

# ITLS4230/6230 Graphic Design and Production I - Syllabus

## Course Description

This section ITLS 4230/6230 is designed to give an overview of the skills, concepts, and practices involved in graphic design. The course is project-based, in that there will be no quizzes and no final test or assessment. Grades will be based on the level of participation and the completion of assigned projects. Course participants will be required to participate fully in discussions, providing support and feedback to other course participants. Course participants will be required to complete the assignments by the assigned due dates. If a participant isn't able to complete the required assignments by their respective due dates for any reason, they are encouraged to contact the instructor to determine a future course of action. **IMPORTANT:** Late assignments will be docked 10% each day that it is overdue unless the instructor was previously contacted, before the due date, and arrangements were made to turn the assignments in at a later date. Turning in an assignment 5 days late, the assignment will be marked as a zero. The course covers the following:

- The governing principles of graphic design.
- The graphic design process.
- Basic photo manipulation and editing using Adobe Photoshop.
- Using Adobe Illustrator to design more complex graphics and objects.
- Laying out larger designed documents using Adobe InDesign.

The course is intended to provide foundation concepts, practices, and skills for students to continue building on as they progress as designers. It is important to recognize that there is not a one-size-fits-all program to do all digital graphic design. Frequently, using multiple tools, such as the ones covered in this class, will yield the desired results from a design.

The course projects are designed to not be taken too seriously. This was done intentionally in order to reduce the stress of learning new skills and programs. As the instructor, I am more interested in students developing knowledge and confidence in the concepts, tools, and skills that underpin successful graphic design.

## Fees

There are no course fees.

## Course Objectives

By the end of this course, you will be able to:

1. Understand, recognize, and execute the core concepts of composition and design.
2. Understand and use the design process.
3. Have foundational competency and understanding of core digital design resources and tools (Adobe Illustrator, Photoshop, and InDesign).

## Instructor

D. Brian Kartchner

[brian.kartchner@usu.edu](mailto:brian.kartchner@usu.edu)

435-797-4196 (Office)

Drop-in Office Hours: Thursdays from 7:00 PM - 8:30 PM via ZOOM. Other meeting times by appointment. Zoom link:

<https://usu-edu.zoom.us/j/7976024566?pwd=ek1SbFIONURyR2ZUb1BoeEhzNG9CQT09>

## Course Resources

Required: The Non-Designer's Book (4th Edition) by Robin Williams (***Note: we will begin reading out of this book for the second week of the course, so please have a copy by that time.***)

There will be various articles, videos, lectures, and blog posts included in each week's module. These are intended to provide multiple ways to learn certain concepts and skills. It is not necessary to view or read everything that is posted in the modules unless they are otherwise noted as required reading.

As the semester progresses, I will be doing all of the projects and assignments alongside you. As I work in each program, I will screen record and post my demonstrations so that you will be able to follow along with your own projects.

While not required, I HIGHLY recommend having a mouse to use with your computer. Trying to work in the Adobe Creative Cloud with a touch pad can yield an extra layer of headache and frustration. Avoid the frustration and use/buy/borrow a mouse.

## Course Requirements

Each student will:

1. Come prepared to fully participate in weekly discussions and activities.
2. Have their projects, or required phases of their projects ready for peer critique.
3. Be kind and constructive in their critiques and feedback. Feedback and critique are important parts of developing as a designer.

## Evaluation Methods and Criteria

Course participants will be evaluated on their participation in discussions and the successful completion of their assignments and the various steps leading to those assignments. There will be no tests or quizzes assigned in this course. If course participants do the work and constructively participate in the course, they will receive a grade that reflects their effort. Course participants will not be graded on their artistic skill, but rather on their execution of design processes and principles, and the demonstration of understanding of how to use the tools covered in the course.

Most of the course grading will happen through discussion participation. The discussions will be conducted in the following manner:

- You will be required to post your initial discussion entry by 11:59 PM every Tuesday that they are due.
- You ARE NOT required to have made comments on others' posts at this point (although you can).
- You will need to post on two of your peers' entries by 11:59 PM on the Thursday AFTER the due date (so two days later). I hope this will provide people more time to give great feedback, especially for those of you who will be posting minutes before the deadline!

Unless the instructor has been notified in advance, late assignments will be docked 10% off their final grade for every day it is overdue, after a full week, the assignment will receive a zero.

**IMPORTANT:** Life happens. Because there are things that are out of the course participants' control that may occur during the semester, the instructor is willing to work with participants so that they can successfully complete the course without negatively impacting their final grades. If a course participant is unable to submit an assignment by the due date, they are encouraged to contact the instructor to make arrangements as soon as possible.

## Grade Scheme

The following grading standards will be used in this class:

Grade	Range
A	100 % to 93.0%
A-	< 93.0 % to 90.0%
B+	< 90.0 % to 87.0%
B	< 87.0 % to 83.0%
B-	< 83.0 % to 80.0%
C+	< 80.0 % to 77.0%
C	< 77.0 % to 73.0%
C-	< 73.0 % to 70.0%
D+	< 70.0 % to 67.0%
D	< 67.0 % to 60.0%
F	< 59.0 % to 0.0%

## Course Schedule/Outline

The course is broken down into 4 different sections focusing on different aspects and tools related to graphic design. Each of the 3 sections will have assignments and projects that help build toward the execution of a final project. The final project will require the course participants to use all of the programs, concepts, and skills learned over the course of the semester.

- **Section 1:** Fundamentals of graphic design and starting low-tech. *Note: This first section will be heavier on reading/viewing in order to provide foundational understanding before adding the complexity of learning new tools and processes.*
  - Rule of Thirds.
  - 7 Principles of Graphic Design (Read about the 4 Principles in the textbook).
  - Identify good and bad designs, and what makes them that way.
  - The design process.
  - Low-tech techniques to begin designing.
- **Section 2:** Introduction to basic photo editing in Adobe Photoshop and Illustrator.
  - Photoshop
    - Learn how to perform basic photo manipulation and touch-up.
    - Understand output formats
    - Make photos "pop".
    - Learn new tools and resources to make digital design easier.
    - Make a motivational sign.

- Illustrator.
  - Introduction to vector graphics.
  - Building a graphic design with multiple components.
  - Building from shapes: create a flag and an infographic.
  - Make a *design thinking infographic*.
- Both programs:
  - Create a travel poster
- **Section 3:** Introduction to Adobe InDesign, and the development of the multi-staged final project using the design process, principles, and techniques learned earlier in the course.
  - Logo design.
  - Project management.
  - Style guides.
  - Branding.
  - Working with a client.
  - InDesign
    - Styles.
    - Masters.
    - InDesign is NOT a word processor.
  - Final project: the branding and a workout brochure for a fictional fitness business that is getting going. This will require you to use all the programs, tools, and skills learned over the semester.

For a more detailed schedule, see the *Course Summary* below.

## Attendance and Excused Absences Policy

This course is an asynchronous course without a set meeting time. There is no requirement to attend drop-in office hours. There will be regular due dates for assignments and discussions. Having been in your position as a student, I understand that life can unexpectedly "happen". If you should run into any issues that would prohibit you from participating fully in the class at any point, please contact me as soon as you are able and we can work out a solution.

## Library Services

All USU students attending classes in Logan, at our Regional Campuses, or online can access all databases, e-journals, and e-books regardless of location. Additionally, the library will mail printed books to students, at no charge to them. Students can also borrow books from any Utah academic library. Take advantage of all library services and learn more at [libguides.usu.edu/rc](http://libguides.usu.edu/rc).

# Classroom Civility

Utah State University supports the principle of freedom of expression for both faculty and students. The University respects the rights of faculty to teach and students to learn. Maintenance of these rights requires classroom conditions that do not impede the learning process. Disruptive classroom behavior will not be tolerated. An individual engaging in such behavior may be subject to disciplinary action. Read [Student Code Article V Section V-3](#) for more information.

## University Policies & Procedures

### COVID-19 Classroom Accommodations

If you face COVID-19 related challenges and feel you need accommodations, you must request those accommodations by filling out the [COVID-19 Questionnaire](#). Upon doing so, the University [COVID CARE Team](#) will contact you to determine your needs and how to support you. The CARE Team will also contact your instructors and provide important direction on how best to accommodate your needs. For additional reference, please see USU's [Attendance and Excused Absence](#) policy and the [COVID-19 Classroom Accommodations](#) page.

### Reducing COVID-19 Risk

You can help keep classes, events, and activities happening in person this semester by following these steps:

1. **Get vaccinated if you're able.** Vaccines are the best available tool to help stop the spread of COVID-19. They are safe, free, and easy to access.
2. **If you are vaccinated, let USU know.** Please [upload your proof of full vaccination](#) to AggieHealth. If you are exposed to COVID-19, USU's case containment will not require you to quarantine if they know you are vaccinated and you do not have symptoms.
3. **Stay home if you're sick** and get tested for COVID-19 if you have symptoms or have been exposed. It's important to not bring any illness to campus.
4. **Wear a mask indoors.** Public health experts recommend that even vaccinated people wear masks indoors in high COVID-19 transmission areas, which includes most of Utah.

If USU's COVID Case Containment team identifies an uncontained situation in the classroom, you will be notified of any temporary changes to your course delivery method through a Canvas announcement. Please make sure you are receiving immediate notifications of new Canvas announcements. The situation will be handled according to protocols on the [COVID Classroom Exposure](#) page.

## Class Seating Charts (For In-Person Classes)

In classes with more than 10 students, a seating chart will be used to track where you are sitting. After the first week of classes, your instructor will tell you how to enter your seat number in Canvas. **You must sit in the same seat for the rest of the semester.** This is extremely important for tracking cases of COVID-19 and helping classes remain in person.

## Academic Freedom and Professional Responsibilities

Academic freedom is the right to teach, study, discuss, investigate, discover, create, and publish freely. Academic freedom protects the rights of faculty members in teaching and of students in learning. Freedom in research is fundamental to the advancement of truth. Faculty members are entitled to full freedom in teaching, research, and creative activities, subject to the limitations imposed by professional responsibility. [Faculty Code Policy #403](#) further defines academic freedom and professional responsibilities.

## Academic Integrity – "The Honor System"

Each student has the right and duty to pursue his or her academic experience free of dishonesty. To enhance the learning environment at Utah State University and to develop student academic integrity, each student agrees to the following Honor Pledge: *"I pledge, on my honor, to conduct myself with the foremost level of academic integrity."* A student who lives by the Honor Pledge is a student who does more than not cheat, falsify, or plagiarize. A student who lives by the Honor Pledge:

- Espouses academic integrity as an underlying and essential principle of the Utah State University community;
- Understands that each act of academic dishonesty devalues every degree that is awarded by this institution; and
- Is a welcomed and valued member of Utah State University.

## Academic Dishonesty

The instructor of this course will take appropriate actions in response to Academic Dishonesty, as defined the University's Student Code. Acts of academic dishonesty include but are not limited to:

- **Cheating:** using, attempting to use, or providing others with any unauthorized assistance in taking quizzes, tests, examinations, or in any other academic exercise or activity. Unauthorized assistance includes:
  - Working in a group when the instructor has designated that the quiz, test, examination, or any other academic exercise or activity be done "individually;"

- Depending on the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments;
- Substituting for another student, or permitting another student to substitute for oneself, in taking an examination or preparing academic work;
- Acquiring tests or other academic material belonging to a faculty member, staff member, or another student without express permission;
- Continuing to write after time has been called on a quiz, test, examination, or any other academic exercise or activity;
- Submitting substantially the same work for credit in more than one class, except with prior approval of the instructor; or engaging in any form of research fraud.
- **Falsification:** altering or fabricating any information or citation in an academic exercise or activity.
- **Plagiarism:** representing, by paraphrase or direct quotation, the published or unpublished work of another person as one's own in any academic exercise or activity without full and clear acknowledgment. It also includes using materials prepared by another person or by an agency engaged in the sale of term papers or other academic materials.

For additional information go to: [ARTICLE VI. University Regulations Regarding Academic Integrity](#)

## Discrimination and Sexual Misconduct

### General Overview

USU strives to provide an environment for students and employees that is free from [discrimination](#) and [sexual misconduct](#). If you experience sexual misconduct or discrimination at any point during the semester inside or outside of class, you are encouraged to contact the [USU Title IX Coordinator](#) via Old Main room 161 in Logan, 435-797-1266, [titleix@usu.edu](mailto:titleix@usu.edu), or at [equity.usu.edu/report](http://equity.usu.edu/report). You can learn more about the USU resources available for individuals who have experienced sexual misconduct at [sexualrespect.usu.edu](http://sexualrespect.usu.edu). Resources for individuals who have experienced discrimination are listed at [equity.usu.edu/resources](http://equity.usu.edu/resources).

### Required Reporting of Sexual Misconduct

The instructor is designated by USU as a "[reporting employee](#)." This means that if you share information about [sexual misconduct](#) (sexual harassment, sexual assault, relationship violence, or sex-based stalking) with the instructor, they *will report* that information to the [USU Title IX Coordinator](#). The instructor is also required to tell you about [designated confidential resources](#), [supportive measures](#), and [how you can file a report](#) with the USU Title IX Coordinator.

## Withdrawal Policy and "I" Grade Policy

Students are required to complete all courses for which they are registered by the end of the semester. In some cases, a student may be unable to complete all of the coursework because of extenuating circumstances, but not due to poor performance or to retain financial aid. The term 'extenuating' circumstances includes: (1) incapacitating illness which prevents a student from attending classes for a minimum period of two weeks, (2) a death in the immediate family, (3) financial responsibilities requiring a student to alter a work schedule to secure employment, (4) change in work schedule as required by an employer, or (5) other emergencies deemed appropriate by the instructor.

## Students with Disabilities

USU welcomes students with disabilities. If you have, or suspect you may have, a physical, mental health, or learning disability that may require accommodations in this course, please contact the [Disability Resource Center \(DRC\)](#) as early in the semester as possible (University Inn # 101, (435) 797-2444, [drc@usu.edu](mailto:drc@usu.edu)). All disability related accommodations must be approved by the DRC. Once approved, the DRC will coordinate with faculty to provide accommodations.

Students who are at a higher risk for complications from COVID-19 or who contract COVID-19 may also be eligible for accommodations.

## Respect for Diversity

Regardless of intent, careless or ill-informed remarks can be offensive and hurtful to others and detract from the learning climate. If you feel uncomfortable in a classroom due to offensive language or actions by an instructor or student(s) regarding ethnicity, gender, or sexual orientation, contact:

- Division of Student Affairs: <https://studentaffairs.usu.edu>, (435) 797-1712, [studentservices@usu.edu](mailto:studentservices@usu.edu), TSC 220
- Student Legal Services: <https://ususa.usu.edu/student-association/student-advocacy/legal-services>, (435) 797-2912, TSC 326,
- Access and Diversity: <http://accesscenter.usu.edu>, (435) 797-1728, [access@usu.edu](mailto:access@usu.edu); TSC 315
- Multicultural Programs: <http://accesscenter.usu.edu/multiculture>, (435) 797-1728, TSC 315
- LGBTQA Programs: <http://accesscenter.usu.edu/lgbtqa>, (435) 797-1728, TSC 3145
- Provost's Office Diversity Resources: <https://www.usu.edu/provost/diversity>, (435) 797-8176

You can learn about your student rights by visiting:  
The Code of Policies and Procedures for Students at Utah State University: <https://studentconduct.usu.edu/studentcode>

## Grievance Process

Students who feel they have been unfairly treated may file a grievance through the channels and procedures described in the Student Code: [Article VII](#).

**Full details for USU Academic Policies and Procedures can be found at:**

- [Student Conduct](#)
- [Student Code](#)
- [Academic Integrity](#)
- [USU Academic Policies and Procedures](#)
- [Academic Freedom and Professional Responsibility Policy](#)

## Emergency Procedures

In the case of a drill or real emergency, classes will be notified to evacuate the building by the sound of the fire/emergency alarm system or by a building representative. In the event of a disaster that may interfere with either notification, evacuate as the situation dictates (i.e., in an earthquake when shaking ceases or immediately when a fire is discovered). Turn off computers and take any personal items with you. Elevators should not be used; instead, use the closest stairs.

## Mental Health

Mental health is critically important for the success of USU students. As a student, you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce your ability to participate in daily activities. Utah State University provides free services for students to assist them with addressing these and other concerns. You can learn more about the broad range of confidential mental health services available on campus at [Counseling and Psychological Services \(CAPS\)](#).

Students are also encouraged to download the "[SafeUT App](#)" to their smartphones. The SafeUT application is a 24/7 statewide crisis text and tip service that provides real-time crisis intervention to students through texting and a confidential tip program that can help anyone with emotional crises, bullying, relationship problems, mental health, or suicide related issues.