



Course Information	
Course Prefix/Number: ART 180	Credit Hours: 3
Semester: Spring 2022	Course Title: Visual Communication Design 1
Class Days/Times: Tuesday-Thursday 12:15-2:45	Room: online

Instructor Information:	Phone/Voice Mail: (480) 721-9553
Name: Kirk Notarianni	E-mail: knotarianni@tocc.edu
	Office location: My Home
	Office hours: Tue-Thur by appointment

Course Description:

ART 180 Visual Communication Design 1

This course, an intermediate and introductory level elective course that addresses visual and cognitive organizational processes for the practice of visual communication, is presented through lectures and demonstrated through studio exercises. Includes visual perception and organization, visual problem solving and problem finding techniques, and visual ideation evolution.

Course Objectives:

During this course students will apply their growing awareness of the concepts of visual communication and organization to their own designs using the software. As they gain knowledge of the software and its applications, they will be learning a valuable contemporary skill that they can apply to portfolio presentation, business card creation, or website design, to promote their own

artwork, as well as gaining a skill to apply to the commercial art workplace.

They will, by the end of the course, understand concepts underlying specific methods of visual organization and how these are used to effectively engage viewers and communicate meaning across all the mediums that use text and images, including print, digital and new media.

They will have three primary projects over the semester.

1. Create an original compositions to illustrate meaning,
2. Design an illustrative symbol conveying a Tohono O'odham place, action or meaning. For example, a sign can designate an action in a sports complex, a wildlife corridor, a place where food is sold.
3. Design a poster promoting a local event, school activity, etc. The poster will be printed and distributed by the student to the community.
4. If time permits, students will collaborate on a web design.

Student Learning Outcomes (SLOs) :

Outcome #1 Ability to manifest ideas in material form

Measure: Portfolio review of design projects to assess for introductory evidence of the formal quality of design work using the elements and principles of design as criteria and for projects ability

to communicate, visually, through iconic form.

Outcome #2 Ability to synthesize indigenous, Native, and Himdag ideas and artifacts into personal artistic style and vision.

Measure: Portfolio review of visual communication and design projects to assess for introductory level evidence of iconic, pictorial and communicative manifestation of indigenous, Native, and Himdag content.

Outcome #3 Ability to intentionally manipulate media to specific outcomes

Measure: Portfolio review of visual communication and design projects to assess for introductory level of evidence of craft, visual communication, technical facility and current aesthetic practice in design media and methods

Course Structure:

The classes will combine lecture, readings, discussion and studio work. Students will follow tutorials

with the help of the instructor to understand the use of the complex digital interface, and apply themselves to creating their own designs. iPads can be used to review tutorials outside of class.

Thumbnails sketches and notes in a journal or sketchbook will supplement the in class design creation. We will explore the numerous resources available to graphic designers, but stress the need for the fundamental knowledge of the contemporary software as a starting place. Students will see many examples of contemporary design on the web, with an emphasis on Native American

designers wherever possible. They will come to understand the application of Visual Communication throughout the visual industry, whether in expressive practice or commercial art.

Evaluation and Grading & Assignments:

90 and above is an A

80 - 89 is a B

70 - 79 is a C

60 - 69 is a D

Under 60 is Failing

Your grade will be determined by the following:

10% of grade for Project 1

10% of grade for Project 2

10% of grade for Project 3

10% of grade for Project 4

10% of grade for Project 5

10% of grade for Project 6

10% of grade for Project 7

10% of grade for Project 8

10% of grade for Project 9

10% of grade for Attendance

ATTENDANCE IS ESSENTIAL. Instructor reserves the right to drop students after 4 (FOUR) absences.

Himdag Cultural Component:

ART 180 Visual Communication Design I, is an essential introductory level practical and theoretical

component of the TOCC Visual Art & Design Program that will implement Tohono O'Odham Himdag as a resource & inspiration that will be: on the land, in the land, of the land, and in aesthetic harmony with the cultural and physical geography of its traditional caretakers, the desert peoples. Specific Tohono O'Odham implementations for indigenous local materials, color iconography, stylistic genre and pictorial organization will be studied in the course.

Title IX

Tohono O'odham Community College faculty and all staff are dedicated to creating a safe and supportive campus. Title IX and our school policy prohibit discrimination on the basis of sex- this includes sexual misconduct; harassment, stalking, domestic and dating violence and sexual assault.

Sexual discrimination and sexual violence can undermine students' academic success and quality of life on campus and beyond. We encourage students who have experienced any form of sexual misconduct to talk about their experience and seek the support they need.

Policies and Expectations

- 1) Students are expected to attend each class via Zoom, arriving on time, except in the case of an excused emergency.
- 2) Students are expected to contact instructor prior to absences, coming late to class or leaving early.
- 3) Class participation and preparation are essential to student success. Students must read textual material, prepare for projects, complete required research as stated on the course schedule.
- 4) Students are expected to work on class projects for the full lab time.
- 5) No cell phone use is allowed during class. Use of cell phones during class, is a violation of the T-So:son. If there is a potential emergency that may require your attention, such as childcare, elder care, work, and so on, please bring it to my attention before class.
- 6) Late work is marked down 10 points.
- 7) Failure to submit a project results in a grade of zero (0). An F is a better grade!
- 8) No work accepted after the last class.

Classroom Behavior (Zoom Sessions)

- Students are expected to be participating throughout class by taking notes, asking and answering questions
 - Participation is Zoom means being ready to turn on your mic and camera for class discussions and "breakout rooms". Also course projects will be presented via Zoom
 - Student behavior is also detailed in student handbook under Student Code of Conduct
- Violations

Projects:

Vis Comm Projects

1. Buisness card
2. Sign
3. Event Flyer
4. Wedding Invitation (client theme request)
5. Vector Art Post Card
6. Vector Art Independent Film Poster (client Theme Request)
7. Birthday Card
8. Book Cover (client theme request)
9. Tee Shirt graphic

Course Outline: Class Schedule

Week 1-

TUES: Lecture: Introduction | Syllabus review | Discussion: |Homework: Get access to computers and Creative Cloud.

THUR: What is a graphic designer, designer, an art director? | What is Raster, What is Vector? | what are large format printers/plotters?

Week 2-

TUES: **Chapter 1**, Getting to know your work area, Elements of a Business Card, Examples.

THURS: **Chapter 16**, Sharing Projects

Work on business card

Week 3-

TUES: Look at Business Cards, Elements of a Sign, Examples

THURS: **Chapter 9** adding type to a project

BUSINESS CARD DUE TUESDAY, Start work on Sign

Week 4-

TUES: Look at Signs, Elements of a Flyer, Examples

THURS: **Chapter 2** Techniques for Selecting Artwork

SIGN DUE TUESDAY, Start work on Event Flyer

Week 5-

TUES: Look at Flyer, Elements of a Wedding Invitation.

THURS: **Chapter 3** Using Shapes to create Artwork

EVENT FLYER DUE TUESDAY, Start work on Wedding Invitation.

Week 6-

TUES: Transforming Artwork

THURS: **Chapter 4** Editing and combining shapes and paths

WORK ON WEDDING INVITATION

Week 7-

TUES: Look at Wedding Invitations, elements of a postcard, Examples.

THURS: **Chapter 5** Transforming Artwork

WEDDING INVITATION DUE TUESDAY, Start work on Vector Art Post Card.

Week 8-

TUES: **Chapter 6** Using the basic drawing tools

THURS: **Chapter 7** Drawing with the Pen Tool

WORK ON VECTOR ART POST CARD

Week 9-

TUES: Look at Post Cards, Elements of a film poster, examples.

THURS: **Chapter 8** Using Color to enhance artwork.

POST CARD DUE TUESDAY, Start work on Independent Film Poster

Week 10-

TUES: Typography, type matters

THURS: **Chapter 10** Layers

WORK ON IDEPENDENT FILM POSTER

Week 11-

TUES: Look at Poster, Elements of a birthday card, examples.

THURS: **Chapter 12** Using Brushes.

FILM POSTER DUE TUESDAY, WORK ON BIRTHDAY CARD

Week 12-

TUES: **Chapter 11** Gradients, Blends And Patterns

THURS: **Chapter 13** Effects and Graphic styles

WORK ON BIRTHDAY CARD

Week 13-

TUES: Look at Birthday Card, Elements of a book cover, examples

THURS: **Chapter 15** Placing and working with images

BIRTHDAY CARD DUE TUESDAY, start book cover

Week 14-

TUES: **Chapter 14** Creating artwork for a T-Shirt.

THURS: Heat Press equipment for design to clothing transfer.

WORK ON BOOK COVER

Week 15-

TUES: Look at Book Covers, Elements of T-Shirt Design, Examples

THURS: Screen Printing equipment and work shop.

BOOK COVER DUE TUESDAY, Start working on T-shirt Design.

Week 16-

– Work on Portfolio

Sharing Projects

DISCLAIMER: This syllabus is designed to evolve and change throughout the semester based on class progress and interests. You will be notified of any changes as they occur.

Incomplete Policy

Incomplete (I) grades are not awarded automatically. The student must request an "I" from the instructor who can choose to award an Incomplete only if all three of the following conditions are met:

1. The student must be in compliance with the attendance policy.

2. The student must have unavoidable circumstance that would prohibit the student from completing the course.

3. The student must have completed over 75% of the course requirements with at least a "C" grade.

Incompletes are not a substitute for incomplete work due to frequent absences or poor academic performance. Incomplete grades that are not made up by the end of the ninth week of the following semester will be automatically changed to an F if the agreed upon work, as stipulated on the written form signed by the instructor and the student when the I grade is awarded, is not completed.

Instructor Withdrawals

Students who have missed four consecutive classes (or the equivalent) not submitted any assignments nor taken any quizzes by the 45th day census report, due on [date of 45th day found in Academic Calendar on TOCC website] are assumed NOT to be participating in the class and may be withdrawn at the faculty member's discretion. ATTENDANCE IS ESSENTIAL. Instructor reserves the right to drop students after 4 (FOUR) consecutive absences.

Student Withdrawals

Students may withdraw from class at any time during the first 2/3 of the semester without instructor permission and without incurring any grade penalty. Please be sure to withdraw yourself by [withdrawal deadline date found in Academic Calendar on TOCC website] if you do not expect to complete the class, otherwise you may receive an "F" grade.

Special Withdrawals (Y) Grade

The "Y" grade is an administrative withdrawal given at the instructor's option when no other grade is deemed appropriate. Your instructor must file a form stating the specific rationale for awarding this grade. "Y" grades are discouraged since they often affect students negatively. Your instructor will not award a "Y" grade without a strong reason.

Equal Access Statement/Disability Accommodations

Tohono O'odham Community College seeks to provide reasonable accommodations for qualified individuals with disabilities. The College will comply with all applicable regulations, and guidelines with respect to providing reasonable accommodations as required to ensure an equal educational opportunity. This process includes self-identifying as a student with a disability, providing supporting documentation of their disability, and being approved for services through the Disability Resources Office (DRO). It is the student's responsibility to make known to their instructor(s) the student's specific needs within the context of each class in order to receive appropriate accommodations. We will work together in order to develop an accommodation plan specifically designed to meet the individual student's requirements.

For more information or to request academic accommodations, please contact: Anthony Osborn, TOCC Disabilities Resource Coordinator, aosborn@tocc.edu, or 520-383-0033 for additional information and assistance.

