

**Graphic Design 2: Part Time**

**Room:** Graphic Design Room | Downstairs

**Time:** Wednesday 1700 - 2000

**Credits:** 3

**Instructor:** Karran Sahadeo

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**Office Hours:** Friday 13:00 - 15:30

**Prerequisites:** None

**Course Overview:**

Graphic Design 2 will build on the conceptual and compositional skills taught in the foundation course. Students will use theories and techniques such as hierarchy, contrast, mind mapping, etc to create logos, posters, flyers and accordion folds. More emphasis will be placed on file formats and the printing process.

**Learning Outcomes:**

Students will be able to manage layout and logo design project from beginning to end and will gain a deeper understanding of Adobe Illustrator and Adobe InDesign.

**Teaching Methodologies:**

This class's lesson will be will follow a chronological structure; each new lesson will directly build upon the methods and theories covered in the previous lesson. It may contain, but is not limited to:

- Instructor led lectures in which theories and practicals will be discussed in detail.
- Student led critiques in which assignments are discussed.
- Films and screenings.

**Evaluation Methods:**

Students will be evaluated on the following:

- Event Logo (10%)
- Event Flyer (10%)
- Poster (Cause) (15%)
- Accordion Fold (15%)
- Midterm Exam (20%)
- A Well Kept Notebook (10%)
- Attendance and Participation (10%)
- Essay (10%)

**Grading:**

Students will be graded based on the following:

- Attendance, punctuality, and preparedness
- Participation in class discussion
- The ability to understand concepts and put them into practice
- The ability to communicate their works both verbally and written
- Craft and attention to detail when it comes to the hand-in

Grading Breakdown			
<b>A+</b> 97 - 99	<b>B+</b> 87 - 89	<b>C+</b> 77 - 79	<b>D+</b> 67 - 69
<b>A</b> 94 - 96	<b>B</b> 84 - 86	<b>C</b> 74 - 76	<b>D</b> 64 - 66
<b>A-</b> 90 - 93	<b>B-</b> 80 - 83	<b>C-</b> 70 - 73	<b>D-</b> 60 - 63
<b>F</b> Below 60			

Materials	
Mandatory	Optional
<b>Typography Book (Sold by Sean Thomas)</b> <b>USB Flash Drive</b> <b>Email Address</b> <b>Notebook</b> <b>Tracing Pad   Roll</b> <b>Sketchbook</b> <b>Pencils of various weights (4B to 2H)</b> <b>French Curves</b> Erasers Coloured Pencils Fine Point Pen Black and Coloured Markers X-Acto Knife & Blades 18 x 24 White Paper Ruler Set Squares Compass	Windows or OSX based Laptop Adobe Illustrator Adobe InDesign

### Attendance

Students are expected to attend all classes. If a student misses a class for any reason, he or she is responsible for making up any missed work.

After three (3) absences, the instructor reserves the right to withdraw the student from the course. Lateness beyond 15 minutes will be treated as an absence and any three (3) lateness will also count as an absence. Excused absences must be registered both with the instructor and the Director of Studies. Excessive absence or lateness of any kind will impact the student's final grade.

### Withdrawal

The instructor reserves the right to withdraw any student if he or she has three (3) or more absences. In addition, it may be recommended that a student withdraws from a course:

- If he or she falls behind in the assignments for any reason.
- If the instructor finds that the student demonstrates insufficient understanding of the course's prerequisites

### Resources

The website [www.karran.tv/bsa](http://www.karran.tv/bsa) has been created as a resource for students to review the in-class lectures and keep up to date with the course.

<b>Week Number</b>	<b>Subjects</b>
Week 01	Introduction to Course <b>Project: Event Logo</b>
Week 02	Review Sketching & Conceptualising
Week 03	Review Sketching, Conceptualising & Computers
Week 04	<b>Event Logo Due</b> <b>Project: Event Flyer</b>
Week 05	Review Sketching & Conceptualising
Week 06	Review Sketching & Conceptualising
Week 07	Review Sketching, Conceptualising & Computers
Week 08	<b>Mid-Term Assessment: Theory</b> Review Sketching, Conceptualising & Computers
	<b>Midterm Break</b>
Week 09	<b>Event Flyer Due</b> <b>Project: Cause Poster</b>
Week 10	Review Sketching & Conceptualising
Week 11	Review Sketching, Conceptualising & Computers
Week 12	<b>Cause Poster Due</b> <b>Project: Accordion Fold</b>
Week 13	Review Sketching & Conceptualising
Week 14	Review Sketching, Conceptualising & Computers
Week 15	<b>All Assignments Due</b>
Week 16	<b>Assignment Pickup (before 16:00hrs)</b>