Syllabus

Quick Links

Any first person references (I, me, my, etc.) refer to the author of the course content, not your instructor.

What You Should Already Know

No previous art experience is necessary to succeed in this course, but a minimal familiarity with a computer is helpful. At the very least, you should have access to an e-mail account. Your assignments will be graded on your ability to follow directions and show effort, not on your artistic ability.

Learning Outcomes

Once you have successfully completed this course and all of its assignments, you should be able to do the following:

1. Apply the concept of simplification.
2. Discuss the history and function of typography.
3. Apply principles and elements of design.
4. Apply important concepts of advertising.
5. Use a computer to research, create, or manipulate an image.

Course Materials

You have a choice in how you can complete and each assignment in this course:

- Create them on a computer using a drawing program, or
- Draw them by hand using pencils or pens

If it's at all possible, it would be most beneficial to do the assignments contained in this booklet on the computer, as that's how they're done by professionals in the business.

But no matter how you do them, all the same concepts will apply, and the assignments will be graded the same—on content, not on the method of creation. If you choose to do your work on paper, you will need a few basic tools:

- A pencil (mechanical pencils are best)
- A black fine-tip felt pen
- Good quality colored pencils
- A ruler
- Plain white paper

If you choose to do your assignments on the computer, there are several good programs available which will work well. Some are included free in your computer's software bundle, and others can be somewhat expensive. Here are just a few:

- Gimp™
- Adobe Photoshop™
- Adobe Illustrator™
- Microsoft Paint™
- Jasc Paintshop Pro™

While there is ample information to complete every assignment contained in Brainhoney, there is an endless supply of other helpful sources out there. For research, you can use the Internet or local libraries, visit design companies, or do field research in shops and stores. You can use a simple pencil and paper, or invest in some more expensive drawing tools.

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Assignments

This course consists of six units, six art projects and a final exam. There are several different types of assignments and projects to complete, as explained in the following paragraphs.

Units

There are six units with valuable information and instructions as well as six projects in which you will apply that information. There will be a section called Self Check questions at the end of each lesson, plus a unit quiz and a project at the end of each unit.

Self Check Questions

Each unit will have a section of Self Check questions at the end of each lesson. These questions will test your retention and help you review the things you've learned. These questions will not be submitted for a grade, but are for your benefit only.

Unit Quizzes

The unit quizzes are designed to see what you have learned throughout the course. Each quiz consists of matching and/or multiple-choice questions collectively worth approximately 30 percent of your course grade. Once you have completed the assignment, you will submit it electronically through Brainhoney.

Graphic Design Projects

For each unit, there will be a project you must complete. You should complete each project as you work on the unit associated with that project (don't wait until the end to complete them).

Assessment

Each final-draft version of your commercial art projects are worth 7% of your overall course grade.

Your projects will be graded on how well you've followed directions, your craftsmanship, and the effort you've put into them.

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Exams

Final Exam

The final exam is worth 28% of your final grade.

The final exam will consist of 52 multiple-choice and 15 matching questions. The questions are similar to those found in the Self Checks and unit quizzes throughout the course.

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Grading Breakdown

Assignment	Course Grade Percentage
6 Unit Quizzes (5% each)	30 percent
6 Art Projects (7% each)	42 percent
Final Exam	28 percent

Grading Scale

A	100-93
A−	92-90
B+	89-87
B	86-83
B−	82-80
C+	79-77
C	76-73
C−	72-70
D+	69-67
D	66-63
D−	62-60
E (fail)	59 or below