unless otherwise specified. Project 3 is due in the week of finals.

*Late projects* will not be accepted more than 24 hours after the original deadline and will be penalized the equivalent of one letter grade.

**Quizzes.** Throughout the semester, there will be THREE quizzes covering the materials from the readings and lectures as outlined in the course schedule. Make-up quizzes are not offered for students who are not present (unexcused absences) when the quizzes are offered. Make-up version of quiz will be different from the original version.

**Analysis Papers.** Students will be expected to write three two-page (double-spaced) critiques on the execution of design principles, typography and use of color in different graphic design samples.

### Final Letter Grade Scale:

A	93 – 100
A-	90 – 92.9
B+	87 – 89.9
B	83 – 86.9
B-	80 – 82.9
C+	77 – 79.9
C	73 – 76.9
C-	70 – 72.9
D+	67 – 69.9
D	60 – 66.9
F	0 – 59.9

Grades are based on standardized criteria. Grade reports will be issued periodically. The reports show progress toward learning aims, attendance/class participation, and a prediction of the overall course grade, which might change, as additional grades are included. The purpose of the grade reports is to maintain accurate records. Students are responsible for immediately notifying the course instructor of apparent recording errors.

## **Class Attendance Policies:**

Students are expected to come to every class session. The success of many aspects of class, like discussion, peer critiques, and class activities, will depend on attendance. Attendance is recorded at the beginning of each class session.

Students who choose not to attend classes will be penalized for excessive absences, as follows:

1 or 2 unexcused absences = No effect on the final course grade

More than 2 unexcused absences = Minus one letter grade for each absence

*Grade Reduction Example.* A student earning an overall “B+” on all the assigned work and having four unexcused absences will receive a penalty of two grades (4 unexcused absences minus 2 allowed) or a Final Class Grade of “B-.”

If, for reasons of health or other emergency, a student knows that he/she will be absent from class for several days, the student should inform the Academic Advising and Support Center (AASC) by telephone (410)617-5050. The AASC will, in turn, notify the student’s instructors. Only instructors can excuse absences.

**Definition of an Excused Absence.** Excused absences are identified by the course instructor. Such excused absences include health problems, family and personal emergencies, absence from campus on official University activities such as athletic competition or academic field trips. In some of these cases, students will be expected to provide appropriate documentation (e.g., doctor’s note). Exceptions are intended to accommodate illness, emergencies, religious holidays, and university-sponsored trips.

*Excused absence for university-approved activity.* The student is responsible for personally informing the course instructor of such University-approved activities and must not expect other persons to convey such information to the course instructor. Therefore, absences for official university activities will not be excused unless the student personally informs the course instructor about them.

**Class Policy on Excessive Absences.** If a student’s absences, both excused and unexcused, reach what the course instructor considers to be unacceptable proportions, the course instructor reserves the right to make a professional judgment that a student has not satisfactorily completed the course and to record a final grade of “F” for the student.

## **Computer Policies:**

**Computer Proficiency.** General proficiency in using personal and Mac computers is assumed. Help is available from the course instructor and from Loyola University Technology Services (410) 617-5555, [tsc@loyola.edu](mailto:tsc@loyola.edu). A class policy excludes technology problems as an excuse for late submission of assignments. So make sure to begin working on your project and assignment well ahead of deadline and keep a back-up of your work-in-progress.

**Required Use of Loyola E-mail Account.** The course instructor will post notices of class events, assignments, grades, and other course matters to the course Moodle site and also by e-mail to class members’ Loyola University e-mail accounts. Students are obliged to check their accounts daily for course-related messages. The course instructor endeavors to protect the privacy of all students. Personal information such as grades & critiques are kept confidential.

**Computer Facilities.** Students will have access to Apple Macintosh® computers in Department of Communication media laboratories for working on course assignments so long as they abide by laboratory policies and provide for lab security. Use your Loyola ID card to gain access to the lab and to activate printing. This access means you can do homework and print in the lab whenever you want except for during classes (schedule posted). You are expected to follow posted lab rules. If you need help with your software and hardware questions, call Technical Services at x5555, (410)617-5555.

*Note:* Students are not required to use department-provided facilities to fulfill course assignments and may substitute their own resources, which are not necessarily supported by university resources.

**Software.** The Adobe Creative Cloud are loaded on the computers in College Center, Room M016 and Dorothy Day Room D010. We will review the Creative Suite in class (mainly the application of Dreamweaver and text editor, Brackets or Code Edge); however, you'll need to work on tutorials and assignments and practice software activities outside of class in order to get the most out of the application.

**Back-up Computer Files.** To protect yourself against lost computer files, save your documents on your personal back-up media; that is, save your files on two different disks. Or you can use cloud-based services such as DropBox. If your first disk becomes corrupted, do not expose the second disk to the same corrupting conditions. Computer problems are not acceptable excuses for lateness.

## **Class Policies:**

**Student Athletes.** Each student athlete is required to provide to the course instructor printouts of documents indicating class absences for athletic events. While absences for mandated athletics events are excused, missed work is not excused and must be made up. When necessary, negotiate deadline extensions with the course instructor.

**Learning Disabilities.** To request academic accommodations for a disability, contact the Disability Support Services (DDS) Office at (410) 617-2062. It is your responsibility to present letters from the DSS Office indicating your need(s) for accommodation of disabilities to the course instructor within the first two weeks of class. Every effort will be made to provide such accommodations in this course while respecting the student's privacy.

**Loyola University Deadline for Course Withdrawals.** The Course Calendar gives the university's deadline for withdrawing from a course with a grade of "W." Following this date, students not successfully completing the course will receive a final grade of "F."

**Inclement Weather.** If the University, due to inclement weather or another event, cancels a class meeting we will follow the University's make--up schedule. Refer to the University's website or phone line to confirm that class has been canceled.

**Honor Code.** Misrepresenting oneself by cheating on quizzes or tests, failing to cite sources for quotations, paraphrasing, or outside media assets, turning in another person's work, or turning one's own work for another class or university activity is a serious breach of faith with the academic community, as defined by the

**Supplies.** A dedicated portable USB storage device [10 – 20GB is preferred] for this class should be brought to each class meeting, on which you should backup your work.

- Digital camera/ high quality camera phone.

**Course Moodle Site** (<http://moodle.loyola.edu>). Course materials (i.e. handouts and supplemental readings) will be posted on Moodle. Students will be informed in class or by email, as they become available. Online course discussions will be host and moderated through Moodle. If you need any assistance using Moodle, contact Technical Services at x5555, (410) 617-5555.

## Loyola University Honor Code Statement:

The students of Loyola University Maryland are citizens of an academic community that will conduct itself according to an academic code of honor, following the Jesuit Ideal of *cura personalis* and keeping within the school motto, “Strong Truths Well Lived.”

“The students of this University understand that having collective and individual responsibility for the ethical welfare of their peers exemplifies a commitment to the community. Students who submit materials that are the products of their own minds demonstrate respect for themselves and the community in which they study. “All outside resources or information should be clearly acknowledged. If there is any doubt or question regarding the use and documentation of outside sources for academic assignments, your instructor should be consulted. Any violations of the Honor Code will be handled by the Honor Council.”

The course instructor is duty bound by membership in the Loyola academic community to report Honor Code infractions to the Honor Council. Honor Code violations confirmed by the Course Director are punishable by a grade of “F” for the test or assignment in the first instance and for the course in the second. For more information about the Loyola Honor Code, see <http://www.loyola.edu/academic/honorcode>

The Department of Communication Honor Code policy reiterates that the university honor code applies to all CM courses, including this one. The Course Director will follow the Department of Communication’s policy guidelines for honor code violations if any infraction of the code occurs. The department’s policy is available upon request.

All assignments and projects submitted in this course must be your own work. When an image or text is gathered from the Web and another source, proper APA formatted citations must accompany the assignment. Use library resources available at <http://www.loyola.edu/library/REF/apa.htm> to verify the format. In design document, you may want to link an electronic source information with the correct Web address or URL.

**Appeal of a Grade.** The grade appeal policy in the current Loyola University Undergraduate Catalog applies. This policy provides adjudication of written student appeals submitted with four months following issue of the grade in question. Appeals go first to the course instructor. Unresolved appeals are reviewed first by the department chair, and then, if still unresolved, to a two-person panel appointed by the department chair for final determination.

## Course Schedule:

		<b>Topics, Activities</b>	<b>Pre-Class Activities</b>	<b>Assignment Deadlines, Quizzes/Tests</b>
<b>Week 1</b>	M 1/12	Course Overview and Scope of Graphic Design	Review Syllabus	<b>Syllabus test (open book!), Create an account with Adobe.</b>
	W 1/14	Design process and Basic Design Principles + Reviewing Design Terms	Read Chapter 1 (Williams) + Mini-Glossary (Williams)	
<b>Week 2</b>	M 1/19	No Class (Martin Luther King, Jr. Holiday)		
	W 1/21	Design Principles: Alignment and Proximity + Reviewing Design Terms	Read Chapters 2 - 3 (Williams) + Read "Design Terms" document (Available on the Moodle's "Course Resources" folder)	
<b>Week 3</b>	M 1/26	Design Principles: Contrast and Repetition + Reviewing Design Terms	Read Chapters 4 - 5 (Williams) + Read "Design Terms" document (Available on the Moodle's "Course Resources" folder)	
	W 1/28	InDesign Lesson 1		
<b>Week 4</b>	M 2/2	InDesign Lesson 2	Practice InDesign Lesson 1	<b>Quiz 1 (Williams: Chapters 1 - 6, Mini-Glossary; Moodle's Course Resource: "Design Terms" Document)</b>
	W 2/4	InDesign Lesson 3	Practice InDesign Lesson 2	
<b>Week 5</b>	M 2/9	Discussion on Newsletter	Read Chapter 8's discussion on the newsletters (Williams)	<b>Analysis Paper I (Design Principles)</b>

## Course Schedule:

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	W 2/11	InDesign Lesson 4	Practice InDesign Lesson 3	
<b>Week 6</b>	M 2/16	Photoshop Lesson 1		
	W 2/18	Photoshop Lesson 2	Practice Photoshop lesson 1	
<b>Week 7</b>	M 2/23	Photoshop Lesson 3	Practice Photoshop lesson 2	
	W 2/25	Illustrator Essentials	Watch a Video Tutorial on Illustrator (via Moodle's "Video Tutorials")	<b>Project 1 (Newsletter) is due</b>
	3/2 - 3/8	Spring Break		
<b>Week 8</b>	M 3/9	Color and Application of Kuler	Read Chapter 7 (Williams)	
	W 3/11	Type: Categories, Relationships and Contrasts	Read Chapters 9 - 11 (Williams)	
<b>Week 9</b>	M 3/16	"Creating a package or brand" + Review of Color and Typography	Read Chapter 8 (Williams)	
	W 3/18	Promotional Design (Brochure + Factsheet) + Brochure Activity	Read Chapter 8 (Williams) + Review InDesign Lessons	<b>Quiz 2 (Williams: 7, 9 - 11)</b>
<b>Week 10</b>	M 3/23	Promotional Design (Flyer/Ad/Poster) + Ad Activity	Read Chapter 8 (Williams) + Review InDesign Lessons	<b>Analysis Paper 2 (Color &amp; Type)</b>
	W 3/25	Promotional Design (DVD Cover, Postcard) + DVD Cover Activity	Read Chapter 8 (Williams) + Review InDesign Lessons	
<b>Week 11</b>	M 3/30	Promotional Design (Logo, Banner) + Activity	Review Photoshop Lessons	<b>Quiz 3 (Williams: Chapter 8)</b>
	W 4/1	Creating Images for Web/Visual Social Media (Activity)	Review Photoshop Lessons	<b>Analysis Paper 3 (Promotional Design)</b>
<b>Week 12</b>	M 4/6	No Class (Easter Break)		
	W 4/8	Project 2 Day		
<b>Week 13</b>	M 4/13	InDesign Lesson 5 (Interactive/Digital Publishing)	Watch Video Tutorials on InDesign Interactive (via Moodle's "Video Tutorials")	<b>Project 2 ("Digital Kit") is due</b>

**Course Schedule:**

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W 4/15	InDesign Lesson 5 (Interactive/Digital Publishing)	Watch Video Tutorials on InDesign Interactive (via Moodle's "Video Tutorials)	
<b>Week 14</b> M 4/20	InDesign Lesson 6 (Interactive/ Digital Publishing)	Watch Video Tutorials on InDesign Interactive (via Moodle's "Video Tutorials)	
W 4/22	Infographics (Activity)	Familiar with Piktochart and Easel.Ly	
<b>Week 15</b> M 4/27	<b>**Reserved Day**</b> (Infographics/Review of a topic/Project 3 day)		
<b>Final Week</b> W 5/6			<b>Project 3 (Final) is due</b>