

*hello!*

*let's  
play  
a game  
called*

*“what is this?”*



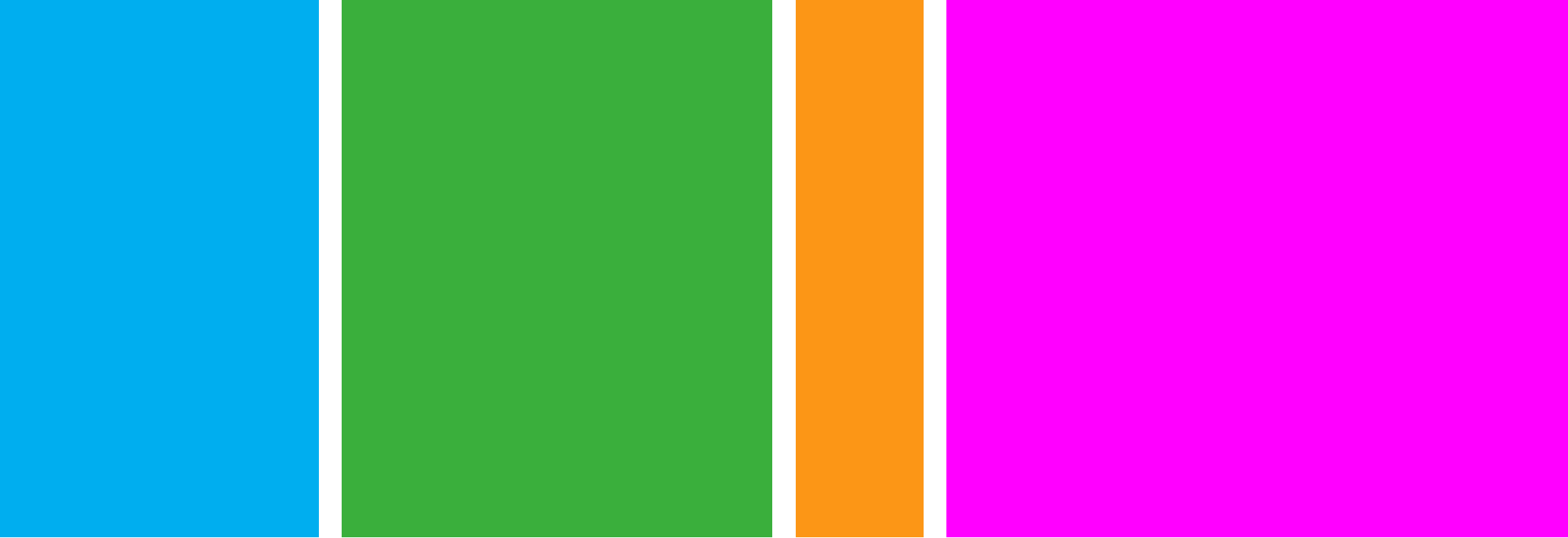


BOOKS

mazdarati

WISCONSIN  
A FX2826

STOP



*okay, here we are*

**ART 211** // SECTION 1

# Graphic Design Production I



## *what is this class about?*

Study of principles and processes used in print design and production for graphic design.

Design and prepare work for various commercial print processes using industry standard tools and software.

*(catalog course description)*



## *when are we doing this?*

after your sweet, amazing summer 2018 has ended...

Tuesdays & Thursdays, from **2pm –4:15pm**

## *where?*

University of Wisconsin-Stevens Point

College of Fine Arts & Communication

Department of Art & Design

**Noel Fine Arts Center** (NFAC)

**172** (computer lab) and

**182** (design studio)

## *who's teaching this?*

### **Professor**

Diana K B Hoover

*Creative*

*Collaborator*

*Rabble Rouser*



## *how do you contact me?*

**Email:** [dhoover@uwsp.edu](mailto:dhoover@uwsp.edu)

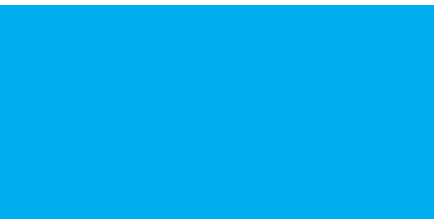
**Phone:** 715-346-4556

**Office:** NFAC 181

**Hrs:** T/H 10:15–11:15am & by appointment



*so, what are we going to learn?*



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- concepts in graphic design



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- working with Adobe CC (Creative Cloud) core design programs: Illustrator, Photoshop, InDesign, and Acrobat
- technical aspects of working with images, type, and color
- essential processes for print publication



*what about...*

## **Textbook, Course Fees + Materials?**



### **Textbook**

This course does not have a specific textbook.

We will use a variety of resources to extend your learning.

The different formats for learning will primarily be demonstrations and hands-on work, though we will also do some reading, videos, discussions, analysis, feedback, writing.

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### **Other Materials needed**

You should have a sketchbook (not a lined notebook) or paper contained in a folder, to sketch thumbnails, layouts and ideation for your projects.



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Your work consists of daily exercises and three main projects.

The exercises are fairly simple and the main projects are more complex.

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### **Main Projects**

Each project focuses on a specific format and processes.

The projects are as follows:

- 1) Vector Images / Poster
- 2) Photographic Images / Brochure
- 3) Text + Images / Booklet

## *how are we going to be graded?*



### **Semester Grade**

Your overall course grade is determined by the following:

- timely and thoughtful completion of work
- attendance in classes
- engagement in the course

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**Projects** are graded according to criteria in the project description, and are due by the date indicated in the included calendar.

## **okay, how do the exercises + project grades count?**

Roughly half your course grade will be from the exercises and half from the main projects.

	Exercises (30) x 10 points =	300 pts
	Projects (3) x 100 points =	300 pts
	Course engagement	25 pts
	Total possible points	625 pts

*Grading scales will be provided for the above.*

## *about class digital stuff*



### **Class online space**

We'll use *Basecamp* as an online space for delivery of class materials, some discussions and feedback, and for turning in your work.

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Each of you has a *OneDrive* space. Use it.

Get in the habit of organizing your files and backing them up to an online service or an external drive, or both.

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### **Lynda.com**

University subscription to tons of great tutorials.



*time for a break yet?*

***what's important in this class?***



***what's important in this class?***

## **Embrace Learning**

During class clearly identify what you need help with.

You can raise your hand, Ping me, or start a group Chat.

At the end of each class I will be asking for sticking points...

these are written notes on what you got stuck on, or did not quite get.

Outside of class you may seek me out if needed, but first invest time practicing with the tools and techniques you found difficult.

## *what's **important** in this class?*

### **Embrace Learning**

There is no expectation of expertise in software or design skills at this stage of your education.

With that said, some in class will have great knowledge of the software, or at least one program— if this is you, the status of ‘guru’ will be conferred upon you.

Others in class may be first time users.  
Wherever you are in learning, is just fine,  
You are in the class to learn.  
This brings us to the next point...

***what's important in this class?***



## **Respect Self & Others**

R - E - S - P - E - C - T, find out what it means to me...

Everyone has their own unique personality, learning style, lifestyle and political preferences, and some of these may challenge you.

Respect each others' opinions and space to create a positive working environment.

Be kind, be honest, be open.

Work to become a stronger designer, and a better, more resilient human.



## ***what's important in this class?***

### **Attendance / Be Present and Engaged in Class**

As a general rule your attendance to all classes is mandatory.

- Be in class on time so we can start promptly.  
More than 5 minutes late = tardy. Three times tardy = 1 unexcused absence.
- Stay for the entire class period. Leaving early will result in being marked absent.
- Avoid accumulating more than two absences. Unless you have extenuating circumstances, your final grade will be affected if you have more than two.

*The determination of this (excused or unexcused absence) is made through the UWSP Office of Disability and Assistive Technology. They will inform me if you have substantiated reasons for missing class.*


## ***what's important in this class?***


### **Attendance / Be Present and Engaged in Class**


- Should you choose to use them, you get two, *count 'em*, 2 days of excused absences.
- You are, however, responsible for completing the material covered in missed classes.
- Additional absences will be excused with appropriate notification from student services.
  
- If you are absent, speak with a classmate to find out what you missed.  
I will gladly answer your questions about the missed content after that.
  
- Please let me know about any absences you anticipate for specific legitimate reasons before they occur.



## ***please note / Inclusivity Statement***

 It is my intent that students from all diverse backgrounds and perspectives be well-served by this course, that students' learning needs be addressed both in and out of class, and that the diversity that each person brings to this class be viewed as a resource, strength and benefit.

 I seek to utilize materials and activities that are respectful of diversity: gender identity, sexuality, disability, age, socioeconomic status, ethnicity, race, nationality, religion, and culture.


 Your suggestions are encouraged and appreciated. Please make an appointment to see me to let me know ways to improve the effectiveness of the course for you personally, or for other students or student groups.



***and, finally***

If you have any concerns, now or at anytime during the semester, regarding the requirements for this course, my expectations, your grades, or any issues that arise, please make an appointment to talk with me at your earliest convenience so we can work out a solution together sooner rather than later.

If you have any special situations that I need to be made aware of, please discuss them with me as soon as possible so I may accommodate your needs. Anything you share will be kept confidential.



*let the  
freakishly  
crazy fun  
learning\**

*commence!*

*\* actual experience may vary*