



DOANE
UNIVERSITY

SYLLABUS

Course Title	Graphic Design I
Course Number	GRD 315
Number of Credits	3
Course Dates	8/13/18 – 10/13/18
Instructor	Chris Hadfield
Email Address	chris.hadfield@doane.edu
Office Hours/Availability	5:30-6 Monday - Thursday
Phone Number	402.202.2435
Textbook Information: (e.g. title, edition, publisher, ISBN)	NA
Additional Course Materials	NA

Course Description	<p>This course applies the principles of graphic design and the appropriate software programs to print media for advertising, publications, and corporate communication. Students learn how to develop design solutions that respond appropriately to stated criteria and are conceptually sound and perceptively inventive.</p> <p>Prerequisite: GRD 115 or permission</p>
Program Outcomes	<ul style="list-style-type: none"> a. Develop critical and analytical thinking skills b. Apply creative solutions to complex problems c. Gain working knowledge of communication concepts, processes, and visualization of techniques d. Appreciate the role of graphic design history and criticism as a framework for practice e. Master current material and tools, and technologies for graphic design f. Understand the underlying principles and practices in image design, typography, symbol systems, informational and promotional design, multimedia, and Web design g. Recognize the designer's responsibility to the client, audience, and society h. Practice effective and innovative communication in the field of graphic design
Course Learning Outcomes/Objectives	<p>Upon completion of the course, students will:</p> <ul style="list-style-type: none"> • Have a large arsenal of advanced Photoshop techniques for use in design. • Have a greater understanding of how to use type and graphics in specific “real world” situations. • Be able to produce graphics “from scratch” in Photoshop. • Have a greater understanding of the most used tools in Photoshop. • Have techniques that will help increase speed and productivity in Photoshop.
Technology Requirements	<p>https://www.doane.edu/faq/minimum-computer-requirements</p>

Course Schedule

Week or Module	Topic	Content	Assessments Matched to Learning Outcomes	Due Date & Time
1-3	Design for Magazine Ads	Discussion of what makes good magazine ads including typography and image manipulation	Students will learn how to effectively design ads for print publications such as magazines	End of week 3
4-6	Movie Posters DVD and Book covers	Students will be given a short story that they will then interpret into designs for Movie Posters, DVD packaging and Book covers	Student will have the knowledge to effectively design for mass marketing	End of week 6
7-8	Music	Students will design a full rollout for a music release including CD design, Poster Design, Web Advertising, and Itunes page design	Another lesson in effective mass market design	End of week 8

Grading Assessments

Type of Assessment	Points	Total possible points
Ads	33.3	33.3
Movie Project	33.3	33.3
Music Project	33.3	33.3

Grade Scale (Grade scale will be program specific. Please check with the applicable Program Director for this information.)

A=90%-100%

B= 80-90%

C= 70-80%

D= 60-70%

F= 59% or

below

Participation Policy	<p>A student is expected to be prompt and regularly attend on-ground classes in their entirety. Regular engagement is expected for on-line courses. Participation in class discussions is an integral part of your grade.</p> <p>(Faculty to insert any additional class participation; see resource page for ideas.)</p>
Study Time	<p>Expectation of the amount of time the course requires students to spend preparing and completing assignments. Typically, students could expect to spend approximately 12 hours a week preparing for and actively participating in this 8-week 3 credit hour course. This actual time for study varies depending on students' backgrounds.</p>
Late Work	<p>(Include expectations regarding late work; please see attachment for examples.)</p>
Submitting Assignments	<p>(Include expectations regarding students' submission of assignments, for example, in class or in Blackboard.)</p>
Communication Policy including Assignment Feedback	<p>(State your policy on timeliness of communicating with students and length of time needed before assignments will be graded, e.g. 48 hours.)</p>
Academic Integrity Policy	<p>New Academic Integrity Policy to be released AUTM 2018</p>
Academic Support	<p>Please contact academicsupport@doane.edu https://www.doane.edu/graduate-and-adult/academic-support</p>
Disability Services	<p>https://www.doane.edu/disability-services Doane University supports reasonable accommodations to allow participation by individuals with disabilities. Any request for accommodation must be initiated by the student as soon as possible. Each student receiving accommodations is responsible for his or her educational and personal needs while enrolled at Doane University. Please contact Chris Brady at chris.brady@doane.edu or 402-467-9031 for assistance.</p>
Military Services	<p>https://www.doane.edu/graduate-and-adult/military</p>

Anti-Harassment Policy	http://catalog.doane.edu/content.php?catoid=5&navoid=452
Grade Appeal Process	http://catalog.doane.edu/content.php?catoid=5&navoid=238
Credit Hour Definition	Doane University follows the federal guideline defining a credit hour as one hour (50 minutes) of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for approximately fifteen weeks (one semester), or the equivalent amount of work over a different time period (e.g., an 8-week term). This definition applies to courses regardless of delivery format, and thus includes in-person, online, and hybrid courses (combination of in-person and online). It also applies to internship, laboratory, performance, practicum, research, student teaching, and studio courses, among other contexts.
Syllabus Changes	Circumstances may occur which require adjustments to the syllabus. Changes will be made public at the earliest possible time.