GD100 Syllabus-Fall'15
GD100: Introduction to Graphic Design (3 credits)
Graphic Design Department
121 Stuckeman Family Building

Instructors may be reached through Angel mail.

Course Description
GD100: Introduction to Graphic Design is an introductory course designed to present a broad overview of the discipline and its role in our complex visual culture. Lessons focus on the history of design, the development of various niches of design, including corporate, identity, packaging and environmental, to design that incorporates motion and interactivity. Through their readings, students will be introduced to prominent graphic designers (both historic and contemporary), and learn more about the discipline as a profession.

Assignments for GD100 include identifying examples of design, creating basic designs and typographic exercises, and include assignments that introduce the designer's problem solving process. All assignments are due on their respective dates and must be uploaded before 11pm EST.

Course Objectives
- Gain a basic understanding of graphic design as a profession.
- Gain a basic understanding of the rich history of graphic design.
- Experience the problem-solving process of the graphic designer.
- Develop and hone sensitivity to the visual environment.
- Develop and hone critical skills, and articulate the same in writing.

Note to students with disabilities:
Penn State welcomes students with disabilities into the University's educational programs. If you have a disability-related need for modifications or reasonable accommodations in this course, contact the Office for Disability Services, ODS, located at 116 Boucke Building at 1-814-863-1807(V/TTY). For further information regarding ODS please visit their web site at www.equity.psu.edu/ods. Instructors should be notified as early in the semester as possible regarding the need for modification or reasonable accommodations. Since many students have disabilities not readily noticeable this announcement or statement encourages students to identify their needs early in the semester so timely adaptations can be made.

Academic Integrity Policy:
http://www.psu.edu/ufs/policies/47-00.html - 49-20

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Statement on Nondiscrimination and Harassment:
https://guru.psu.edu/policies/AD85.html

Counseling & Psychological Services Resources:
http://studentaffairs.psu.edu/counseling/

Class Attendance:
Policy: http://www.psu.edu/dept/ufs/policies/42-00.html - 42-27
Procedure: http://www.psu.edu/dept/oue/aappm/E-11.html

Copyright Policy

All course materials students receive or to which students have online access are protected by copyright laws. Students may use course materials and make copies for their own use as needed, but unauthorized distribution and/or uploading of materials without the instructor's express permission is strictly prohibited. University Policy AD 40, Recording of Classroom Activities and Note Taking Services, addresses this issue. Students who engage in the unauthorized distribution of copyrighted materials may be held in violation of the University's Code of Conduct and/or liable under Federal and State laws.

Grading

Grades in GD100 are determined by a series of 12 Lesson Assignments, A Midterm, A creative Assignment, and a Final Exam. Please note that Assignments have multiples parts. We use a point-based scale, and point values are distributed as follows:

	POINTS	TOTAL POINTS
Assignment #1: Graphic Design is Everywhere	20 points: images 20 points: statement	Total: 40 points
Assignment #2: Demographic Analysis	20 points: images 20 points: statement	Total: 40 points
Assignment #3: Elements & Principles of Graphic Design	20 points: images 20 points: statement	Total: 40 points
Assignment #4: Symbolism in Graphic Design	20 points: images 20 points: statement	Total: 40 points
Assignment #5: Images: Illustrated and Photographic	20 points: word association/mind map 20 points: image	Total: 40 points
Assignment #6: Expressive Typography	20 points: type 20 points: statement	Total: 40 points
	20 points: images 20 points: statement	Total: 40 points
Assignment #8: Book Jackets	20 points: image 20 points: statement	Total: 40 points
Assignment #9: Movie Posters	20 points: image 20 points: statement	Total: 40 points
Assignment #10: Analyzing the Visual Environment	20 points: image 20 points: statement	Total: 40 points
Assignment #11: Analyzing Package Design	20 points: image 20 points: statement	Total: 40 points
Assignment #12: Storyboards	20 points: image 20 points: statement	Total: 40 points
CREATIVE ASSIGNMENT		
Phase I: Prospectus		Total: 20 points
Phase II: Comprehensive Layout		Total: 20 points
Phase III: Peer Critique		Total: 20 points
Phase IV: Final Design		Total: 20 points
TESTS		
Midterm		Total: 100 points
Final Exam		Total: 100 points
		Total: 760 points

At the end of the semester, Final Grades are assigned based on your overall point total. The following scale is used.

POINTS	PERCENT	GRADE
707-760	93% -100%	A
684-706	90% - 92.9%	A–
662-683	87% - 89.9%	B+
631-661	83% - 86.9%	B
608-630	80% - 82.9%	B–
585-607	77% - 79.9%	C+
532-584	70% - 76.9%	C
456-531	60% - 69.9%	D
000 - 454	00% - 59.9%	F

Course Outline

WEEK	LESSONS	LESSON ASSIGNMENTS	ADDITIONAL DEADLINES
Week 1 08/24-08/28 **Orientation**	**Orientation of GD100**	Familiarize yourself with GD100 site.	
Week 2 08/31-09/04 **Lesson 1**	**Overview of the discipline of Graphic Design, & Graphic Design as a Profession** Read content for Lesson 1	**Lesson 1 Assignment due Monday 09/07 before 11pm EST**	
Week 3 09/07-09/11 **Lesson 2**	**The Design Process** Read content for Lesson 2	**Lesson 2 Assignment due Monday 09/14 before 11pm EST**	
Week 4 09/14–09/18 **Lesson 3**	**The Elements and Principles for Graphic Design** Read content for Lesson 3	**Lesson 3 Assignment due Monday 09/21 before 11pm EST**	
Week 5 09/21–09/25 **Lesson 4**	**Symbolism, Analogy, Metaphor and the Visual Pun** Read Lesson 4	**Lesson 4 Assignment due Monday 09/28 before 11pm EST**	
Week 6 09/28–10/02 **Lesson 5**	**Images: Illustrated and Photographic** Read content for Lesson 5	**Lesson 5 Assignment due Monday 10/05 before 11pm EST**	
Week 7 10/05–10/09 **Lesson 6**	**Typography** Read content for Lesson 6	Assignment #6: Expressive Typography **Lesson 6 Assignment due Monday 10/12 before 11pm EST**	**Midterm Exam:** Friday, Oct. 9th Course Readings: Lesson 1-6 before 11pm EST
Week 8 10/12–10/16 **Lesson 7**	**Visual Identity and Corporate Design** Read course content for Lesson 7	**Lesson 7 Assignment due Monday 10/19 before 11pm EST**	**Creative Assignment Phase I: Prospectus** Due Friday, Oct. 16th before 11pm EST

Week 9 10/19–10/23 **Lesson 8**	**Publication Design** Read content for Lesson 8	**Lesson 8 Assignment due Monday 10/26 before 11pm EST**	
Week 10 10/26–10/30 **Lesson 9**	**Poster Design** Read content for Lesson 9	**Lesson 9 Assignment due Monday 11/02 before 11pm EST**	**Creative Assignment Phase II: Comprehensive Layout** Due Friday, Oct. 30th before 11pm EST
Week 11 11/02–11/06 **Lesson 10**	**Environmental Design and Information** Graphics Read content for Lesson 10	**Lesson 10 Assignment due Monday 11/09 before 11pm EST**	
Week 12 11/09–11/13 **Lesson 11**	**Package Design** Read content for Lesson 11	**Lesson 11 Assignment due Monday 11/16 before 11pm EST**	**Creative Assignment Phase III:** **Peer Critique** Due Friday, Nov. 13th before 11pm EST
Week 13 11/16-11/20 **Lesson 12**	**Motion Graphics & Web Design** Read content for Lesson 12	**Lesson 12 Assignment due Monday 11/30 before 11pm EST**	
Thanksgiving Break **(no classes)** 11/22-11/28			
Week 14 11/30-12/04			**Creative Assignment Phase IV:** **Final Design** Due Friday, Dec. 4th before 11pm EST
Week 15 12/07-12/11			**Final Exam:** Wednesday, Dec. 9th Course Readings: Lesson 7-12