

INTERNATIONAL ACADEMY OF DESIGN & TECHNOLOGY
LAS VEGAS, NV
Master Course Outline

Course Title:	Graphic Design II
Course Number:	GRAPH260
Instructor Name:	Rebekah Just
Instructor Email and Contact Information:	rebekahjust@iadtvegas.com or bekahjust@yahoo.com Office hours available upon request of appointment.
Credit/Clock Hours:	4 Credit Hours 50 Contact Hours
Course Length:	10 Weeks
Course Schedule:	TBA (Ex: Term Dates & Class Meeting times)
Unit of Academic Measurement (Select One):	<input type="checkbox"/> Clock Hours <input checked="" type="checkbox"/> Quarter System <input type="checkbox"/> Semester System
Prerequisites:	GRAPH160 – Graphic Design I
Course Description:	This course focuses on the role of the designer in the development of a media campaign. Processes and guidelines used in the creation of a design series are discussed, as are time and budget constraints. Thumbnail sketches, storyboards, hand-drawn exemplars, and classroom presentations are used to refine ideas prior to final rendering on the computer.
Learning Objectives:	Upon completion of this course, the student should be able to: <ul style="list-style-type: none"> • Apply terminology, theories and principles of graphic design as demonstrated in classroom projects and discussions; • Discuss the role of the designer in media campaigns and as a contributing member of a design team; • Demonstrate processes and guidelines used in the development of a media campaign, working within a delivery timeline, delivery schedule and budget; • Apply graphic design skills and aesthetics in the creation of thumbnail sketches, roughs, storyboards, exemplars and computer designs; and

	<ul style="list-style-type: none"> • Provide peer review and critique of graphic design work presented in class.
Instructional Methods:	<input type="checkbox"/> Case Study <input checked="" type="checkbox"/> Collaborative Learning <input type="checkbox"/> Debate <input checked="" type="checkbox"/> Demonstration <input type="checkbox"/> Didactic Questioning <input type="checkbox"/> Drill and Practice <input type="checkbox"/> Experimentation <input type="checkbox"/> Field Trip <input type="checkbox"/> Games <input type="checkbox"/> Inquiry <input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Small Group Discussion <input checked="" type="checkbox"/> Large Group Discussion <input type="checkbox"/> Multimedia <input checked="" type="checkbox"/> Observation <input type="checkbox"/> Problem Solving <input checked="" type="checkbox"/> Research <input type="checkbox"/> Role Playing <input type="checkbox"/> Simulation <input type="checkbox"/> Text Presentation <input type="checkbox"/> Threaded Discussion
Course Website	Course materials are accessible via the student portal.
Email Account	Students will be provided with a personal email account upon admission to the program (e.g. JohnDoe22@IADTOnline.com). Students are responsible for checking this email account, as it will be used for purposes of communication between instructor and student.
Required Textbook(s)	McWade, John. <i>Before and After Graphics for Business</i> . Peachpit Press. 2005. ISBN-13: 978-0321334152 ISBN-10: 0321334159
Optional Textbook(s)	Samara, Timothy, <i>Making and Breaking the Grid: A Graphic Design Layout Workshop</i> . Rockport Publishers. 2005. ISBN-13: 978-1592531257 ISBN-10: 1592531253
Additional Required Resources & Supplies:	Student Design Kit ¼" Notebook for handouts and portfolio

Assessment Criteria:	Assessment Exercise	Percentage of Total Grade												
	Projects Examinations / Quizzes Classroom Activities and Participation	60% 20% 20%												
	TOTAL	100%												
Grading Scale	<table border="1"> <thead> <tr> <th data-bbox="451 373 625 409">Letter Code</th> <th data-bbox="625 373 1408 409">Description and Percentage Range</th> </tr> </thead> <tbody> <tr> <td data-bbox="451 409 625 445">A</td> <td data-bbox="625 409 1408 445">100 - 90</td> </tr> <tr> <td data-bbox="451 445 625 480">B</td> <td data-bbox="625 445 1408 480">89 - 80</td> </tr> <tr> <td data-bbox="451 480 625 516">C</td> <td data-bbox="625 480 1408 516">79 – 70</td> </tr> <tr> <td data-bbox="451 516 625 552">D</td> <td data-bbox="625 516 1408 552">69 – 60</td> </tr> <tr> <td data-bbox="451 552 625 588">F</td> <td data-bbox="625 552 1408 588">59 and below</td> </tr> </tbody> </table>		Letter Code	Description and Percentage Range	A	100 - 90	B	89 - 80	C	79 – 70	D	69 – 60	F	59 and below
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D	69 – 60													
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Library Assignment(s):	<p>Information literacy is defined by the American Library Association as the ability to “recognize when information is needed and have the ability to locate, evaluate, and use effectively the needed information.” The development of information literacy has been defined as a learning outcome for this program and as a learning objective for this course. Students in this course will be required to:</p> <ul style="list-style-type: none"> • Define the need for information required to solve problems; • Effectively access needed information; • Critically evaluate information and its sources; • Utilize information effectively to solve problems; and • Adhere to copyright policies and standards for citation. <p>Opportunities for the development of skills in information literacy and use of the CECybrary will be determined by the instructor through specific assignments and activities.</p>													
Portfolio Assignment:	<p>Program portfolios provide a recommended and demonstrable means to assess student competencies. The instructor for this class will provide students will an opportunity to select an assignment from those required for inclusion as part of the program portfolio.</p>													

Topical Outline:

Week Number	Description of Content
1	Intro to digital graphic design, nature of current design / production
2	Collaborative Work Dynamic Graphic Design Process - Inspiration through Thumbnail
3	Production Timelines; Project Management Graphic Design Process - Logo Thumbnail through Comps
4	Budgets & Costing Media Campaigns - Logo Creation & Design
5	Media Campaigns - Production and Implementation
6	Graphic Design Process - Standards Manual Creation & Design
7	Graphic Design Process - Newsletter & Website
8	Graphic Design Process - Tickets, Gift Cards, Coupons, T-shirts, gifts
9	Graphic Design Process - Presentation Materials
10	Graphic Design Process - Delivery Materials