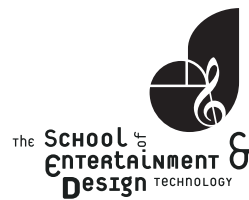


COURSE HANDOUT



GRA 1113 Graphic Design Two



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OF 3242 - 71

GRA 1113C/ GRA 0461- Graphic Design 2

Course Description:

This course supplies the student with specific information of the process of typography and layout as well as how to execute effective graphic design principles. It covers studio projects such as book covers, posters, logo designs, etc. This class will be exploring creativity on a professional standard while learning the basics of how to formally communicate with quality graphic design.

Pre-requisites: GRA 1111C

Co-requisites: GRA2117C or GRA2577C, and GRA2121C or GRA2203C

Lab fee included (2 hr. lecture, 4 hr. lab). 4 Credits

COURSE COMPETENCIES

- The Student will demonstrate proficiency in how to create a corporate logo from scratch.
- The Student will demonstrate proficiency in how to create a symbol from scratch.
- The Student will demonstrate proficiency in how to manipulate typography and photography to create individual design and expression.
- The Student will demonstrate proficiency in how to design stationery items for a fictional corporate brand.
- The Student will demonstrate proficiency in how to redesign a poorly designed visual identity logo.
- The Student will demonstrate proficiency in how to design a poster promoting a specific event/performance.
- The Student will demonstrate proficiency in how to design a set of original pictograms.
- The Student will demonstrate proficiency in how to design a logo for a retail business and all its promotional items.
- The Student will demonstrate proficiency in how to design an invitation/rsvp set for a specific event.
- The Student will demonstrate proficiency in how to design a book cover series for a specific author.
- The Student will demonstrate proficiency in presenting ideas to a client.
- The Student will demonstrate proficiency in how to effectively sell an idea.

TEXT

The required textbook to be used for this course is:

GRAPHIC DESIGN SOLUTIONS, 3rd Edition

Robin Landa / Delmar Learning / ISBN: 1-4018-8154-8

-----and-----

Robin Landa / Delmar Learning / ISBN: 1-4018-4887-7

DESIGNING BRAND EXPERIENCES

SUPPLIES

The following supplies will be required for this course:

1. Letraset 100 SuperBlack® Mount Board Single Thick (20x30)
2. Pad of Tracing Paper (any size)
3. An X-Acto knife with #11 refill blades
4. Black Sharpie® Marker (medium nib).
5. USB Flash Drive (Minimum 64mb)
6. 1 Can of Spray Mount spray glue
7. 2 Blank CD discs
8. 1 Sheet of White Foam Core Board (20x30)
9. 3 used hardcover books (same size & dimensions)
10. Miscellaneous items may be needed for individual design solutions

CLASS ATTENDANCE GRADE

Students are expected to attend every class regularly and to arrive on time for each class. Excessive absences and tardiness will affect the student's final grade average. It is the student's responsibility to make up class work and notes when absent or late for class.

The attendance grade will be expressed as a percentage of the number of hours the class meets during the semester and will constitute 20% of the student's final grade.

PROJECT GRADES

Projects will have an assigned due date to be completed. If they are not handed in on time they will lose 20 percent of the grade. The projects will be graded on their neatness, completeness and accuracy of following instructions, and how well you completed the project objectives. The project grades will constitute 60% of your final grade.

FINAL EXAM

The final exam will be given on an assigned date and is up to the instructor as to when it is given. The final will be presented orally directly to the instructor during this assigned time. If you do not take the final exam on the required date you must make special arrangements with the instructor to take a make-up final exam, which will be longer in length, and you will lose 20 percent. The Final Exam grade may constitute 20% of your grade.

GRA 1113C is a second level design course and is open to all students who have completed the necessary pre-requisites. Special Fee Applies. (4 credits; 2 hour lecture, 4 hour lab, 6 clock hours; 20 points.) Enough time is scheduled to complete the assigned projects during the regular hours of the course.

GRADING SCALE

The grading scale for all elements of this course is as follows:

A	=	100	-	93
B	=	92	-	84
C	=	83	-	70
D	=	69	-	62
F	=	below 62.		

SAFETY

Please observe the following safety guidelines:

1. Note evacuation routes and procedures posted by doors inside the lab.
2. A fire alarm consists of a triple horn/buzzer effect. When a fire alarm is sounded, please exit orderly and quickly.
3. Please enter and exit only through designated doorways in the computer labs. All other entrances are emergency exits only and an alarm will sound if they are opened.
4. A first aid case is located in room 3133 for minor injuries.
5. Retract the blade of the cutter when not in use.
6. Never eat, drink, or smoke in the computer lab.
7. Never touch any electrical cabling without supervision.
8. Never cover the computer's ventilation holes with books, papers, etc.
9. Never expose zip discs to extreme temperatures or magnetic fields. Never touch the magnetic media with your hands.
10. Do not bring computer games or other programs to the computer lab. Do not boot the computer with a system CD or disable the computer's virus checkers.
11. Do not attempt to Trash other students work on the server.
Please be respectful of your fellow students.

PERIODICALS

1. HOW Magazine, bi-monthly magazine.
2. PRINT Magazine, bi-monthly magazine.
3. Step-by-Step Electronic Design, monthly magazine.

SEE YOU IN CLASS!