

---

---

## Course Information

course number: GPHD 145 prerequisites: GPHD 130, 135 instructor: Associate Professor John P. Forrest Jr.  
course title: Visual Image units: 3

---

### Associate Professor Forrest

office: Mariposa Hall Room 5001A email: john.forrest@csus.edu  
phone: 916.278.4319 web site: http://www.csus.edu/indiv/f/forrestj/  
office hours: M, Tu, W 1:30-2:30 p.m.  
Call 916.278.3962 to make an appointment

---

### catalog description

Advanced exploration of visual study. Students will learn to orchestrate a diverse yet unified visual campaign for a particular client. Image making will be stressed in this course as students experiment with techniques and media including but not limited to photography and illustration.

### course objectives

- Maximizing creative potential when working in groups
- Developing original images with message
- Developing message & intent in composition
- Interpreting and decoding design elements
- Cultivating and answering process questions
- Implementation of a concept over multiple formats and media
- Creation of a visual campaign for a well researched topics
- Formally present and defend work to an audience

### grade distribution

campaign	20%	94% – 100% = A
presentation	20%	90% – 93% = A-
publication	20%	87% – 89% = B+
exercises	30%	84% – 86% = B
		80% – 83% = B-
daily participation	10%	77% – 79% = C+
		74% – 76% = C
		70% – 73% = C-
		67% – 69% = D+
		64% – 66% = D
		60% – 63% = D-
		0% – 59% = F

---

## Course Policies

### attendance

Attendance will be taken at the beginning of every class. **If the student arrives late it is the students responsibility to speak with the instructor after class to ensure the proper marking of attendance. If the student does not speak to the instructor at the end of class then the record stands.** Attendance is required. Your final grade will be lowered one letter grade for every non excused absence past three. Example: C will be lowered to C- for four non excused absences. Absence will only be excused for **documented** illness or emergency.

### late arrivals / early departures

Excessive or persistent tardiness will effect your final grade. 6 late arrivals or early departures will count as 1 absence.

### missed work

Any missed work or lecture material is the students responsibility to hand in or recover. If a meeting with the instructor is required please take care of this sooner rather than later.

### participation

The student is expected to be self-motivated and a self-starter. Part of a students grade will be a reflection of his / her work ethic in, as well as out of class. Come prepared with course supplies, finished homework, and be ready to participate in class. Much of the skills learned in class come through close observation and dedicated practice while participating in lecture and activity sessions.

### project deadlines / make-ups

Projects turned in past the deadline will have the final grade lowered by one full letter grade for every class period late. Example: C will be lowered to D. Projects will be due within the first five minutes of class unless otherwise noted.

### practical precautions

Students are to take proper measures to protect their work when storing and transporting it. Put course supplies, works in progress, and finished projects in secure places. Lockers are available in the Kadema Hall breezeway. Bring a reliable lock if using these storage areas. Stolen or damaged projects will not be excused. When dealing with digital files, save early and save often. Back up all files, whether done at home or in the lab. Corrupt files and defective disks will not be excused.

### withdrawal dates and procedures

Students are expected to know the university's policy on dropping classes. Drops requested beyond prescribed deadlines will require a "serious and compelling reason". Refer to the official drop policy found in the class schedule for more details.

### academic dishonesty

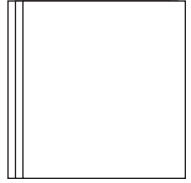
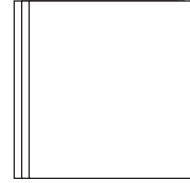
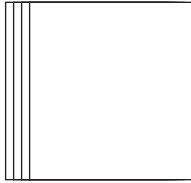
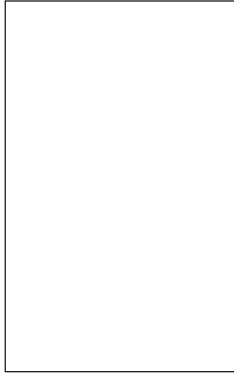
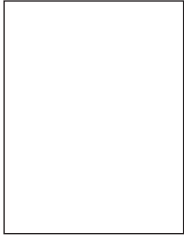
All work must be properly cited. Cheating is unacceptable at CSUS. If cheating, copying or plagiarism is discovered, the work in question will receive a zero in the grade record. The student will then be referred to the proper university authorities to determine if any additional action by the university must be taken.

### students with special needs

If you have a disability and require accommodations, you need to provide disability documentation to SSWD, Lassen Hall 1008, 916-278-6955. Please discuss your accommodation needs with me after class or during my office hours early in the semester.

---

## Deliverables



Exercises



Campaign

Publication

---

## Important Dates (subject to change)

<b>week 1</b> class one class two	<b>August 30 \ September 1</b>	<b>week 11</b> class one class two	<b>November 8 \ November 10</b>
<b>week 2</b> class one No Classes: Monday 6, Labor Day class two	September 6 \ <b>September 8</b>	<b>week 12</b> class one class two	<b>November 15 \ November 17</b>
<b>week 3</b> class one class two	<b>September 13 \ September 15</b>	<b>week 13</b> class one class two	<b>November 22 \ November 24</b>
<b>week 4</b> class one class two	<b>September 20 \ September 23</b>	<b>week 14</b> class one class two	<b>November 29 \ December 1</b>
<b>week 5</b> class one class two	<b>September 27 \ September 30</b>	<b>week 15</b> class one class two	<b>December 6 \ December 8</b>
<b>week 6</b> class one class two	<b>October 4 \ October 6</b>	<b>finals week</b>	<b>December 13-17</b>
<b>week 7</b> class one class two	<b>October 11 \ October 13</b>		
<b>week 8</b> class one class two	<b>October 18 \ October 20</b>		
<b>week 9</b> class one class two	<b>October 25 \ October 27</b>		
<b>week 10</b> class one class two	<b>November 1 \ November 3</b>		

---

## Required Materials

- Camera (digital or film as long as you can produce a high resolution quality image)
  - X-acto knife, Pack of 100 extra blades (No. 1 Precision Knife)
  - Staedtler lead holder + a variety of leads
  - Lead Sharpener
  - Sketchbook
  - Pad of tracing paper
  - 18" Metal ruler with cork back
  - Spray mount or rubber cement
  - Glue stick
  - White artist tape
  - Mars plastic eraser
  - Cutting mat
  - Push pins
  - A Sharpie
  - Set of Black Micron Pens
  - A method of external storage, backup and transportation of digital files.
  - Any other relevant materials you can bring to further your solution.
- You will be expected to do computer and hand work outside of class.
  - You will be expected to turn in high quality prints and comprehensives when applicable.

---

## Required + Recommended Texts

### Required

*A Designer's Research Manual: Succeed in Design  
by Knowing Your Clients and What They Really Need*  
by Jennifer and Kenneth Visocky O'Grady, ISBN 1592532578

### Recommended

*slide:ology: The Art and Science of Creating Great Presentations (Paperback)*  
by Nancy Duarte, ISBN-10: 0596522347

Check web site for additional readings throughout the semester.

---

## Sister Corita's Rules

### Rule 1

FIND A PLACE YOU TRUST AND THEN TRY TRUSTING IT FOR A WHILE.

### Rule 2

GENERAL DUTIES OF A STUDENT:

PULL EVERYTHING OUT OF YOUR TEACHER.

PULL EVERYTHING OUT OF YOUR FELLOW STUDENTS.

### Rule 3

GENERAL DUTIES OF A TEACHER:

PULL EVERYTHING OUT OF YOUR STUDENTS.

### Rule 4

CONSIDER EVERYTHING AN EXPERIMENT.

### Rule 5

BE SELF DISCIPLINED. THIS MEANS

FINDING SOMEONE WISE OR SMART AND

CHOOSING TO FOLLOW THEM.

TO BE DISCIPLINED IS TO FOLLOW IN A GOOD WAY.

TO BE DISCIPLINED IS TO FOLLOW IN A BETTER WAY.

### Rule 6

NOTHING IS A MISTAKE. THERE'S NO WIN AND

NO FAIL. THERE'S ONLY MAKE.

### Rule 7

## The only rule is work.

IF YOU WORK IT WILL LEAD TO SOMETHING.

IT'S THE PEOPLE WHO DO ALL OF THE WORK ALL THE TIME

WHO EVENTUALLY CATCH ON TO THINGS.

### Rule 8

DON'T TRY TO CREATE AND ANALYZE AT THE

SAME TIME. THEY'RE DIFFERENT PROCESSES.

### Rule 9

BE HAPPY WHENEVER YOU CAN MANAGE IT.

ENJOY YOURSELF. IT'S LIGHTER THAN YOU THINK.

### Rule 10

"WE'RE BREAKING ALL OF THE RULES. EVEN

OUR OWN RULES. AND HOW DO WE DO THAT

BY LEAVING PLENTY OF ROOM FOR X QUANTITIES." JOHN CAGE

HELPFUL HINTS: ALWAYS BE AROUND. COME OR GO TO EVERY- THING. ALWAYS GO TO CLASSES. READ ANYTHING YOU CAN GET YOUR HANDS ON. LOOK AT MOVIES CAREFULLY, OFTEN. SAVE EVERYTHING IT MIGHT COME IN HANDY LATER. THERE SHOULD BE NEW RULES NEXT WEEK.

Corita Kent's Rules & Hints for Students and Teachers.

Kent, Corita & Jan Steward, Learning by Heart; Bantam Books, 1992.