



P A R K L A N D C O L L E G E

To: GDS 120 Students
From: Paul Young
Date: August 25, 2009
Subject: Welcome

Welcome back to the world of graphic design. Your syllabus, calendar and assignments are all available online 24/7. Please bookmark this page on your home computer: <http://gds.parkland.edu/gds/120/>

This class is the first of a series of several graphic design classes designed to help you build a marketable graphic design portfolio. In each graphic design class, we will be assigning you projects that will challenge your creativity and improve your problem solving skills. By the time you graduate, you will have a variety of portfolio samples to show potential employers.

Today, all communication design makes use of digital technology. Creating commercial art digitally has many benefits for both businesses and artists. Therefore computer literacy and software proficiency is a minimum requirement for graphic designers.

Because software applications are designed to be “intuitive” to learn, I believe that best way to become an “expert” in any software package is through practice and experimentation. There is not enough time to cover all the features in even one software package in a single semester. In fact, that is not the goal of this class. Instead, we prefer to teach software concepts (why things work the way they do) so that you can begin to explore on your own. It is while experimenting on your own that most of the real learning occurs.

As seductive as the computer is, we must not forget that the computer is only a tool not much different than a paintbrush. Just as a fine artist will use the paintbrush to create a painting that will move us, commercial artists use the computer to create visual communication that help sell products, services and events. Because graphic designers are commercial “artists,” I will be expecting your work in this class to have a high level of craftsmanship and demonstrate an understanding of design principles and visual literacy.

Learning graphic design is easy. All you have to do is show up, participate in class, allow me to direct you, and you will end up with dynamic portfolio pieces that will get you jobs.

I am aware that there are different students with different learning preferences. If you are having difficulties learning the material being presented in this class, I highly encourage you to see me during my office hours.

I have an open door policy, which means that anyone can come to see me at any time. However, appointments are strongly encouraged because you will have priority over those people without appointments.

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