Course Description:
Computer Skills in Graphic Design - Three semester hours, six hours’ studio, six hours assigned independent study per week. Design fundamentals, Adobe Photoshop, Adobe Illustrator, Adobe InDesign and Adobe XD as applied to graphic design and digital software. Prerequisites: None.

Program Learning Outcomes:
- The students will compare their progress against models of excellence in the visual arts, which are provided through high quality extracurricular and extramural art activities.
- The student will understand their art in an art historical context.
- The student will be equipped to critically analyze their artwork as well as others.
- The student will learn new techniques, creative process and gain confidence as an artist.
- The student will demonstrate understanding of design issues.

Program Learning Outcomes:
- Explore various materials and programs as well as working methods and ways of thinking.
- Effectively apply design principles to a variety of visual expressions and problems.
- Become familiar with the process of creative thinking and creative problem-solving.
- Initiate an awareness of artists and designers who inspire.
- Communicate their design concepts clearly. (through sketches, written or spoken words)
- Select successful, concept-driven solutions and apply design principles to projects.
- Critically discuss and assess the work.
- Exhibit a portfolio reflective of their design abilities and creative goals

Course Policies:
- Visual research is necessary for this course. A portable memory device and a paper sketchbook are required.
- The School of Art advertising design digital lab is required to produce the projects for this course. Lab printers are for class work ONLY and not for personal use.
- The Mac Lab is to be used ONLY for class work. Personal Internet, cell phone, and audio device use is not permitted in the classroom during instructional time.
- Presenting quality work is the student’s responsibility.
- Identify and secure personal property, the classroom is shared with other classes.
- Clean up after yourself. Cut only in designated areas. Never cut on the floor or directly on any unprotected table or counter top. No food is permitted at the computer workstations.
- Avoid aerosols, spray aerosols only in designated spray booths.
- All assignments will be posted on D2L and completed assignments and projects are to be submitted to the dedicated drop box in D2L.
Text and Materials
Portable Hard Drive or Flash Drive / Sketch Book
Adobe Creative Cloud (Through SFA)

Course Grading:
Assignments 20% of grade
Participation 20% of grade (critiques/attendance/class interaction)
Course Projects 60% of Grade

Class Schedule: (subject to change)
Class assignments and projects will be interspersed within this weekly course structure.

Week 1: Introduction to Graphic Design
- Overview of graphic design principles and concepts
- Historical context and evolution of graphic design
- Introduction to industry-standard software (Adobe Creative Suite)

Week 2: Elements of Design
- Understanding visual elements: line, shape, color, texture, and space
- Using visual elements effectively in design compositions
- Design exercises: creating simple compositions using visual elements

Week 3: Principles of Design
- Learning design principles: balance, contrast, emphasis, movement, rhythm, unity
- Applying design principles to create harmonious designs
- Design exercises: applying principles to various design projects

Week 4: Typography
- Introduction to typography and its role in graphic design
- Understanding typefaces, font families, and typographic hierarchy
- Designing with type: legibility, alignment, and spacing

Week 5: Color Theory
- Understanding color models (RGB, CMYK, Pantone) and color psychology
- Color harmonies and schemes in graphic design
- Color in branding and marketing

Week 6: Image Editing
- Introduction to raster graphics and image editing software
- Basic photo manipulation techniques
- Design exercises: editing and enhancing images for different design projects

Updated: August 2023
Week 7: Vector Graphics

- Understanding vector graphics and vector-based software
- Creating scalable graphics and illustrations
- Design exercises: creating logos and icons with vector tools

Week 8: Layout and Composition

- Principles of effective layout and composition
- Grid systems and their role in design
- Design exercises: creating layouts for print and digital media

Week 9: Branding and Identity

- Introduction to branding and brand identity design
- Logo design process and case studies
- Design exercises: developing a brand identity for a fictional company

Week 10 & 11: Print Design

- Print design fundamentals (flyers, posters, brochures)
- Preparing designs for print production
- Design exercises: creating print-ready materials

Week 12 & 13: Web Design

- Basics of web design and user interface (UI) design
- Designing for different screen sizes and devices
- Design exercises: creating mockups for web pages

Week 14: Social Media Graphics

- Designing graphics for various social media platforms
- Understanding content requirements and restrictions
- Design exercises: creating social media campaigns

Week 15 & 16: Final Project and Review

- Students work on a comprehensive graphic design project
- Final presentations and peer evaluations
- Course review, Q&A, and looking ahead to further studies in graphic design

Class Absences:
Class absences are not to exceed 6 days in a lecture class without consequence. A student will not receive credit for any course when missing 18 contact hours or more (this includes excused and unexcused absences).
Academic Integrity
Please copy and paste the following information regarding Academic Integrity into your syllabus. In addition, you may include your guidelines for academic integrity as appropriate.

The Code of Student Conduct and Academic Integrity outlines the prohibited conduct by any student enrolled in a course at SFA. It is the responsibility of all members of all faculty, staff, and students to adhere to and uphold this policy.

Articles IV, VI, and VII of the new Code of Student Conduct and Academic Integrity outline the violations and procedures concerning academic conduct, including cheating, plagiarism, collusion, and misrepresentation. Cheating includes, but is not limited to: (1) Copying from the test paper (or other assignment) of another student, (2) Possession and/or use during a test of materials that are not authorized by the person giving the test, (3) Using, obtaining, or attempting to obtain by any means the whole or any part of a non-administered test, test key, homework solution, or computer program, or using a test that has been administered in prior classes or semesters without permission of the Faculty member, (4) Substituting for another person, or permitting another person to substitute for one’s self, to take a test, (5) Falsifying research data, laboratory reports, and/or other records or academic work offered for credit, (6) Using any sort of unauthorized resources or technology in completion of educational activities.

Plagiarism is the appropriation of material that is attributable in whole or in part to another source or the use of one’s own previous work in another context without citing that it was used previously, without any indication of the original source, including words, ideas, illustrations, structure, computer code, and other expression or media, and presenting that material as one’s own academic work being offered for credit or in conjunction with a program course or degree requirements.

Collusion is the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any provision of the rules on academic dishonesty, including disclosing and/or distributing the contents of an exam.

Misrepresentation is providing false grades or résumés; providing false or misleading information to receive a postponement or an extension on a test, quiz, or other assignment for the purpose of obtaining an academic or financial benefit for oneself or another individual or to injure another student academically or financially.

Definition of Academic Dishonesty
Academic dishonesty includes both cheating and plagiarism. Cheating includes, but is not limited to: (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) falsification or invention of any information, including citations, on an assignment; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism include, but are not limited to: (1) submitting an assignment as if it were one’s own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from the Internet or another source; and (3) incorporating the words or ideas of an author into one’s paper or presentation without giving the author due credit.

Please read the complete policy and the appeals process at the
SFA Policy Manual

Updated: August 2023
Withheld Grades Semester Grades Policy
Please copy and paste the following information regarding Withheld Grades into your syllabus. Add additional information as needed to meet your departmental or course needs.
Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the coursework because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course to compute the grade point average. For additional information, go to https://www.sfasu.edu/policies/course-grades-5.5.pdf.

Students with Disabilities
Please copy and paste the following statement and place it in your course syllabus.
To obtain disability-related accommodations, alternate formats, and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services promptly may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

Student Wellness and Well-Being
SFA values students’ overall well-being, mental health and the role it plays in academic and overall student success. Students may experience stressors that can impact both their academic experience and their personal well-being. These may include academic pressure and challenges associated with relationships, emotional well-being, alcohol and other drugs, identities, finances, etc.

If you are experiencing concerns, seeking help, SFA provides a variety of resources to support students’ mental health and wellness. Many of these resources are free, and all of them are confidential.

On-campus Resources:
The Dean of Students Office (Rusk Building, 3rd floor lobby)
www.sfasu.edu/deanofstudents
936.468.7249
dos@sfasu.edu

SFA Human Services Counseling Clinic Human Services, Room 202
www.sfasu.edu/humanservices/139.asp
936.468.1041

Updated: August 2023
The Health and Wellness Hub “The Hub”
Location: corner of E. College and Raguet St.

To support the health and well-being of every Lumberjack, the Health and Wellness Hub offers comprehensive services that treat the whole person – mind, body and spirit. Services include:

- Health Services
- Counseling Services
- Student Outreach and Support
- Food Pantry
- Wellness Coaching
- Alcohol and Other Drug Education

www.sfasu.edu/thehub
936.468.4008
thehub@sfasu.edu

Crisis Resources:
- Burke 24-hour crisis line: 1.800.392.8343
- National Suicide Crisis Prevention: 9-8-8
- Suicide Prevention Lifeline: 1.800.273.TALK (8255)
- johCrisis Text Line: Text HELLO to 741-741