

**PAIER COLLEGE OF ART
Hamden, CT**

STUDENT COURSE OUTLINE

COURSE TITLE: Graphic Design III

COURSE NO: GD340

SEMESTER HOURS: 2

CLOCK HRS PER WK: 3
1 Hr. Lecture/2 Hr. Studio

SEMESTER: Fall 2015

INSTRUCTOR: Pete Miserendino

COURSE DESCRIPTION: Working with clients and responding to their advertising needs are major elements of art direction. Through lectures and critiques, this course examines the psychological aspects of graphic design as they apply to the advertising needs of the clients. Prerequisite: GD241

COURSE OBJECTIVE: Learn to take criticism and apply it to the student's own work. To learn to give criticism and to work with others. To be able to make correct decisions quickly.

TOPICAL OUTLINE:

- Week 1: Introduction to the course and materials needed.
- Week 2: Full size rough on newspaper ad. Lecture and critique.
- Week 3: Full size finish on newspaper ad. Critique.
- Week 4: Full size rough on TV Guide Cover
- Week 5: Full size finish on TV Guide Cover
- Week 6: Full size rough on travel poster. Lecture and critique.
- Week 7: Full size finish on travel poster. Critique.
- Week 8: Full size rough on annual report cover. Lecture and critique.
- Week 9: Full size finish on annual report cover. Critique.
- Week 10: Full size rough calendar design. Lecture and critique.
- Week 11: Full size finish on calendar design. Critique.
- Week 12-14: Full size rough on box design. Lecture and critique.
Full size finish on box design. Critique
- Week 15: Review of course.

TEXTBOOKS: None

COURSE MATERIALS: * Illustration board * colored inks
* poster paint * ad art pad
* tracing pad * colored paper
* full set magic markers
Approx. cost: \$50 - 100

ACADEMIC EXPECTATIONS

Grading: All tests, assignments, and attendance will count as equal grades toward your final semester grade. (Example, if one test, one quiz, and two classroom assignments are given in one semester, each one equals 20% or one-fifth of the final semester grade; attendance will make up the remaining 20% or one-fifth of the grade. Attendance will be graded as follows:

0 Absence = A
1 " = B
2 " = C
3 " = D
4 or more = F

Make-Up: * All assignments will have a due date.
* Any assignment not presented by its due date will be marked late and must be made up.
* Late make-up assignments will have 10 points taken off for each week of lateness. All make-up assignments must be completed correctly and handed in by the end of the semester or no credit will be given for the course.
* Assignments that must be made-up because of medical or extra-ordinary circumstances will be taken into account if they are documented

Attendance:

Attendance is taken in all classes. Two excused absences are allowed in a two-semester hour class, three in a three-semester hour class, etc.

Absent: Anyone arriving 15 minutes after the scheduled class hour will be marked as absent in their attendance records.

Students are required to appear promptly for their classes. Arrival of five minutes after starting time will result in being marked late. Three accumulated latenesses per semester will count as one absence.

For more information on attendance, consult the student handbook.

BIBLIOGRAPHY: All periodicals and books listed below can be found in the Paier Library.

Periodicals:

Advertising Age
Advertising Techniques
American Printer and Lithographer
Art Direction
Communication Arts
Graphics
Print
Printing Impressions
Upper & Lower Case

Books:

Advertising Procedure
Basic Typography
How to do Past-up and Mechanicals
Layout
Preparing Art and Camera Copy for Printing
The Language of Layout

Annuals:

Annual of Advertising
The Art Directors Club Annual