

GD102

INTRODUCTORY DESIGN STUDIO

Section 002
MON/WED 9:05 am – 12:05 pm
Borland 117 + 19

Instructor: Ryan Gibboney
Office: 21C Borland
rkg14@psu.edu
Office hours by appointment

COURSE DESCRIPTION

GD 102 Introductory Design Studio (3 credits) A studio course in defining problems, solving problems, and generating ideas.

Prerequisite: GD001S, GD100, GD101

COURSE OBJECTIVES: As a second-semester design studio in graphic design, the course is structured to build upon the techniques, skills, and concepts of GD101. Students will continue to explore methods of creative ideation, fundamentals of visual communication, practical application of design principles and elements, and hand-based production techniques. In addition, the computer is introduced as both a design tool and medium.

COURSE FORMAT

The course will consist of computer and studio time.

training labs, exercises and project assignments. Projects will be created using computers and related video editing software. Students are held responsible for participation in both class activities and individual projects. Use of cell phones is not permitted in class. Texting, Facebook, Tweets, internet surfing are also not permitted in class. You will be asked to leave and marked absent.

TOOLS & SUPPLIES: Projects will require students to work with many of the production tools, supplies and materials used in GD101. Specific requirements will be outlined for each assignment. Basic tools and supplies include:

X-acto Knife	Metal Ruler
Box of 100 No. 11 Blades	Metal T-square
Cutting Surface	Tracing paper (large)
Pens, Pencils, and other mark-making implements	Sketchbook
Adhesive (rubber cement and rubber cement pick-up) *	Paper (as needed)
2 Drafting Triangles, 45°/45° and 30°/60°	Drafting Tape
Sewing or Bookbinding Needle	Drafting Brush
Paper Clips	Bone Folder
Black Mat Board	Cover Stock

*Spray mount may be used as an alternative adhesive for certain projects, but spraying is not permitted in the Borland Building.

COMPUTER: Students are required to bring a laptop computer to class. You may use either PC or Mac. You will be required to have versions of Adobe Photoshop and Illustrator in addition to Microsoft Office, including Powerpoint. It is not the policy of the graphic design department to teach computer software. It is the responsibility of each

student to familiarize themselves with the required software. Penn State has purchased the Lynda Tutorial system for your convenience. To access, go to: lynda.psu.edu, and use your PSU Access ID to log in.

CAMERA: Digital cameras and other photographic equipment are available for students to check out at MTSS (Media Tech Services) located at the Wagner Annex.

Hours: Monday–Thursday: 7:45 a.m. to midnight; Friday: 7:45 a.m. to 7:00 p.m.
Main Phone: 865-5400 Email: UL-MTSSEQ@LISTS.PSU.EDU

GRADING POLICY This course is structured so that all work can be completed during a semester. There will be no incomplete grades given without a serious, documented excuse.

All work, at every stage of its process, must be presented on time, complete and properly formatted. Students are expected to participate meaningfully in critiques, discussions, and in-class exercises and to maintain a civil, inclusive environment.

In general, criteria can best be described as follows.

- A (Excellent) Indicates exceptional achievement
- B (Good) Indicates extensive achievement.
- C (Satisfactory) Indicates acceptable achievement.
- D (Poor) Indicates only minimal achievement. This grade indicates that the student may be seriously handicapped in carrying a more advanced course for which this course is a specific prerequisite.
- F (Failure) Indicates inadequate achievement necessitating a repetition of the course to secure credit.

Please do not let grades drive your motivation for any project, paper, or group discussion.

GRADING GUIDE

Project 1 Video	100 points	(30%)
Project 2 Video	100 points	(30%)
5 Exercise Videos	50 points	(20%)
Blog/Class Participation	50 points	(20%)

300 total points

GRAPHIC DESIGN STAFF SUPPORT
Ronda Markley
121 Stuckeman Building
814.865.0345

ATTENDANCE: Attendance and participation during studio time are required. The studio environment offers a unique opportunity for sharing ideas, reflecting on your process, applying skills, and giving and receiving feedback. You are allowed to miss two (2) classes during the semester. It is expected that you get any information about assignments, as well as lessons from your classmates.

Arriving to class after attendance has been taken will result in being marked absent. However, the student is still advised to remain for the remainder of class in order to receive the benefit of the presented material.

All students must abide by health and safety regulations while in the studio environment.

Please keep cell phones and other mobile devices quiet and out of sight except when they are being appropriately used to further in-class work.

ATTENDANCE

We will be covering a great deal of highly technical ground and moving quickly, it is imperative that students attend each class. Attendance to class is mandatory. There are **2 allowed absences** to be used in the case of illness, transportation problems, family emergencies, etc. After 2 absences the student's grade will be lowered one letter grade and lowered another lettered grade for each following absence. On the **5th absence student will receive a failing grade for the course**. Attendance will be taken only once during the class period. A student may enter class late, but will be marked absent if 15 minutes late. Being late 3 times equals one absence. Students are held responsible for all information presented during class and are responsible to get caught up if a class has been missed.

ACADEMIC INTEGRITY STATEMENT: "Academic integrity is the pursuit of scholarly activity in an open, honest, and responsible manner. Academic integrity is a basic guiding principle for all academic activity at The Pennsylvania State University, and all members of the University community are expected to act in accordance with this principle. Consistent with this expectation, the University's Code of Conduct states that all students should act with personal integrity, respect other students' dignity, rights and property, and help create and maintain an environment in which all can succeed through the fruits of their efforts." (University Faculty Senate Policy 49-20) Academic dishonesty includes, but is not limited to, cheating, plagiarizing, fabricating of information or citations, facilitating acts of academic dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students.

ACCESSIBILITY STATEMENT: Penn State welcomes students with disabilities into the University's educational programs. If you have a disability-related need for reasonable academic adjustments, contact the Office for Disability Services (ODS) at 814-863-1807 (V/TTY). For further information regarding ODS, please visit the Office for Disability Services website at <http://equity.psu.edu/ods/>.

In order to receive consideration for course accommodations, you must contact ODS and provide documentation (see the documentation guidelines at <http://equity.psu.edu/ods/guidelines/documentation-guidelines>). If the documentation supports the need for academic adjustments, ODS will provide a letter identifying appropriate academic adjustments. Please share this letter and discuss the adjustments with your instructor as early in the course as possible. You must contact ODS and request academic adjustment letters at the beginning of each semester.

GD102

INTRODUCTORY DESIGN STUDIO

SPRING 2015 SCHEDULE

002 MW 9:05-12:05
003 TR 11:15-2:15

Borland 117 & 19
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Ryan Gibboney
Joel Priddy

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Week	Class	Day	Date	In Class Lectures & Project Due Dates
1	01	MON	01/12	Introductions, Syllabus Review / INTRO Project 1
	02	WED	01/14	Workday / Intro Exercise 1: Logo Trace
2		MON	01/19	NO CLASS: MLK Day
	03	WED	01/21	EXERCISE 1 Due
3	04	MON	01/26	Workday
	05	WED	01/28	PROJECT 1 DUE (Crit) / Intro Exercise 2: Found Alphabet Translation
4	06	MON	02/02	Lab Workday Ex 2 / Intro Project 2: Designing with Type
	07	WED	02/04	EXERCISE 2 DUE / DIGITAL SKETCHES DUE PROJ 2
5	08	MON	02/09	Lab Workday / Complete Exercise 3 / Work on Exercise 3: Color Interaction
	09	WED	02/11	PROJECT 2 DUE (Crit) / EX 3 DUE / Intro Project 3: Typographic Cube
6	10	MON	02/16	Exercise 4: Mock Cube in class / Lab Workday (setting Type in Illustrator)
	11	WED	02/18	EXERCISE 4 DUE / Studio Workday / Gouache demo
7	12	MON	02/23	Print Illustrator layouts, mockup/ink final cubes
	13	WED	02/25	Studio Workday painting/inking final cube
8	14	MON	03/02	PROJECT 3 DUE (Crit) / Intro Project 4: One Word Broadside
	15	WED	03/04	Lab Workday / Photoshop Editing Demo / Conduct Research
9		MON	03/09	NO CLASS: Spring Break
		WED	03/11	NO CLASS: Spring Break
10	16	MON	03/16	Intro Ex 5: Hand Lettering / Studio Demo / Project 4 Research Due
	17	WED	03/18	
11	18	MON	03/23	EXERCISE 5 DUE
	19	WED	03/25	
12	20	MON	03/30	PROJECT 4 DUE (Crit) / Intro Project 5: Portfolio
	21	WED	04/01	
13	22	MON	04/06	
	23	WED	04/08	
14	24	MON	04/13	First Draft Portfolio Due (Informal Crit)
	25	WED	04/15	
15	26	MON	04/20	Workday / One on One meetings
	27	WED	04/22	Workday / One on One meetings
16	28	MON	04/27	PROJECT 5 DUE (Crit)
	29	WED	04/29	All work due

**Schedule is Subject to Change.*

Critique Guidelines

WHAT IS A CRITIQUE? WHY DO WE HAVE CRITIQUES?

Critiques may be viewed as the A&D equivalent of a quiz or test. Critiques provide an opportunity for you and your classmates to discuss and evaluate your work. Design is half creation and half discussion; simply creating a design is not enough. While you will always receive written comments from your instructor; critiques are *your* time to use *your* design vocabulary and voice *your* opinion on the work of your classmates. It is important that both accomplishments and flaws are discussed. While critiques may vary, the following are some general objectives:

- To appreciate the aspects of the design that are done well.
- To call attention to the aspects of the design that requires further development.
- To make suggestions of ways to correct the aspects of the design that need further development.
- To briefly comment on the craft of the design.
- To challenge the ideas or concepts the designer employed in the design.

The bulk of critiques should be an open dialog between you and your classmates. Your instructor is merely there to moderate and facilitate the discussion. Regardless of what major you intend to pursue, the ability to think critically and clearly express yourself will be very important.

WHAT SHOULD YOU SAY?

The topics of the critique will vary depending on the project. It is always a good idea to incorporate your design vocabulary into your evaluation.

- Does the design meet all of the requirements of the project?
- Is the design the expected solution or has the designer pushed his/her design further?
- Do all of the elements of the design work well together? (line weight, unity, proportion, etc.)
- Are the elements that the designer chose to stress clearly communicated?
- Do all parts of the design look intentional?
- Is the craft clean?

Never hesitate to be critical of the work being presented, since this is the whole reason we are holding a critique. Be confident in your analysis and be prepared to defend your reasoning. Don't waste time making excuses for poor craft or underdeveloped design (either in your own work or your classmate's work).

WHAT YOU SHOULDN'T SAY

There are certain phrases that are not appropriate, because they are subjective, vague, or an inappropriate way to express objective constructive criticism.

- I like your design.
- It's cool. It's neat. It's awesome.
- It looks like a _____
- This kind of fulfills the assignment.
- The craft is poor, but I can understand that because the material is hard to work with.