California University of Pennsylvania
Guidelines for New Course Proposals
University Course Syllabus
Approved: 2/4/13

Department of Art and Design

A.   Protocol

       Course Name: Intro the Graphic Design
       Course Number: ART 127
       Credits: 3
       Prerequisites: None
       Maximum Class Size (face-to-face):   22
       Maximum Class Size (online):
              (Choose which one is appropriate or both if applicable)

B.   Objectives of the Course:
       1. Students will demonstrate their knowledge of the elements of Graphic Design
           through the creation of individual and group projects.
       2. Students will be able to use the Macintosh Platform.
       3. Students will be able to use 30%-50% of the QuarkXPress Program.
       4. Students will be able to use 30%-50% of the Adobe Photoshop Program.
               (see detailed topical outline of the course)

C.   Catalog Description:

       The course will introduce the student to the Macintosh as a production tool.   It
       will provide the student with an understanding of the major concepts in the field
       of graphic design and how design relates to advertising and marketing.

D.   Outline of the Course:

        A.   Beginning Observations
                 1.   Planning
                          a.   Audience (who)
                          b.   Message   (what)
                          c.   Distribution (where)
                 2.   The Role of Desktop Publishing
                 3.   Coherence
                          a.   Form and Function

4. Proportion
   a. Hierarchy of Information
5. Direction
   a. Direction as a Guide
   b. Direction as a Map
6. Surprise and Boredom in Publications
   a. Unity and Variety
   b. Contrast
   c. Tension
7. The Big Picture
   a. Type Families
   b. Color Families
   c. Simplicity in Design

B. Tools of Organization
   1. Graphic Organizers
      a. Grids
      b. Borders
      c. Margins
   2. Graphic Separators
      a. Rules
      b. Boxes
   3. Columns
      a. Dark Publications
      b. Light Publications
      c. Column Widths
   4. Text Organizers
      a. Headlines
      b. Subheads
      c. Captions
      d. Mastheads
      e. Headers
      f. Footers
      g. Symbols

C. Building Blocks of Graphic Design
   1. White Space
      a. Surrounding a Headline
      b. Margins of an Advertisement or Publication
      c. Space Between Columns of Type
      d. Flush-left Type
      e. Indented Sentences

   f. Between Paragraphs
  2. The Language of Type
    a. Serif Type
    b. Sans-serif Type
    c. Type Style
    d. Type Weight
    e. Type Size
    f. Tracking
    g. Kerning
  3. Alignment
    a. Flush-left
    b. Flush-right
    c. Justified
    d. Forced Justified
    e. Centered
  4. Runarounds
  5. Distortion
    a. Stretching Type
    b. Skewing Type
    c. Compressing Type

D. Tools of Emphasis
  1. One Color Impact
    a. Reverse
    b. Screens
  2. Color
    a. Paper as Color
    b. Pantone Matching System
    c. Spot Color versus Process Color
    d. Overprinting Colors
    e. Speciality Inks
  3. Bleeds
  4. Kickers
  5. Initial Caps
    a. Drop Caps
    b. Sinks
  6. Photographs
    a. Stock Photography
    b. Photo Shoots
    c. Digital Photography
    d. Scanning Photography
    e. Your Scanner as a Camera

              f.   Cropping
- 7. Illustrations
    - a.   Stock Illustration
    - b.   Hiring an Illustrator
    - c.   Scanning Illustrations
    - d.   Computer Illustrations
    - e.   Manipulating Illustrations

E.   Common Design Pitfalls
- 1. Irregularly Shaped Blocks of Copy
    - a.   Complicated Runarounds
    - b.   Angled Type
- 2. Widows and Orphans
- 3. Unequal Spacing
- 4. Exaggerated Tabs and Indents
- 5. Excessive Hyphenation
    - a.   Narrow Column Widths
- 6. Grammatical Errors
- 7. Cramped Logos and Addresses

Da.   Detailed Topical Outline of the Course: Introduction to the Macintosh

A.   Basics
- 1. Working with Windows
- 2. Creating Documents
- 3. Editing Text
- 4. Switching Between Programs
- 5. Organizing Files

B.   Disks
- 1. Protecting Files on a Hard Disk
- 2. Testing and Repairing a Disk
- 3. Starting up From a Different Disk

C.   Files and Programs
- 1. Opening a Program
    - a.   Assigning More Memory to a Program
- 2. Opening a Document
- 3. Opening DOS or Windows Files
    - a.   Assigning Applications to a DOS or Windows File
- 4. Saving a Document
- 5. Finding Files

   a. Saving Search Criteria
   b. Finding the Origin of an Alias
  6. Searching the Contents of Files
   a. Creating or Updating an Index
  7. Changing the Name of a File
  8. Changing the Way Files Look
  9. Copying Files
  10. Switching Between Open Programs
   a. Using the Application Switcher
   b. Switching From One Program to Another
  11. Organizing Files in Folders
  12. Copying Files
  13. Throwing Away Files
  14. Viewing and Sorting Files
  15. Locking and Unlocking Files

D. Troubleshooting
  1. If Your Computer Frequently "Crashes" or "Freezes"
   a. Resolve SCSI ID Conflicts
   b. Resolve System Extension Conflicts
   c. Reset PRAM
   d. Test and Repair the Hard Disk
   e. Reinstall System Software
   f. Apple System Profiler
  2. Error Messages
   a. Type 1,2 and 3 Errors
  3. Getting Information About Your Computer
  4. Performance Problems
   a. Adjusting Memory Usage
   b. Adjusting Keyboard and Mouse Settings
   c. Turn Off Menu Blinking
   d. Reduce the Color Depth
   e. Computer Calculating Folder Sizes
   f. Turning On/Off Apple Talk
   g. Extension Conflicts
  5. Preventative Maintenance
   a. Backing Up Files
   b. Update For Viruses
   c. Reset PRAM
   d. Rebuilding the Desktop
  6. Support on the Web
   a. Apple Online Support

b.　Product Documentation Archive

E.　Printing
　　1.　Printing from the Desktop
　　　　a.　Creating a Desktop Printer
　　　　b.　Printing a Document on a Desktop Printer
　　　　c.　Controlling Printing
　　2.　Changing Print Options
　　3.　Selecting a Printer
　　4.　Doing Other Work While You Are Printing
　　　　a.　Setting Background Printing in the Print Dialog Box
　　　　b.　Setting Background Printing in the Chooser

F.　Shortcuts and Tips
　　1.　Keyboard Shortcuts
　　2.　Contextual Menus
　　3.　Apple Menu
　　4.　Favorites
　　5.　Aliases
　　6.　Control Strip
　　7.　Launcher
　　8.　Folder Actions
　　9.　Notes and Stickies

Db.　Detailed Topical Outline of the Course:　Introduction to QuarkXPress

A.　Introduction to QuarkXPress
　　1.　Document Window
　　　　a.　Ruler Origin Box
　　　　b.　Page Guides
　　　　c.　Rulers
　　　　d.　Vertical Rulers
　　　　e.　Horizontal Rulers
　　　　f.　Ruler Origin
　　　　g.　Document Page
　　　　h.　Text Box
　　　　i.　Zoom Box
　　　　j.　Shadow
　　　　k.　Title Bar
　　　　l.　Page Number Indicator
　　　　m.　View Percentage Field
　　　　n.　Scroll Bars

    o. Pasteboard
2. Tool Palette
    a. Item Tool
    b. Content Tool
    c. Rotation Tool
    d. Zoom Tool
    e. Text Box Tool
    f. Rectangle Picture Box Tool
    g. Rounded-corner Picture Box Tool
    h. Oval Picture Box Tool
    i. Orthogonal Picture Box Tool
    j. Line Tool
    k. Linking Tool
    l. Unlinking Tool
3. Measurements Palette
    a. Modify Location (X,Y)
    b. Modify Size (W,H)
    c. Modify Rotation
    d. Modify Number of Columns
    e. Modify Leading
    f. Modify Kerning/Tracking
    g. Modify Alignment
    h. Modify Font
    i. Modify Size
    j. Modify Type Style
4. Document Layout Palette
    a. Master Pages
    b. Document Pages
    c. Multipage Spreads
    d. Move Pages
5. Library Palette
    a. Storing/Retrieving Text Boxes
    b. Storing/Retrieving Picture Boxes
    c. Storing/Retrieving Lines
    d. Storing/Retrieving Groups
6. Colors Palette
    a. Applying Color to Text
    b. Applying Color to Boxes
    c. Applying Color to Line
    d. Applying Color to Borders
    e. Applying Color to Photography
    f. Editing Colors

       g.   Gradients
   7. Trap Information Palette
       a.   Frame Inside
       b.   Frame Outside
       c.   Picture Trapping
       d.   Knockouts
       e.   Default Settings
       f.   Custom Settings

B.   The Building Blocks of QuarkXPress
   1. Item Mode versus Content Mode
   2. Page Grabber Hand
       a.   Scrolling
       b.   Key Commands
   3. Active and Inactive Items
   4. Menu Bar
       a.   Hiding Documents
   5. Menu Entries
       a.   Active Menu Entry
       b.   Dimmed Menu Entry
       c.   Checked Menu Entry
       d.   Submenu Indicator
       e.   Keyboard Equivalents
       f.   Ellipses (dialog box)
       g.   Dotted Line (command groups)
       h.   Submenu
   6. Dialog Boxes
       a.   Field
       b.   Area
       c.   Pop-up Menu
       d.   Check Box
       e.   Button
   7. Pop-up Menus
       a.   Scroll Lists
       b.   Directory Title
       c.   Scroll Bar
       d.   Disk, Eject, Desktop
   8. Directory Dialog Boxes for Saving Files
       a.   Scroll Lists
       b.   Directory Title
       c.   Scroll Bar
       d.   Disk, Eject, Desktop

9. Alert Dialog Boxes
10. Troubleshooting

Dc.   Detailed Topical Outline of the Course: Introduction to Adobe Photoshop

A. Painting and Editing
   1. Opening a File
   2. Working With Palettes
   3. Using the Layers Palette
         a. Preparing the Work Area
         b. Creating a New Layer
   4. Using the Painting and Editing Tools
         a. Painting with the Paintbrush Tool
         b. Using the Eraser Tool
         c. Painting With the Pencil Tool
         d. Using the Tool Pointers
         e. Painting with the Airbrush Tool
   5. Using the Foreground and Background Colors
         a. Sampling a New Foreground Color
         b. Using the Eyedropper Tool
   6. Working With Brushes
         a. Creating a New Brush
         b. Using the System Default Brushes
         c. Loading a Brush
         d. Changing the Opacity of a Brush
         e. Changing the Size of a Brush
         f. Changing the Softness of a Brush
   7. Using the Picker/Swatches/Scratch Palettes
   8. Smudging a Selection
   9. Changing Your Mind
         a. Using the History Palette
         b. Using the Undo Command
   10. Saving the Palettes
   11. Saving the Preview Icons

B. Working with Selections
   1. Magnifying the Image
   2. Saving a Selection
         a. Marquee
         b. Lasso
         c. Elliptical Marquee
         d. Paths

3. Cropping an Image
    a. Working With a Predetermined Size
    b. Working With a Predetermined Resolution
4. Opening Multiple Files
5. Copying a Selection From One File to Another
    a. Drag and Drop
    b. Feathered Edges
6. Using the Rubber Stamp Tool
    a. Cloning
7. Selecting With a Fixed Marquee
8. Filling a Selection
    a. Normal
    b. Dissolve
    c. Behind
    d. Multiply
    e. Screen
    f. Overlay
    g. Soft Light
    h. Hard Light
    i. Color Dodge
    j. Color Burn
    k. Darken
    l. Lighten
    m. Difference
    n. Exclusion
    o. Hue
    p. Saturation
    q. Color
    r. Luminosity
9. Opening an EPS File
    a. EPS Photo
    b. EPS Illustration
10. Filling With a Pattern
    a. Setting Pattern
    b. Using Defaults
    c. Opacity of a Pattern
11. Creating a Gradient Fill
    a. Linear Gradients
    b. Radial Gradients
    c. Foreground to Background
    d. Foreground to Transparent
    e. Transparent to Foreground

      f. Creating Custom Gradients
12. Merging Layers
      a. Merge Down
      b. Merge Visible
      c. Flatten Image
13. Making Selections in a Layer
      a. Switching From Layer to Layer
      b. Adding/Deleting Layers
14. Saving a File With Layers
      a. Photoshop Formats
      b. Compatabilities With Other Programs

E. Teaching Methodology:

Traditional Classroom Methodology

The course is designed to provide the student with 45 hours of instruction per semester (typically three hours per week). Instruction will occur using, but not limited to, lecture, assignments, critiques, and demonstrations..

F. Text

Specifications for an appropriate text or supportive material will be provided by the instructor.

G. Assessment Activities:

Traditional Classroom Assessment

Students will be assessed using exams, quizzes, homework assignments, individual assignments, and group assignments.

      A   90 – 100%
      B   80 – 89%
      C   70 – 79%
      D   60 – 69%
      F   59% and below

H. Accommodations for Students with Disabilities:

Accommodations for Students with Disabilities

Students with disabilities:

- Reserve the right to decide when to self-identify and when to request accommodations.
- Will register with the Office for Students with Disabilities (OSD) <u>each semester</u> to receive accommodations.
- Might be required to communicate with faculty for accommodations, which specifically involve the faculty.
- Will present the OSD Accommodation Approval Notice to faculty when requesting accommodations that involve the faculty.

Requests for approval for reasonable accommodations should be directed to the Office for Students with Disabilities (OSD). Approved accommodations will be recorded on the OSD Accommodation Approval notice and provided to the student. Students are expected to adhere to OSD procedures for self-identifying, providing documentation and requesting accommodations in a timely manner.

Contact Information:
- Location: Azorsky Hall – Room 105
- Phone: (724) 938-5781
- Fax: (724) 938-4599
- Email: osdmail@calu.edu
- Web Site: http://www.calu.edu/current-students/student-services/disability/index.htm

I.   Supportive Instructional Materials, e.g. library materials, web sites, etc.

A list of library and internet material will be provided by the instructor.

Additional Information for Course Proposals

J.   Proposed Instructors:

Any qualified faculty in the Art and Design Department or Graphic Designer.

K.   Rationale for the Course:

Required for Graphic Design majors to have an comprehensive understanding of their discipline.

L.   Specialized Equipment or Supplies Needed:

This course must be taught in a graphics design lab.

M.   Answer the following questions using complete sentences:

     1.   Does the course require additional human resources? (Please explain)
       No, it does not require additional human resources.
     2.   Does the course require additional physical resources? (Please explain)
       No, it does not require additional physical resources.
     3.   Does the course change the requirements in any particular major?
       (Please explain)
       Yes, it changes the requirements for the Graphic Design Major.
     4.   Does the course replace an existing course in your program? (If so, list the
       course)
       No, it does not replace an existing course.
     5.   How often will the course be taught?
       The course will be taught once per academic year.
     6.   Does the course duplicate an existing course in another Department or
       College? (If the possibility exists, indicate course discipline, number, and
       name)
       No, the course does not duplicate an existing course.

N.   If the proposed course includes substantial material that is traditionally taught
    in another discipline, you must request a statement of support from the
    department chair that houses that discipline.

    N/A

O.   Please identify if you are proposing to have this course considered as a menu
    course for General Education. If yes, justify and demonstrate the reasons
    based on the categories for General Education. The General Education
    Committee must consider and approve the course proposal before
    consideration by the UCC.

    No