BOROUGH OF MANHATTAN COMMUNITY COLLEGE
The City University of New York
Department of Media Arts and Technology

Course Title: MMA 100 - Foundations of Digital Graphic Design
Semester: Spring 2018
Day/Time: Wednesdays – 5:30pm - 9:10pm - **Classroom**: Fiterman 706
Professor Ryan Seslow - rseslow@bmcc.cuny.edu or ryan@ryanseslow.com
Office Hours: Wednesdays - 4:30pm - 5:30pm, Room S622
3 Credit Hours (2 Hours Lecture, 2 Hours Lab) - **Prerequisite:** ACR 094, ENG 088, and ESL 062

Course Description:
This image-based course will introduce graphic design as the foundation upon which effective visual communication is built. Investigation of the elements and principles of graphic design will lead to specific design problems and their solution. The development of ideas and the ability to communicate them effectively will be covered. Discussion of both vector and bitmap-based digital graphic platforms will begin progress toward industry-standard computer proficiency.

Class Resources:

Class Website: https://bmccmma100.commons.gc.cuny.edu/
We will be using a class website via the CUNY academic commons to learn, support, discover, share, experiment, present and archive our course work. Our class website is a growing resource and repository of information. Students will be expected to refer to the course website each week to obtain assignments, participate in discussions, submit their research and post their work on a regular basis. All students must sign up via e-mail to receive updates.

Recommended Text & Resources:

- Text Book - *Graphic Design: The New Basics Paperback*
  Author: Ellen Lupton, Jennifer Cole Phillips **-** Publisher: Princeton Architectural Press, 1st Edition
  ISBN# 1568987021; 978-1568987026

  * Illustrator, Photoshop and InDesign Visual Quickstart Guides (Peachpit Press)

  * Lynda.com & Adobe Tutorials (adobe.com)

Use of Technology: Software used: Adobe Creative Suite 6 with Photoshop, Illustrator and InDesign.
Students will need a portable media system for storing and backing up their work (a flash drive or external drive works well) Students should also consider creating an account on Dropbox. Students are 100% responsible for their files and maintaining them.

Students will bring a sketchbook, pencils and an eraser to each class.

BMCC Computer Labs: Labs are in Fiterman Hall, Chambers Street and the Murray Street buildings. Please see the school website for the schedule: http://www.bmcc.cuny.edu/it

Evaluations and Requirements:

Class and homework assignments: ---------- 50%
Midterm Project: --------------------------------- 15%
Final Project: ---------------------------------   20%
Class performance and attendance: ---------- 10%
Final Assessment blog post --------------------   5%

Assignments must be posted to our website and or handed in on time. Points will be deducted on work handed in late. There will be some in-class assignments as well as homework to be done outside of class. Assignments can always be revised and re-submitted for the consideration of a better grade.

Grading Scale: (this class uses the CUNY grading scale)

• The grade of A is awarded for excellence. An A student turns in all work consistently with very high standards of quality, creativity, and original thinking. This student also performs exceptionally in presentations and critiques.
• The grade of B is awarded to students who have turned in all work consistently with high quality standards. The work shows creative thinking, extra effort, and care in presentation. B students have demonstrated knowledge that surpasses the basic material and skills of the course.
• The grade of C is earned when all class work is turned in and the student has mastered the basic material and skills of the course.
This student participated in class and demonstrated knowledge of the basic material and skills.
• The grade of D or F is given for work that is incomplete, late, and/or does not demonstrate mastery of the basic material and skills of the course.

Course Student Learning Outcomes (Students will be able to…)	Measurements (means of assessment for student learning outcomes listed in first column
1. Demonstrate software proficiency in industry standard bitmap and vector graphics.	1. Homework assignments
2. Demonstrate an understanding of the principles and elements of design and color theory.	2. Assignments and quizzes
3. Create an effective page layout that incorporates principles of graphic design.	3. Midterm and final project
4. Demonstrate an ability to use text as a visual vehicle of communication design.	4. Homework assignments
5. Solve relevant issues of logo design and identity branding.	5. Identity branding assignments

Outline of Topics:

1. Design – Elements of design, principles of design and color theory
2. Digital Graphics – Raster vs. Vector, sampling files
3. Design Process - the creative brief, working with clients, promotion and ethics.
4. Software Proficiency - Vector graphics (Illustrator), raster graphics (Photoshop), page layout (InDesign)
5. Typography – type, fonts, letter forms and designing with type
6. Developing and Applying Brand Identity: Logos, creating consistent look across media

COURSE OUTLINE: (Schedule is subject to change as needed)

Week 1 - **What is Graphic Design?** Class introductions and learning potentials
Design Solutions: Strategy, Concept, Design, Execution & Production
Exploring the Design Process: Thumbnails, Roughs & Comps
Assignment #1

Week 2 – **Elements of Design:**
Line, Shape, Value, Color, Texture & Visual Flow.
Color Theory – The color wheel, making color choices
Assignment #2

Week 3 – Principles of Design:
Positive and Negative Space, Composition / Figure ground
Balance, Emphasis, Rhythm, Unity
Working with Raster software – Photoshop / scanning
Assignment #3

Week 4 – **Layouts and Visual Relationships**
Using a Grid Format
Other Layout Formats
Contrast, Repetition, Alignment, Proximity
Assignment #4

Week 5 – Typography
Letterforms / Designing with Type
Assignment #5

Week 6 – Color
Additive, Subtractive (RGB, CMYK)
Mood, Perception
Assignment #6

Week 7 – Midterm Project Workshop

Week 8 – Midterm Project Presentation & Critique

Week 9 – Imagery in Design: Logos, Symbols
Logos and Visual Identity, Creating a logo design brief
Type in Logos**,** Symbols, Icons & Pictograms
Assignment #7

***Spring Break – March 31st – April 7^{th**}**

Week 10 – Visual Identity and Branding
What is Visual Identity?
Brands and Branding, research, discovery and process
Assignment #8

Week 11 – Designing Posters
Integrating Concept with Visual Elements
Poster Design History
Assignment #9

Week 12 – Image and Idea Development
Review of the Design Process
Iterations and Revisions

Week 13 – Final Project Presentation and Workshop
Final projects thumbnails are due

Week 14 – Final Project Workshop
Final projects thumbnails are due

Week 15 - FINAL PROJECT PRESENTATIONS

Below are the college's general education learning outcomes, the outcomes that checked in the left-hand column indicate goals that will be covered and assessed in this course.

	General Education Learning Outcomes	Measurements (means of assessment for student learning outcomes listed in first column
☐	Communication Skills- Students will be able to write, read, listen and speak critically and effectively	
☐	Quantitative Reasoning: Students will be able to use quantitative skill and the concepts and methods of mathematic to solve problems.	
☐	Scientific Reasoning- Students will be able to apply the concepts and methods of the natural sciences	
☐	Social and Behavioral Science- Students will be apply the concepts and methods of the social sciences	
☐	Arts & Humanities- Students will be able to develop knowledge and understanding of the arts and literature through critiques of works of art, music, theatre and literature.	Brief essay or design project completed on the first and last day of class to show progress on material covered during the semester.
☐	Information & Technology Literacy- Students will be able to collect, evaluate and interpret information and effectively use information technologies.	
☐	Values- Students will be able to make informed choices based on an understating of personal values, human diversity, multicultural awareness and social responsibility.	

ACADEMIC ADJUSTMENTS FOR STUDENTS WITH DISABILITIES:
Students with disabilities who require reasonable accommodations or academic adjustments for this course must contact the Office of Services for Students with Disabilities. BMCC is committed to providing equal access to all programs and curricula to all students.

BMCC ATTENDANCE POLICY:
At BMCC, the maximum number of absences is limited to one more hour than the number of hours a class meets in one week. For example, you may be enrolled in a three-hour class. In that class, you would be allowed 4 hours of absence (not 4 days). In the case of excessive absences, the instructor has the option to lower the grade or assign an F or WU grade.

BMCC POLICY ON PLAGIARISM AND ACADEMIC INTEGRITY STATEMENT:
Plagiarism is the presentation of someone else's ideas, words or artistic, scientific, or technical work as one's own creation. Using the idea or work of another is permissible only when the original author is identified. Paraphrasing and summarizing, as well as direct quotations, require citations to the original source. Plagiarism may be intentional or unintentional. Lack of dishonest intent does not necessarily absolve a student of responsibility for plagiarism. Students who are unsure how and when to provide documentation are advised to consult with their instructors. The library has guides designed to help students to appropriately identify a cited work. The full policy can be found on BMCC's website, www.bmcc.cuny.edu. For further information on integrity and behavior, please consult the college bulletin (also available online).