

Communication Design II / John Breakey

09.20.2020

Course: Communication Design II	GD 206 / Credits: 3
Area:	Graphic Design
Prerequisites:	Communication Design I GD 205
Credits:	3

Course Description & Objectives: The course builds on the principles presented in the Comm D I course: framing, elemental hierarchy, juxtaposition and message intent. The students can willingly manage greater degrees of project complexity through methodology and practice. The principles of design are now beyond the beginning levels of exploration, hence the skills and confidence level of the graphic design student has risen sufficiently to allow them to undertake more involved assignments. The emerging designer must be aware that the core of their basic knowledge is still being added upon and to be open to fresh challenge, continued self - discipline and thoughtful exploration. The next levels of the Communication Design II course will make the student more cognizant of the design profession from creation of artistic example via highly crafted presentation and collaborative discussion inside and out of class.

Class meets:	Tuesday mornings from: 8:30 AM - 12:35 PM	
	Location: Room 410	Fall 2020
Instructor:	John Breakey	Program Chair, Graphic Design
Email:	jbreakey@dcad.edu	johnbreakey@dca.net
url:	dcad.populiweb.com	www.johnbreakey.com
Phone:	302.622.8867 x 714	
Office Location:	Room 408 / Fourth Floor	
Office Hours:	by appointment and as per Fall 2019 schedule	

There is no required text for this course. Media resources will be offered to Graphic Design majors throughout the course of the semester. Students will be expected to have access to the Internet within their workspace outside of DCAD's wireless broadcast points. Students will be required to take their own notes as a to supplement their creative process and emerging professional expectation.

METHOD OF INSTRUCTION

The Communication Design II class will be conducted using a variety of methods for achieving the stated objectives: lectures, discussions and demonstrations, regular class critiques
Projects will be created and executed in and outside of class. Students will turn in a presentation of a digital portfolio of all assignments completed within the Communication Design II course.

STUDENT LEARNING OUTCOMES (SLO)

Upon successful completion of the Communication Design II course, students will:
work as a beginning designer who pays strict attention to the context of assembled elements then creates a solution that informs, engages and result in a positive call-to-action from the viewer. (Competencies A, B, C & D)
A designer who properly relates client needs & results to the specific design solution. (D, E)
work as a creative practitioner who can make an innovative, easily understood and ultimately usable solution from a complete & seamless joining of text forms and appropriate visuals. (B, C & D)
work as not only an individual designer but one who understands the collaborative process based on actual experiences from working within team structures. (Competencies A & E)
work as an individual with an understanding of the balance required between creativity and required detail review found within project management. (Competencies A, B & E)

SUPPLIES

Supplies & materials: in addition to basic drawing and drafting supplies that students should already have, you will need the following, but please keep in mind this is an estimate and you may not specifically spend as much as the total listed below:

xActo knife and # 11 blades, box of 100: \$20.00 + shipping @ amazon.com

Schaedler Rule (Mylar) preferred or a metal pica ruler (at least 18") \$ 23.00 direct @ Schaedler online: www.schaedlerprecision.com

A USB Flash memory + cd media for archiving work: \$ 20.00

3 M Adhesive: \$ 15.75 + shipping @ amazon.com

Sharpie pens, 2 thick and 2 thin @ \$ 1.85 each: \$ 7.40

Several sheets of black presentation board; appx. size 20 x 30: \$ 33.00 + shipping per carton of 10 sheets @ amazon.com

Students should plan on paying to print several pieces at local service bureau such as Parcels or FedEx Kinkos. The approximate cost per semester of out of house printing is \$ 50.00 - 75.00

Cloud access; contact John Breakey to access the Basecamp server

Subtotal: \$ 220.40

HARDWARE: Apple MacBook Pro 2.2 GHZ 16-inch Retina Display with 256 GB Flash memory hard drive, 16 GB of RAM: \$ 2964.82 (includes 3 years Apple Care @ warranty: 379.00 and a Thunderbolt USB-C to USB adapter)

G-Technology 500GB G-DRIVE mobile USB Portable Hard Drive: \$ 80.00

A mouse: \$ 25.00

SOFTWARE: Adobe Creative Cloud subscription @ 19.99 per month with annual contract: \$ 480.00 for two years. Adobe Creative Cloud subscription @ 29.99 on a month per month basis

Total Estimated Cost: \$ 3648.82

For your convenience, software purchases can be made on the following websites:

<http://adobe.ly/tnyCub>

<http://bit.ly/13DQJAS>

The above prices are from Apple, Adobe and Microsoft. Less expensive options are available.

DCAD has found going direct to the above sources to be the most reliable over time.