OBJECTIVES
To introduce the principles and techniques of graphic and information design.

Apply your time in and outside of this class, and you can:
• think more creatively to solve communication problems effectively & appropriately
• develop an understanding of and skills in developing and producing effective and appropriate visual communications
• choose & use the software appropriate to different design needs
• develop useful skills in the three major design applications—Photoshop, InDesign, and Illustrator
• present your ideas in thoughtful, accessible language
• produce professional visual work
• learn to create PDF files
• apply what you’ve learned to Powerpoint presentations

Within this framework, professional practices of graphic design, including the fundamentals of translating digital files to ink-on-paper and to the Web, will be introduced.

WHAT’S REQUIRED
1. Attendance. You cannot earn an A if you miss more than one class.
3. Read and learn; listen and ask. Do the work.
4. Buy the book. (Classroom in a Book for IllustratorCS; available in the Art Dept office)

PROJECTS, DUE DATES

<table>
<thead>
<tr>
<th>Project Description</th>
<th>% of your grade</th>
<th>Length of Project</th>
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<tbody>
<tr>
<td>1. What’s Your Type?</td>
<td>10%</td>
<td>2 weeks</td>
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<tr>
<td>Hierarchy of meaning (Illustrator); using Extensis</td>
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<tr>
<td>format 1 x 17” poster; b &amp; w</td>
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<tr>
<td>2. Seeing Is Believing</td>
<td>10%</td>
<td>2 weeks</td>
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<tr>
<td>Manipulation, Variation, and Correction of Images (Photoshop)</td>
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<td>4 x 10.5”; 2 pages</td>
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<tr>
<td>3. Looking Good</td>
<td>10%</td>
<td>1 week</td>
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<tr>
<td>Getting the best quality, making it the right size;</td>
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<tr>
<td>using the right file format, converting images for e-mail</td>
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NO CLASS MARCH 7 SPRING BREAK
4. Getting Good
   Illustrator Skills “Classroom in a Book”
   30%   1 week each

5. Doing Good
   Design a poster
to urge FDA regulation on tobacco; Illustrator & Photoshop
   10%  2 weeks

6. Field trip to New York
   All day—it’s all about seeing great design;
   April 7  8:00am-6:00pm
   (If you do not attend the field trip on April 7, 5% will equal an F)

7. Show/Tell
   Powerpoint presentation
   topic: tba
   15%  1 week

Attendance, class participation  10%

GETTING THE GRADE
whatever your career, your success will be determined by your ability to:
    Listen. Ask. (If you don’t understand directions, how can you follow them?)
    Respect limitations and protocol.
    Interpret, communicate (and defend) your ideas.
    Change. (Without being told to.)
    Deal. (Don’t be a Complainer–be a Fixer. Initiate positive action.)
    Follow through. (Be early.)
    Do your research. (Go deep.) Get to know your reference librarians.
    Anticipate problems. (Be prepared.)
    Make work fun.

This class is a working studio. Please be on time.
If you are more than 15mins late, you are counted as absent.
If you are late more than two times, your grade is lowered one-half a letter,
i.e., C becomes C–.

Come to class prepared to work and have all work ready
as specified on the syllabus.
   Do not leave early. Don’t just walk out. (It’s rude.)

ABSENCES
Absences affect your work, so they affect your grade.
Call Jan (x1680) if you are going to miss class. (Ahead of time.)
Excused absences require you make up the work* within one week of your absence. (Sickness, w/note from health center; death in the family; extenuating circumstances, i.e., 15 inches of overnight snowfall)

*If you don’t make up the work in time, your grade is lowered.

Unexcused absences seriously affect your grade. One unexcused absence is allowed. (mental health) ALL other unexcused absences lower your final grade one-half a letter. i.e., two absences lower your grade one full letter grade.

When you are absent from class it is your responsibility to get the information which was covered in class from one of your classmates. Do not expect me to reteach you the material.

PROBLEMS/CONCERNS/SUGGESTIONS/QUESTIONS
Talk to me. My office hours are on Wednesdays & Thursdays 1:30–3:00pm and on some Friday afternoons* or by appointment.*Please be sure to e-mail me if you want to meet me on a Friday.
To confirm our appointment, e-mail me at: dutlinger@moravian.edu I will confirm our appointment. If I don’t, I haven’t received your message. Check with Jan x 1680 if you are really desperate to find me.

PROJECT SUBMISSION GUIDELINES
The habits you form here, and how you apply them, will determine you getting, and keeping, a job. Clients employ and depend on designers who are not only skilled, talented, flexible, and good communicators, but who are reliable.

Talent does not meet a deadline, and charm does not excuse a missed one. Planning and discipline are just other words for planning ahead and doing things when, that is, before they need to be done. Allow time for revisions, problems, mistakes, misunderstandings, & computer/printer difficulties.

Excuses are always excuses.
As Oscar Wilde said, “Never apologize, never explain.”
(“Just Do It”)

Getting the grade you want:
All projects must be turned in at the end of class on the due date.
All projects must be professionally prepared—in envelopes with your name.
Work must be as described in class or as outlined on the assignment sheets.

Any project not turned in at the end of class will have its grade lowered by one-half letter.
On time is on time. Late is late.