

ARTH 3625 GRAPHIC COMMUNICATION IN MANAGEMENT OF PROJECTS (4 credit hours)

Elmira College

SPRING 2025

Required Text:

Textbook is optional, not required.

William Ryan, Theodore E. Conover, *Graphic Communications Today*, 4th edition, Thomson, Delmar Learning, Clifton Park, NY, 2004.

Supplemental readings might be included to illustrate or expand on textbook readings.

Pre-requisites: ARTH 1500 Introduction to Arts Management; MARK 2423 Marketing Analytics and Metrics

Course Description

This course explores the role of graphic communication in managing projects across various industries. It examines the principles and practices involved in designing, producing, and transmitting graphical information in project contexts. Students will learn essential design concepts, including visualizations, icons, color theory, proportion systems, grids, and branding, while applying these concepts to practical scenarios. The course also delves into publication design, typography, prepress production, and the technical processes behind industrial-scale graphic production. By mastering planning tools and techniques, students will develop skills to manage diverse projects in printing, cross-media platforms, and other creative industries.

Course Objectives and Goals

- Understand and apply graphic communication principles to project management.
- Analyze and implement design concepts such as visualizations, proportion systems, grids, and typography.
- Design and manage projects involving cross-media platforms, print production, and branding.
- Utilize tools and techniques to effectively plan and execute industry-specific projects.
- Develop a critical perspective on visual identity, publication design, and industrial production processes.

Evaluation of Performance

Your grade will be based upon your performance on exams, assignments, and participation.

Assignments	10%
Labs	30%
Group Projects	20%
Midterm Exam	20%

Final Exam	20%
Total	100%

Grades will be assigned as follows:

A 93% and above	B- 80 - 82%	D+ 67 - 69%
A- 90 - 92%	C+ 77 - 79%	D 63 - 66%
B+ 87 - 89%	C 73 - 76%	D- 60 - 62%
B 83 - 86%	C- 70 - 72%	F 59% or below

Withdrawal Policy: Please see Elmira College Bulletin for information on this policy.

Academic Honesty: Please read the section on Academic Honesty in the [Code of Conduct](#). Briefly, academic dishonesty includes: cheating, fabrication, facilitating academic dishonesty, and plagiarism. Ask if you have any questions on whether something constitutes as academic dishonesty. All work must be original and new. Past assignments from current or other courses will not be accepted. Academic dishonesty will not be tolerated. It will result in zero on the assignment, and a report will be filed with the school. Continued practice will result in failure of the class. Institutional penalties may also apply with repeated acts of academic honesty.

Student Responsibility:

- It is your responsibility to keep track of assignments and due dates.
- You should ask questions concerning assignments and lectures, if you need any clarifications.
- If you are struggling in class, have concerns, and/or unsure about expectations, please stop by during office hours or make an appointment for another time.

Tentative Schedule of Topics

<u>Topic</u>	<u>Materials</u>	<u>Tasks & Evaluations</u>
Fundamentals of Visual Communication and Design Principles	Chapter 1	
Visualizations: From Concepts to Execution	Chapter 2	Assignment 1
The Role of Icons in Effective Communication	Chapter 3	
Color Theory: Meaning and Application in Project Design	Chapter 4	Lab 1
Proportion Systems in Graphic Design	Chapter 5	
The Grid System: Structuring Visual Layouts	Chapter 6	Lab 2
Brochure Design: From Concept to Completion	Chapter 7	
Branding Essentials and Visual Identity Development	Chapter 8	
Typography and Its Role in Graphic Communication	Chapter 9	Group Project 1
Composition and Layout Techniques for Effective Design	Chapter 10	Midterm Exam
Illustration Techniques for Projects and Presentations	Chapter 11	
Prepress Production: Theory and Applications	Chapter 12	Assignment 2
Industrial Printing Processes and Technology	Chapter 13	
Managing Cross-Media Graphic Projects	Chapter 14	Lab 3
Tools for Graphic Communication in Project	Chapter 15	

Management		
Designing for Digital Platforms and Mobile Media	Chapter 16	Lab 4
Integrating Graphic Design into Marketing and Branding Strategies	Chapter 17	
Advanced Topics in Publication Design and Production	Chapter 18	Group Project 2
Managing Collaborative Design Projects	Chapter 19	Final Exam