

# Intro to Graphic Design Syllabus

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ART 3005

## Course Description

Graphic Design is everywhere, from billboards on the street, books you read, title credits on movies, to menus at restaurants, yet many people have a hard time describing exactly what it is. Essentially, graphic design is the art and skill of combining text and pictures to represent ideas, in both printed and digital media. And while graphic design has been around for decades before computers, computers have popularized the study and made executing artwork faster and more accessible.

In this class students will explore concepts of graphic design through conceptual thinking and visual hierarchy. We will focus on analog idea generating and use Adobe Photoshop, Illustrator, and InDesign to execute each project.

## Objectives

- Develop idea generating skills and create designs that communicate clearly.
- Understand how to use Adobe Photoshop, Illustrator, and InDesign independently.
- Participate in self-criticism and group critiques by posting in discussions on Canvas.

There are **three graded projects** in this class:

1. Letter-Image Combination (using Illustrator)
2. City Scape Project (using Photoshop and Illustrator)
3. Journey/Quarantine Book (using InDesign, Photoshop, and Illustrator) to be produced as an online booklet (if you are interested we can also discuss how to print a paper copy)

For each project grading will be based on technical mastery of the program and creativity/clarity of your design. I will give you one grade for technical mastery and one grade for design, so by the end of the class you will have six grades.

## Grading breakdown

- Letter-Image Combination: 20%

- Water Tower Project: 25%
- Multi-Page Booklet: 40%
- Class attendance and participation in critiques: 15%

### **Attendance and Handing in Assignments**

This is a blended synchronic and asynchronous class, meaning **we will have class over zoom on Mondays and Wednesdays at 6:45pm EST** where we will introduce the projects, go over your progress, and address any questions. In between classes you will watch prerecorded videos where I go over all of the techniques and steps to finish the projects. With the exception of critique days where we go over your work, you can expect class to last about 15-30 minutes. You are expected to attend all of the zoom classes and respond to Discussions in Canvas. If you are unable to attend a class, email me in advance to let me know.

All projects will have first, second and final drafts due, only the final draft will go towards your final grade. You will hand in your first drafts by posting to the First Draft Discussion for each project by 6pm, then in class you will each take a turn sharing your screen and showing your work. After class I will give each of you detailed, written feedback on your assignment in the Discussion.

Second drafts will be due the same way, except for the first project where you will just show the second draft by sharing your screen.

You will submit your Final Project by submitting it to the given Assignment. When you have all submitted your work I will send the class an email with everyone's work finished work :)

### **Late Work**

All assignments must be handed in on time. If you miss the deadline I will deduct 1/3 a letter grade for each class the assignment is late. Meaning, if an assignment is due Monday and your work deserved an A, by Wednesday you will get a A-, and the following Monday you would be down to a B+.

### **Materials**

- A working laptop or desktop—any brand works—with Adobe Photoshop, Illustrator, and InDesign downloaded on to it.
  - Photoshop, Illustrator, and InDesign can be purchased by buying the Creative Cloud through Adobe. You can find the student pricing (\$19.99 per month for the first year) by following [this link \(Links to an external site.\)](#).
- Camera (cell phone camera works)
- Sketchbook (any notebook works)
- Pen and/or pencil
- Flash drive: 16-32 Gig
  - The flash drive is optional and is just to help you manage storage space. Many of the files you will create in this class will be bigger than files you may have worked with in

the past. If you find that your computer is running out of space, a flash drive will help provide more storage.

## Resources

- [Lynda \(Links to an external site.\)](#) is an online learning platform. It is accessible for free with a [New York Public Library card \(Links to an external site.\)](#). This can be a helpful tool if there is something you are interested in that I do not address in one of my videos.
- [Design Basics \(Links to an external site.\)](#), by Lauer and Pentak, Eighth Edition, Wadsworth/Thomson Learning

## Special Needs

*Students who wish to request disability-related accommodations should schedule an appointment with the Office of Disability Services, by contacting Abigail Kelsen at [akelsen@yu.edu](mailto:akelsen@yu.edu); during the first week of classes.*

## Academic Integrity

Academic integrity is at the core of all intellectual pursuits, both in the yeshiva and in the college. This [university-wide policy](#) provides a clear definition of what is considered cheating and plagiarism and sets forth penalties for those who do not live up to these standards in class assignments and exams.