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Art 341 / Syllabus

Art 341 | Graphic Design Production

Course Description:

Production mechanics of designed projects are prepared for offset printing and digital reproduction. In-depth review of color separations, ink, paper, and current trends in print production as well as digital reproduction and multimedia.

Course Objectives:

Learn technical aspects of Adobe InDesign, Adobe Illustrator, and Adobe Photoshop and how these programs are used in design and production of offset printed projects.

- File organization and preparation for reproduction
- History, Prepress, Printing Process, Font Management, Paper and Binding/Finishing
- Portfolio pieces

Prerequisites:

ART 200 – Introduction to Visual Technology
ART 244 – Graphic Design I

Materials:

You will need to purchase the following tools if you do not already own them. You will also be required to have the means necessary to output your work. Graphic design courses rely on printed output to assess student progress. It is not required to carry all of the materials to class everyday, but when asked to have them, please be responsible and make sure you are always prepared to work. Factor in the cost of outputting your work this semester.

- Storage devices (USB Flash Drives, Portable Hard Drive)
- White Poster Board – As needed
- Large Format Inkjet Printer
- T-Square – Metal at least 24"
- Xacto Knife with #11 Blades
- Triangle, 12" Minimum
- Sketchbook
- Steel Ruler (24") Corked Back
- Tracing Paper (14 x17)
- Digital Camera
- Super 77 Spray Adhesive
- CDRW or CDR for turning in projects
- other materials as needed per project

The Computer:

As you already may be aware, the Mac and its software are the main tools for the execution of graphic design. Students are recommended to use the computer lab outside of class or your own computer at home. Lab-time is not regulated, but it is up to you to get as much experience using the computer. The majority of the work in this class will be completed on the computer, but be aware that the computer is just a tool and that fundamentals and concepts are what we are emphasizing in this course. "There is nothing worse than a sharp image of a fuzzy concept". It is your responsibility to always keep your files backed up and organized.

Lab hours are posted on the front door of every lab. Please make yourself aware of which labs are available to you.

Final Exam:

You are required to meet at the posted exam time for this class.

Attendance:

Studio/Lab courses, such as this, strongly take into consideration the entire learning and work habit process as well as required assignments.

Attendance is mandatory. Lectures, directions, demonstrations and critiques will not be repeated. Each student is expected to stay the full length of the class from beginning to the end. Do not miss class on days that projects are due because of unfinished projects. It is important you still receive information on those days. It is your responsibility to get missed information due to absences or tardiness.

More than 3 absences will result in lowering your final grade by 1/3 grade unit per absence. For example, with 4 absences, an A becomes an A-. With 5 absences it would become a B+.

The 3 excused absences are for illness or emergencies, not excused "cuts".

3 tardies = 1 Absence.

Coming late after 50% of session has elapsed = 1 Absence

I will take attendance during the first 5 minutes of class. If you arrive late, please notify the instructor. If you are late continually it will affect your overall final grade significantly.

The University gives authorization to lower grades for poor attendance and tardiness at the instructor's discretion.

An incomplete is only given if the student has completed the majority of the coursework and cannot complete the remainder of the course due to a reason beyond their control.

Evaluation:

Students will be evaluated on the basis of:

- Projects
- Class participation, interaction, and discussion.
- Evidence of initiative, creative and imaginative responses.
- Attendance
- Quizzes and written assignments

Grading:

Sample Project Grade Rubric

10 process (thumbnails, research, class crits)
10 participation/presentation (class participation and crits)
10 concept (overall idea and development of ideas)
10 execution (final solution, typography, color, image, layout etc)
10 craft (final physical appearance)
10 file preparation (digital file collected)

TOTAL = 60 total points

There will be quizzes and writing assignments during the semester.

Extra credit assignments and projects will be developed as well.

Blogging:

You will be required to blog once a week on topics related to graphic design production. You are also required to comment twice a week on other classmates blogs. The blog will also be used as a tool to post progress so we can critique and have discussions outside of the classroom environment. More details will be discussed in class.

<http://wordpress.com>

Late Projects:

DO NOT TURN IN LATE PROJECTS. The design profession is based on deadlines. If you choose to turn in a final stage of a project late, you will receive zero credit in the presentation portion of your grade. Each course meeting the project is late you will be deducted 10 points overall. Turn it what you can the day that it is due.

Project improvements can be made, but not to improve your grade. What you turn in the day it is due is what will be graded. This is an upper division class and there are no exceptions.

A few notes on project due dates:

1. Turning in something on the day it is due is almost always better than turning in nothing at all or turning it in late.
2. If something is due and you have nothing, show up anyway as participation with others IS PART OF YOUR GRADE.
3. If you come late the day a final project is due for presentation, you will NOT be able to present your work and you will receive -5 points in the presentation/participation portion of your grade.

Definitions of Academic Honesty:

CHEATING is the act or attempted act of deception by which a student seeks to misrepresent that he/she has mastered information on an academic exercise that he/she has not mastered.

FABRICATION is the use of invented information or the falsification of research or other findings in an academic exercise.

FACILITATING ACADEMIC DISHONESTY is intentionally or knowingly helping or attempting to help another commit an act of academic dishonesty.

PLAGIARISM is the submission of another's work as one's own, without adequate attribution. When a student submits work for credit that includes the words, ideas or data of others, the source of the

information must be acknowledged through complete, accurate, and specific references, and, if verbatim statements are included, through quotation marks or indentation as appropriate.

Miscellaneous:

- I. Don't be shy about experimentation. I will be looking for ideas and projects that push the limits.
- II. Always talk to me if there are any issues that deal with the projects. I will give you feedback, explanations, suggestions, etc. Do not be afraid to run any concept or idea by me. I want to encourage creativity and experimentation as long as you understand the fundamentals.
- III. This class is intended to serve your needs. Learning requires active participation. If you have personal suggestions or requests, please do not hesitate to address them.
- IV. Do not to use the computers, scanners, and printers for other class projects or work on any other projects during class time other than our own.
- V. Food and drink are prohibited in computer labs.
- VI. Show respect and be helpful to your fellow students. Have your work done and be present when we view the class work. Help each other in the lab. Remember, the person you help today might return the favor in the working world. Start creating your contacts now.
- VII. Participate in SAGA (Student Advertising Graphics Association) here at CSUN and AIGA (American Institute of Graphic Arts) Los Angeles Chapter events. Begin to immerse yourself in the industry. It will help you greatly.

Projects:

There will be 4 projects in this course. The schedule is handed out on a per project basis and is subject to change. You will receive these via email as well as updates and any additional course information. Please forward your CSUN email accounts to your main email account if you do not use it! This is the primary method of communicating with you outside of the classroom. Also make sure to declare yourself as Graphic Design in your emphasis – you will be sent materials related to this area.

*this syllabus is subject to change

search

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