

Course: Graphic Design 1

Teacher: Mr. Eagen
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Course Content: This trimester elective course is the foundational course in the Graphic Design Academy. It will emphasize the study of the computer as a graphic design tool. Students will learn to use Illustrator and Photoshop CS5 (potentially CC) as well as basic graphic design practices and principles. Minimal computer experience is necessary to succeed in this class. Regular attendance, good behavior, the ability to concentrate, turning in assignments on time, and a sincere effort to understand will result in successful learning. Grades follow. Any student can earn an "A" grade in this class regardless of natural artistic talent if he/she will apply him/herself and take responsibility.

Attendance: Class will start on time and students are expected to be ready to learn when the bell rings. Personal responsibility includes punctuality. Due to the nature and pace of the course it will be very difficult to pass the course with poor attendance.

Behavior: Good behavior, to me, means treating other people with respect, giving yourself and others the chance to learn, and giving me the chance to teach. Behavior which is disruptive or endangers students and/or equipment will not be tolerated.

Supplies:

USB flash memory drive - *required*: Students are required to bring a flash drive every class period and back up their files ***daily***. An inexpensive flash drive will work perfectly for our purposes.

Headphones - *optional*: Your headphones are ***far superior*** to the ones in the lab.

Office Hours: You are encouraged to use open lab time if you need extra time or help. The classroom is not open on a "drop in" basis during class time. Check the web site or classroom door for specific times when the lab is open outside of class time.

Grading Policy & Philosophy: I don't give grades...you earn them. If all assignments are completed and follow the criteria, you will earn credit and pass the course. Grades are a result of class work, homework, projects, and tests & quizzes. There are no daily participation points because I've found that students who attend and participate do well—those who don't, don't. The final trimester grade is cumulative throughout the term. If you are interested in a "Pass/No Pass" option, then see the instructor within the first 2 weeks of the trimester. Pass = 65%.

Course grades are based on the following grading scale:

- A** (100% - 90%) "You ***applied*** it"
- B** (89% - 80%) "You ***learned*** it"
- C** (79% - 70%) "You ***did*** it"
- NP** (69% - 0%)

Due Dates: The term is broken into 3 week segments, each containing its own assignments and clear **"last chance"** date. It will be made clear through several avenues (including the class web site) when assignments are due. Assignments need to be turned in within their corresponding unit time frame. It is essential that assignments are completed during class time. There may be a few specific homework assignments which are due on a specific date regardless of the last chance date.

Late Work: Let's do a reality check folks - late work is not a good experience for anyone. Assignments turned in after their corresponding **"last chance"** date will be worth a maximum grade of 65% (pass). If you find yourself struggling with due dates or dealing with extenuating circumstances, then it is your responsibility to **communicate** with me in a timely manner so that we can work something out. **Communication** is a life skill. **Communication** makes for happy students, parents, and big bad art teachers.

Food/Drink: No food is to be brought into the classroom...period. Water bottles must have a cap and can't go near a computer.

Cell Phone: Look up, notice beauty, engage. Life as we know it won't end if you don't text for 70 minutes. Let's not play the game. Is this clear? Sometimes there is a very legitimate use for the phone as a tool. When this is the case, I expect you to **communicate** with me prior to using your phone. Otherwise, I'll assume that you're choosing to ignore the wonderful class activities. Churchill's cell phone policy will be followed.

What It Boils Down To: This elective class is fun and creative but that does not mean that it's an "easy A" or a "kickback" class. I am here to help you learn and make it interesting but **it is up to YOU** to take responsibility for your experience in this class. If you're ready to learn then I'm ready to teach.

I understand that not everyone is an artist. Some are, and some aren't. However, I do know for a fact that everyone can learn the foundational graphic design software and skills...and that's the goal of this class.

If you put in an honest effort and your hands are moving (on task) during class time then you will do fine in this class. You and I will get along just fine and you'll find that you actually enjoy the class.

Units of study:

- Basic Typography - font families, techniques, modification, etc.
- Logo Case Studies - effective design, targeting, hidden symbolism, etc.
- Illustrator - shapes, drawing tools, modifiers, pathfinders, outlining type, etc.
- Logo Design Process - research, brainstorm, thumbnail, rough, digital rough, etc.
- Photoshop - foreground, background, selection, basic functions, cloning, contrast, etc.
- Photoshop Layers & Masking
- Composite Imaging - scaling, rotation, color correction, etc.
- Advertising - design process, hierarchy, layout, writing copy, file format, bleed, etc.

PRINT student name _____

circle period 1 2 3 4 5

Parents/Guardians: I'm a parent of teenagers myself. I get it; feel your pain. Please help me make this an enjoyable experience for your child by checking in with him/her regularly. I'm not going to overwhelm them with assignments and homework, but they are expected to actively participate and put in an honest effort. Please help me reinforce the importance of **personal responsibility** and **wise time management**. Let's address issues sooner rather than later. The best way to initially contact me is via email. I'm a crazy morning person so feel free to call me between 6:15 and 8:15am if you'd like. Heck, come on down to room C9 and I'll even share a cup of mediocre coffee with you!

Online Syllabus: In an effort to help reduce printing costs I'm sending the class syllabus home via email as well as storing it on our class web site (<http://staff.4j.lane.edu/~eagen/>). Please review the syllabus online and have your child return just this signed page to me in class. Please let me know if you require a physical print out of the syllabus.

Special Note Regarding Cell Phones: I'm on my knees begging for your help in this arena. While there are certainly circumstances where phones can be a useful tool in the classroom, the vast majority of the time they suck students into Zombieland. Phone dependency has become a literal addiction to the point of serious concern. The addictive endorphin release is similar to that of drugs...Google it. Additionally, the distractions caused by phones during class are relentless.

Please help me reinforce responsible phone usage practices in the classroom. There will likely be some times when students are free to use their phones (which I will make clear), but for the vast majority of our time students are expected to silence their devices and put them out of "temptation's reach" for the duration of the class period. They can handle it. They're survivors. They'll live.

Thank you,
Lance Eagen
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We have had a discussion about personal responsibility, the syllabus, and responsible use of a cell phone:

student sign & date here

parent/guardian sign & date here



CHURCHILL
HIGH SCHOOL

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GRAPHIC DESIGN PATHWAY

Core Foundations Course

GRAPHIC DESIGN I

10, 11, 12

learn Photoshop software
learn Illustrator software
basic design principles
basic typography
basic industry vocab & techniques

SUPPORT COURSES

CHOOSE 2

digital photography (10-12)
visual design A or B (9-12)
drawing (9-12)
digital media (9-12)
design thinking (9-12)

Core Focus Course

GRAPHIC DESIGN 2A

10, 11, 12

Illustrator focus
+ Photoshop

public awareness campaign

logo design
creative process
flyer design principles
poster design principles

College NOW - 3 units
ART225 Digital Illustration

Core Focus Course

GRAPHIC DESIGN 2B

10, 11, 12

Photoshop focus
+ Illustrator

cereal box design

advanced layering
masking
layer styles
adjustment layers

College NOW - 4 units
MUL212 Digital Imaging

May be taken
in either order

All 3 courses

Core Capstone Course

GRAPHIC DESIGN 3

11, 12

real world clients & projects

business card design
shirts, logos, brochures, posters,
advertisements, packaging, photo
restoration, booklet, etc.

College NOW - 4 units
ART216 Digital Design Tools

College NOW - 1 unit
GD110 Intro to Graphic Design

Optional Course

GRAPHIC DESIGN 4

11, 12

independent study

special projects - case by case
3 students maximum



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