Course: Graphic Design 3 - College Now
Teacher: Mr. Eagen
541-790-5146
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Course Content: This trimester elective course will emphasize graphic design principles, techniques and software. Successful completion in the prerequisite Graphic Design courses and consent of the instructor are prerequisites for the course. Students need to have a working knowledge of Illustrator and Photoshop and the design process. Students will use Macintosh computers, cameras, scanners, printers, etc. 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. This class will operate as much like a business as possible. We will be working for paying clients and we will follow procedures and etiquette of the professional graphic design world.

Expectations: It is important to understand these things right up front:
• This is a **"get to"** experience as opposed to a **"have to"** experience. You **get to** participate, you don't **have to**
.
• Procrastination is devastating. You (and you alone) **MUST** manage your time efficiently.

• You are expected too strive for excellence. Mediocrity is not what this program is about. This is a college class.

• Attendance is crucial.

• You will be dealing directly with the public throughout the course of the semester. In addition to representing Churchill High School you also represent me! I take my job and my reputation very seriously. I expect that you will conduct yourself in a manner which is above reproach when you are working with your client.

• You can also expect these standards of your teacher.

ATTENTION

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 nearly impossible to pass the course with poor attendance.

We will be treating a significant portion of this term as an entry level job simulation. This means that you will use a "time card" like you would at an entry level job in the real world. For situations which you know about ahead of time (athletic events, family vacations, religious activities, etc.) you will need to communicate with Mr. Eagen in a timely manner. If you have a legitimate illness then you need to call me (790-5146) or email me (eagen@4j.lane.edu) in exactly the same manner that you would for your boss at McDonalds.

Absences during our simulation period need to be made up during open lab or by appointment.

2nd tardy - meeting with instructor
3rd tardy - call home
4th tardy - possible withdrawal from program
1st absence without reasonable communication - call home
2nd absence without reasonable communication - likely withdrawal from program

College NOW: This course articulates with LCC's course called ART216 - Digital Design Tools (4 units). As part of the articulation agreement, Churchill students who expect to earn college credit will be held to the similar attendance and academic standards that LCC students are held to. In order to earn college:
- • successfully completion of GD1, GD2 Advertising, and GD2 Photoshop
- • complete **all** class ssignments
- • late assignments will lower the LCC grade at the discretion of the instructor
- • college grade will drop by ¼ grade for each absence (after the 2nd excused absence).
- • School related functions (field trips, etc.) don't count as absences.
- •Tardies - 2 tardies = 1 absence.

Opportunities: Students will have the opportunity to earn graduation honors in graphic design. Additionally, students may complete their **LEAP** requirements in this course.
- • Graduating with Academy Honors requires completion of the 4 core GD courses plus 2 of the selective courses.
- • Students will only complete their LEAP with full participation and full completion of the coursework including the entire live client process.
- • The purpose of the class is to work for a live client and present your work to the client in a public forum. The LEAP will not be awarded without full participation in the culminating public presentation.

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.

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: Sometimes there is a very legitimate use for the phone as a tool. When this is the case, I expect you to ask me prior to using your phone. Churchill's cell phone policy will be followed.

Let's not play the game. PUT THE PHONE AWAY! This is a business and you are an employee. Texting, Instagram, Snapchat, or whatever app is the flavor of the day is not an appropriate use of company time.

Classroom Hours: The classroom is not necessarily open on a "drop in" basis because of other classes which use the room. However, you are the varsity graphic design team and as such you will have more access to the lab than other students. Check with Mr. Eagen about outside of class times that you can use the lab.

USB flash memory drive - _required_: Students are required to obtain a flash drive and bring it **every class period**. There is no need to spend a lot of money. A $6 flash drive will work perfectly for our purposes. If this presents a financial hardship then please have your parent/guardian contact me within the first 2 weeks of the semester.

Grading Policy & Philosophy: Grading for this class will be unlike any other class on campus. Students are essentially both college students as well as employees. Students' grades are a result of their level of work ethic, participation, attitude, and initiative.

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"
D There is no D option for a college class
NP (69% - 0%)

ATTENTION

Due Dates: It will made clear through several avenues (including the class web site) when assignments are due. Assignments need to be turned in within their corresponding time frame. There will be a few specific homework assignments which are due on a specific date.

Late Work: We are dealing with real clients who are paying us real money. They will set many of the deadlines. Late work is not acceptable in the college and working worlds and so it is not acceptable in this program as well.

Late work will be handled on an individual basis and will involve a meeting with the instructor. Credit may be denied for late work.

Communicate. Communicate. COMMUNICATE. In the real world (and in college) **timely communication** is the key to happiness and essential for avoiding uncomfortable and awkward situations.

Professional Dress Days: There are a handful of days that will be doing critiques, interviewing clients, dealing with the public, and making presentations. When this is the case you are expected to dress in a manner that meets workplace standards.

> **Men:** *collared shirt, slacks, clean shoes (not sneakers), necktie (optional), shirt tucked in, clean clothing*
> **Women:** *dress pants (slacks) or skirt (below the knee), blouse (appropriate - not skimpy), sensible dress shoes, blazer (optional)*

You will be notified of professional dress days well in advance. If this presents a financial burden, then communicate with me well in advance of the first professional dress day and I will help you solve the problem.

Units of Study:
- SWOT analysis
- tshirt design & standards
- CMYK vs RGB vs spot color vs PMS colors
- copyright vs public domain vs royalty free
- critique
- live client job
- presentation skills
- business card standards - possible unit
- brochure design - InDesign - possible unit
- resume - possible unit