

# syllabus

## course description:

This course continues the skills developed in UMAR 280 in design, grid systems, advertising techniques, and electronic publication by providing students with in-depth proficiency in design principles and vocabulary. With QuarkXPress and Photoshop software, students learn advanced techniques in traditional graphic design and desktop publishing. (UMAR 280: Introduction to Graphic Design and UMAR 330: Editing, Layout and Design are prerequisites for this course.)

## course objectives:

Upon completion of this course, the student will have applied their knowledge and proficiency of design principles and related vocabulary in order to further develop their own creative process. Through their use of QuarkXpress and Adobe Photoshop the student will have learned how to best manifest their design concepts and technical specifications.

## course requirements:

- attend ALL scheduled class meetings on time
- purchase necessary text and supplies
- come to class prepared with text and supplies as needed
- thoroughly execute and promptly submit all assignments and projects on due date/time
- participation in group and one-on-one discussions and critiques pertaining to course content

## attendance:

Students are expected to attend EVERY scheduled class meeting with the appropriate materials, prepared to work for the entire class period. Students may miss up to 10% of scheduled class time (excused or not excused) without penalty. An excess of 10% absence from class may result in a lower final grade or a failing grade. Students who find themselves in attendance jeopardy or who anticipate missing a class for a good reason should notify the instructor in writing in advance. If a student needs to discuss any attendance discrepancy with the instructor, he or she can schedule an appointment with the instructor outside of the normal class time.

## assignments, projects, & deadlines:

Students are expected to complete all assignments and projects themselves. Work executed for other classes may not be submitted for credit in this class. Late projects will be automatically downgraded even though there may have been extenuating circumstances. One late project will have no significant bearing on the final grade; however, a pattern of late work will result in a lower final grade. Do not miss class simply because you have not completed an assignment or project. Bring the incomplete project to class. If you must miss a class on a due date, try to have someone deliver your project to avoid an automatic downgrade. If a student needs to discuss any deadline discrepancy with the instructor, he or she can schedule an appointment with the instructor outside of the normal class time.

## grading:

Each assigned project will have one grade that is broken down into four parts: 1) research, 2) concept, 3) technical and 4) craft. Approximately four projects will be completed during the semester. An assessment sheet will be provided with each project. In addition, there may be research assignments, written assignments and quizzes. There is no written final examination. The final grade will be based on an average of all graded projects, exercises, quizzes and class participation. The grading system to be used is as follows:

A+: 100 - 96	A-: 90 - 95	
B+: 89 - 87	B: 86 - 84	B-: 83 - 80
C+: 79 - 77	C: 76 - 74	C-: 73 - 70
D+: 69 - 67	D: 66 - 64	D-: 63 - 60 F: 59 - 0

## INTERMEDIATE GRAPHIC DESIGN

### University/Curriculum:

Tulane University  
University College  
Media Arts Program

### Course Description:

UMAR 380-81

**Semester:** Summer 2005

**Time:** Tuesdays, 6-8:45

**Instructor:** Lori Reed

**Cell:** 504.913.9123

**E-mail:** lreed1@tulane.edu

**Address:** PO Box 902  
Mandeville, LA 70470

### Office hours:

By Appointment  
(call or e-mail)

# syllabus

## assignments / values (%):

- 10% participation
- 10% exercises
- 10% research
- 20% quizzes
- 50% projects:
  - logo and stationery
  - newsletter -collaborative project
  - cd cover and booklet
  - Final PDF Portfolio
- 100% (Total possible points)

## recommended course text:

Pocket Pal: A Graphics Production Handbook. 2000, 18th edition. International Paper.  
InDesign for QuarkXPress Users by David Blatner, Christopher Smith, Steve Werner  
Adobe's Classroom in a Book Series  
Visual QuickStart Guide Series

## computer lab hours (TBA):

### common courtesies PLEASE:

- No cell phone activity during class
- No Internet surfing during class
- No whining: If you would like to explain reasons for class absence(s), please submit in writing or e-mail.

### required course materials:

- |  |                                  |
|--|----------------------------------|
| Sketch Book  | Drawing pencil: HB or 2B         |
| 250MB Pen Drive, Macintosh format                                      | Kneaded or white eraser          |
| CDs for backup storage and final project                               | Sharpie pens / fine              |
| Metal ruler 18"  | Colored pencils                  |
| Plastic Triangle (minimum of 8" on one side)                           | Xacto knife and #11 Xacto blades |
| Tracing paper pad (at least 9" X 12")                                  | 1" Drafting tape or masking tape |
| Black boards for mounting  | Canson overlays for cover sheets |
| Mounting Adhesive (3M Spray Mount Artist's, rubber cement, glue stick) |                                  |
- Galaxy Gauge 18 Imperial from <http://www.supersonicspark.com/galaxygauge/gauge.html>  
other supplies necessary for individual projects

## INTERMEDIATE GRAPHIC DESIGN

### University/Curriculum:

Tulane University  
University College  
Media Arts Program

### Course Description:

UMAR 380-81

**Semester:** Summer 2005

**Time:** Tuesdays, 6-8:45

**Instructor:** Lori Reed

**Cell:** 504.913.9123

**E-mail:** lreed1@tulane.edu

**Address:** PO Box 902  
Mandeville, LA 70470

### Office hours:

By Appointment  
(call or e-mail)