

Junior Graphic Design I

Art 3337 /17169

Class 304b Fine Arts | Tu/Th 2:30 p.m. – 5:30 p.m.
Website class.derekwitucki.com
Instructor Derek Witucki, drwitucki@uh.edu
318 FA, office hours by appointment

Learning Objectives

Students will learn to prepare digital files for commercial print production using Adobe Illustrator, Photoshop, and InDesign.

Students will learn best practices for print production.

Students will design and produce an 8.5 x 11 inch book that reflects the course content.

Learning will take place through in class lectures, demonstrations, exercises, and two field trips: one to a paper distribution company and another to a printing plant.

Course Description

ART 3337 is an introduction to print production for graphic designers. Throughout the semester students will complete lessons designed to reinforce principles taught in the classroom. The lessons will require students to research, write and design content that will be bound and presented as a "Production Workbook."

Production Workbook

Each student will use knowledge from previous design classes including typography, composition and color, to design and produce their own Production Workbook. The contents of the workbook will focus on principles of typography, image preparation, paper classification, and printing technology.

This semester-long project challenges students to expand both their software and design skills.

Attendance

Attendance is an integral part of this course and roll is taken in each class. Students are expected to attend every class. Policies: **1)** more than three absences during the semester will result in a reduction of your final course grade

by one letter. **2)** More than six absences will result in course failure. **3)** Each late arrival to class after three will be marked as an absence. A late arrival occurs when you come to class after the class roll has been called. **4)** If you arrive late, you are responsible for notifying me before the end of class, otherwise you will be marked absent.

Excused Absences

If, during the semester, you miss class due to a severe illness or family emergency (death, unforeseen hospitalization or other traumatic event), you must contact me as soon as possible to receive an excused absence and to make arrangements for missed deadlines or late work.

If you know you will miss class time due to religious holidays not recognized by the University, inform me one week in advance of the holiday to receive an excused absence and to make arrangements for missed or late work.

Counseling & Psychological Services

Counseling and Psychological Services (CAPS) can help students who are having difficulties managing stress, adjusting to college, or feeling sad and hopeless. You can reach CAPS (www.uh.edu/caps) by calling 713-743-5454 during and after business hours for routine appointments or if you or someone you know is in crisis. No appointments are necessary for the "Let's Talk" program, which is a drop-in consultation service at convenient locations and hours around campus. www.uh.edu/caps/outreach/lets_talk.html

American with Disabilities Act

In accordance with the guidelines of the American with Disabilities Act, I will make every effort to reasonably accommodate students who request and require assistance. If you have any questions about this policy, please see me immediately after class. If you believe

you will need accommodations see me no later than the fourth class day of the semester.

Student Responsibilities

The following are expected of each student: To arrive for class on time and remain in attendance until class is dismissed; to visibly show progress for each project or lesson through sketching and critiques; to participate in critiques and class discussions; to meet deadlines for assignments; and to ask about any assignments missed due to absence or tardiness. Failure to meet any of these responsibilities will negatively impact a student's semester grade.

Course Grade

30% Production Workbook Midterm
70% Production Workbook Final

Production Workbook Grade

The Production Workbook will be graded twice; once at midterm and again at the end of the semester. The midterm will count toward 30% of the overall PWB grade and the final will count toward 70% of it. See workbook handout for midterm and final deadlines and specific grading criteria.

Late Assignments

Class assignments not turned in by posted due dates will be penalized one letter grade for each class day the assignment is late. **I will not accept assignments more than two class days past the original due date.** This policy also applies to the midterm and final deadlines for the Production Workbook.

Final Portfolio

The final portfolio for this class will be the completed Production Workbook. It will be due on the last class day of the semester. **Failure to submit a workbook by the deadline will result in a grade of "F."**

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COURSE REQUIREMENTS AND SUPPLIES

Required Course Materials

The Graphic Design Reference & Specification Book: Everything Graphic Designers Need to Know Every Day. Poppy Evans, Aaris Sherin & Irina Lee.
ISBN-13: 978-1592538515

Reference Books

A Type Primer (2nd edition). John Kane
ISBN-13: 978-0205066445

The Fundamentals of Typography (2nd edition). Gavin Ambrose and Paul Harris.
ISBN-13: 978-2940411764

Basics Design 07: Grids (2nd Edition).
Gavin Ambrose and Paul Harris. ISBN-13:
978-2940411924

Thinking with Type, Ellen Lupton.

Supplies

3-Ring Binder, 1 or 1.5 inch thick