



# Principles of Graphic Design and Print Production

I.T. 212 Fall 2006 Tuesday/Thursday 8:30 - 11 a.m. Starcher Hall Room 235

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*Office Hours* MW 9-10 a.m.  
and by appointment

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## **Required Text**

Landa, Robin. *Graphic Design Solutions*,  
3rd Edition. Delmar Publishers, 2006.  
ISBN 1401881548

## **Course Description**

Basic concepts, processes, and techniques involved in image design generation and image reproduction for the graphic arts.

## **Goals for Student Learning**

1. To gain a reasonable level of practical expertise and problem solving of image design generation and print production.
2. To understand the processes, methods and techniques of image design and print production and its importance in industry.
3. To explore creative and technical communication tools for personal expression and professional use in industry.
4. To understand the history, purposes, ethics and future of graphic design and print production.

## **Incompletes**

UND policy: The mark "I," Incomplete, shall be assigned only to the student who has been in attendance and has done satisfactory work up to a time within four weeks of the close of the semester, including the examination period, and whose work is incomplete for reasons satisfactory to his/her instructor.

## **Course Requirements**

- A. Students will receive grades for image design and print production projects, in-class and out-of-class activities, readings, presentations, and examinations.
- B. All projects and activities should be completed on the day they are due. If they are not completed on time, a grade of zero will be earned unless arrangements have been made in advance with the instructor.
- C. Be on time for class. If you miss class, it is your responsibility to get the necessary information from a classmate.
- D. All students are required to clean their work area and put away the equipment they use during each lab session.
- E. If you have any concerns, speak with your instructor to attain resolution. If the problem cannot be resolved by meeting with your instructor, visit with the Technology Department's chairperson.

## **Course Evaluation & Assessment**

Graphic design and print production projects, activities, readings and presentations are worth 75% of your total grade. The examinations are worth 25% of your total grade. There will be a total of approximately 300 points possible in this course.

|                       |         |
|-----------------------|---------|
| A = marked excellence | 94-100% |
| B = superior          | 85-93 % |
| C = average           | 76-84 % |
| D = below average     | 67-75 % |
| F = failing           | 0-66 %  |

## **Lab Discipline**

The computers used in this course were purchased through the Student Technology Fee. You are responsible for their well functioning!

The lab is equipped with Macintosh PowerMac G5 computers, flatbed and negative scanners, Color and B&W laser printers, and a Color inkjet printer. The computers are installed with Adobe InDesign, Illustrator, PhotoShop, and Macromedia Dreamweaver, Flash, and Freehand software. We also have access to digital still cameras and video camcorders.

Store all of your files in a folder that you will create and place on the computer's desktop. **Label your folder I.T. 212/your first name.**

Be sure to save your work to the folder you create and to make backup copies of your files to a removable storage medium, which you must purchase.

Because you will be expected to work on projects and other activities outside of class, open lab hours will be available and times posted.

## **Scholastic Honesty**

All students are expected to maintain a high standard of conduct. Any case of scholastic dishonesty (cheating, plagiarism, collusion, disk copying/sharing, etc.) OR other misconduct will be treated according to the stipulations in Section 3 of the code of Student Life of UND.

Scholastic dishonesty includes, but is not limited to, cheating on a test, plagiarism, and collusion. Cases of dishonesty may be handled as a scholastic matter or as a disciplinary matter at the discretion of the instructor. Instructors choosing to treat the case as a scholastic matter have the authority to decide how the incident of dishonesty will affect the student's grade in the course. Instructors choosing to treat the case as a disciplinary matter will refer the case to the Assistant Dean of Students for possible resolution (Code of Student Life).

Disciplinary sanctions for scholastic dishonesty include indefinite suspension from the university.

Students will receive NO CREDIT for any assignment determined as scholastic dishonesty, in addition, other serious disciplinary action may be taken. A record of any scholastic dishonesty in Technology department course work will be kept in the student's file. Disciplinary action will be referred to the Assistant Dean of Students.

## **College of Business information**

Students will be permitted only two attempts to pass Business Administration courses. An attempt is defined as "remaining in a course long enough to earn an A,B,C,D,F,I,S,U,W, OR AU (audit)." Failure to pass a course after two attempts may result in dismissal from the College. (The first attempts were recorded Fall 1989).

Late enrollment in a business administration course will normally be permitted only if the course has not completed the equivalent of one full week of meetings. Late enrollment, and enrollment in a closed class, requires approval of the discipline/department offering the class.

Courses in which grades of C or better are earned may be repeated upon written approval of the student's advisor, department, and CoBPA dean. The petition to repeat a course must be accomplished by the end of the first week of classes.

Students enrolled in undergraduate courses and earning graduate credit are required to complete an extra project beyond that expected of undergraduate students.

## **Access & Opportunity**

If you have emergency medical info to share with me, if you need special arrangements in case the building must be evacuated, or if you need accommodations in this course because of a disability, please visit with me as soon as possible. If you plan to request disability accommodations you are expected to register with the Disability Support Services Office.

## **Diversity**

It is the policy of the University of North Dakota to support and promote diversity in our classrooms. One of the ways we can do this is to form an appreciation and respect for diversity. Remember that diversity encompasses more than just people of color; it includes diverse ideas, beliefs, religions, sexuality, age, gender, and those challenged physically or mentally,

## **Save Your Work**

If you are a Technology, or Interdisciplinary Studies major in Photography or Graphic Design, you will be required to demonstrate your educational experience by means of a portfolio. Saving your projects and samples of your learning will ensure development of a successful portfolio when you are a senior and about to graduate.

## **Reflecting**

Alfred Whitehead wrote: "Educational philosophers... have pointed out that first-hand knowledge is the ultimate basis of an intellectual life. But it is just the basis. ***Firsthand experience has to be complemented by reflection and speculation...***the very ineffables that make the public impatient. But we have to stand fast here at the university in promoting circuitous route. Knowledge without action is sterile; but action without knowledge is dangerous."

I urge you to take the time to reflect on what you have learned. You will begin to believe that your own learning is significant not when it is meaningful to you, but when it is demonstratable to others.

# Tentative Course Schedule

|         |  |         |  |
|---------|--|---------|--|
| T 08/22 | Course Introduction<br>Overview of Final Project #9—Portfolio<br>Class Portfolio & Reflections Paper<br>The Mac Environment<br>Lab Etiquette<br>Intro to Adobe InDesign<br>Intro to Laser Printing<br>Accessing ClickArt<br><i>Read Foreward and Preface</i><br><i>Read Historical Image Timeline</i><br><i>Read Chapter 1</i> | R 09/14 | <b>Midterm Examination</b><br><i>Chapter 6</i> Logos, Symbols & Pictograms<br><i>Chapter 7</i> Visual Identity & Branding<br>Project #2—Logo Design & Stationery Pkg |
| R 08/24 | History of Graphic Design<br>Defining Graphic Design & The Process<br>Ethics of Design<br><i>Read Chapter 2</i><br><i>Read Chapter 3</i>   | T 09/19 | Project #2—Logo Design & Stationery Pkg<br><i>Read Chapter 8</i>   |
| T 08/29 | Overview of Graphic Design<br>Elements of Design<br>Principles of Graphic Design<br>Manipulating Graphic Space   | R 09/21 | Posters<br>Project #3—Poster Design<br>Read Chapters 10, 11, 12  |
| R 08/31 | Application of Elements & Principles<br>Project #1—PostCard Design<br>Thumbnails, Rough, Comprehensive,<br>Feedback & Self-Critique<br><i>Read Chapter 4</i>   | T 09/26 | Packaging Design<br>Advertising<br>Project #4—Package Design<br>Buttons and Bottles  |
| T 09/05 | Designing with Type<br>Type, Visuals & Expression<br><i>Read Chapter 5</i>   | R 09/28 | Project #4—Package Design<br>Buttons and Bottles<br>Print Production Overview  |
| R 09/07 | Layout, format & grid<br>Intro to Adobe Illustrator  | T 10/03 | Project #5—Line Art Design & Reproduction<br>Project #6—Negative Stripping & Imposition  |
| T 09/12 | Adobe Illustrator, continued<br>Midterm Preview  | R 10/05 | Project #6—Negative Stripping & Imposition<br>Project #7—Lithographic Platemaking  |
|         |  | T 10/10 | Project #8—Printing @ Fine Print, Inc.   |
|         |  | R 10/12 | Project #9—Portfolio Design<br>Final “Reflections” Paper   |

## ***Save your work!***

*Many disciplines, including Technology, require students to complete a portfolio in their senior year. Graphic-related projects are a great addition to ANY portfolio reflecting your creative, technical, and critical thinking skills.*

# *Complimentary Readings in Graphic Design*

Bivins, Thomas. *How to Produce Creative Publications*.  
NTC Contemporary Publishing Group. Chicago, Ill. 2001.

Bohle, Robert. *Publication Design for Editors*.  
Prentice-Hall, Inc. Upper Saddle River, N.J. 1996.

Bourges, Jean. *Color Bytes: Blending the Art and Science of Color*.  
Chromatics Press. Forest Hills, N.Y. 1997.

Carter, Rob. *Typographic Design: Form and Communication*.  
ohn Wiley & Sons, Inc. Hoboken, N.J. 2002.

Collier, David. *Basic Desktop Design & Layout*.  
North Light Books. Cincinnati, Ohio. 1993.

English, Marc. *Designing Identity: Graphic Design as a Business Strategy*.  
Rockport Publishers, Inc. Gloucester, Mass. 2000.

Finke, Gail Deibler. *Creative Edge: Brochures*.  
North Light Books. Cincinnati, Ohio. 2000.

Haller, Lynn. *Creative Edge: Type*.  
North Light Books. Cincinnati, Ohio. 1999.

Landa, Robin. *Graphic Design Solutions*.  
Delmar Publishers. Albany, N.Y. 1999.

Lichty, Tom. *Design Principles for Desktop Publishers*.  
Wadsworth Publishing Co. New York, N.Y. 1996.

Lester, Paul. *Desktop Computing Workbook*.  
Wadsworth Publishing Co. New York, N.Y. 2000.

Nelson, Roy Paul. *Publication Design*.  
Wm. C. Brown Publishers. Madison, Wisc. 1999.

Parker, Roger C. *Looking Good in Print: A Guide to Basic Design for Desktop Publishing*.  
Ventana Press. Chapel Hill, N.C. 1993,

Tally, Taz. *Electronic Publishing: Avoiding the Output Blues*.  
Prentice-Hall, Inc. Upper Saddle River, N.J. 2002.