

introduction to GRAPHIC DESIGN | ar 131 a

course info

mon/wed 8:30am – 11:00am
room 007 / print design lab

professor / contact info

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course objectives

- To introduce the principles and techniques of graphic design.
- Create strong compositional designs through the use of format, line, shape, contrast, positive/negative space, rhythm, direction, balance, and repetition.
- Solve visual problems by expressing ideas through the creative use of images and text.
- Recognize elements of and produce professional-quality design.
- Gain a strong skill of rapid and strong idea generation through thumbnail sketches.
- Demonstrate your understanding of the principles of design through the sharing of ideas during group critiques.
- Develop your ability to present to specific audiences.
- Develop an understanding of the Macintosh computer (using OS X), how it works, how the design lab is set up and runs.
- Gain an intermediate knowledge of the three main types of design programs: vector-based program (Adobe Illustrator), raster-based program (Adobe Photoshop), and page-layout program (QuarkXPress).
- Broaden your understanding of the increasing influence digital work has on culture.

class format

This is a studio class, therefore you will work in class on your projects AND be expected to work outside of class on your own. Do not take this course if you cannot or will not devote a minimum of 5 hours each week to assignments and lab work in addition to class meetings. You may work in either the 007 or 104 lab. Lab availability schedules are posted on the outside of each door. Plan accordingly and do not enter when another class is in progress.

All assignments are due at the beginning of class, unless indicated otherwise. You will not be printing, cutting, or mounting your work at the beginning of class.

“ASK THREE, THEN ME.”

In order for you to be self-sufficient, you need to be proactive. Engage with your classmates. Use the manuals. Use the help menu. Use Google!!! If you have a question, you must ask three of your classmates before asking me. You'll thank me for it when you're in the lab at 2am and you can troubleshoot your own problems!

attendance policy

All students are required and expected to attend all classes. Absences affect your work, so they affect your grade. If you cannot make a class you must email me, or leave a note with Jan in the Art Office before the meeting of the class. If you do not email me, the absence will not be excused! Absences must be accompanied by an appropriate Dean's or doctor's excuse to be validated.

Two unexcused absences will lower your final grade five percentage points. Each additional absence will lower the grade five percentage points. Three late arrivals is equivalent to one missed class.

Tardiness is coming to class up to 15 minutes late. If you are more than 15 minutes late for class, you will be marked absent. Three late arrivals is the equivalent to one missed class. If you arrive after I have taken attendance, it is your responsibility to make sure I have not marked you as absent.

grading

Your grade will be made up of three areas: Project grades (75%), Quizzes & Homework (10%), and Class Participation (15%). Specific aspects of these areas are explained below.

Class Participation — 15%

Includes your attendance, your overall *attitude*, and *active participation* during individual and group critiques. Misbehavior and poor attitude will affect your grade!

Quizzes & Homework — 10%

There will be scheduled small assignments, papers, and quizzes given based on reading, discussion and handouts.

Projects — 75%

Each project will be based on 100 points. You will be evaluated in the areas of: Time Management, Thumbnails, Use of Program(s), Mounting & Precision, Presentation (speaking), Balance & Composition, Design Style, Adherence to Project Specs, Participation in Critique, and Creativity.

Grading Scale:

A 94–100; A- 93–90 B+ 89–87; B 86–84; B- 83–80; C+ 79–77; C 76–74; C- 73–70; D+ 69–67; D 66–64; D- 63–60; F below 60

project submission

My guidelines are “real world.” On time. Professionally-done. The habits you form here can enhance your level of success after graduation. Clients employ and depend on designers who are not only skilled, talented, flexible, and good communicators, but who are reliable. Talent does not meet a deadline—planning and discipline does.

You may re-submit a project for consideration of up to five additional points. You must submit the original project with the original grading comments. You must go above and beyond to receive any extra points. The resubmitted project must be presented as specified on the original assignment sheet; remounted, etc.

**Deadline for resubmission is exactly 1 week from the date it is returned to you. No exceptions.*

!! important notes !!

- You must bring your textbook, Illustrator manual, your sketchbooks and any other materials you need to do your work to each class. Coming to class without materials or textbook counts as an unexcused absence!
- *Students* will be responsible for all material covered in classes that they have missed. Do not ask me!
- Absences from class do not excuse you from a deadline.
- There will be technical problems—none are excuses for missing a deadline. Plan ahead. Avoid problems.
- Excuses of any kind will not be tolerated. Don't even bother.
- No iChat, AIM, icq, msn, irc, online games, facebook, myspace, blogs, or anything of the like during class.
- Mobile phones must be turned off and stowed-away during class. I should never see them.
- Students are expected to uphold the standards of academic honesty, as indicated in the Student Handbook.
- For each time I see/hear inappropriate behavior, your Class Participation grade will lowered 5 points.

required supplies

- Portable mass storage device used: USB Flash Drive. [usb/firewire hard drive; CD-r/rw; DVD-r/rw]
- Large Sketch Book (see below)
- Binder/Folder to hold handouts/etc.
- Several black matte boards (32" x 40" not foam core)
- Pencils and eraser & extra fine point black sharpies for sketching.
- *The Elements of Graphic Design: Space, Unity, Page Architecture, and Type* | by Alexander W. White
- *Illustrator CS 2 for Windows and Macintosh : Visual QuickStart Guide* | by Elaine Weinmann, Peter Lourekas
[NB: graphic design majors should purchase the Quark XPress & Photoshop *Visual QuickStart Guide.*]

the sketchbook

Your sketchbook will become an extension of you while in this class. It will be the most important aspect of your time spent in this course. This book will become your “think tank.” It will count as a project grade at the end and will be critiqued in your final review. Do not take this loosely! Get it. Use it. Depend on it.

Each week you will be expected to collect a minimum of 5 specimens. What constitutes a specimen? Anything you see that interests you. Anything you look at and say, “wow, that’s really cool/interesting.” Tear things out of magazines; collect business cards; take pictures of exhibits, cars, posters, anything that has been designed! Collect website url’s, books you’re looked at—xerox things from the library—BE CREATIVE! Write about it if you want. Do some sketches along side your specimens for thumbnail/idea-generation practice. The more you do, the better your grade.

Thumbnails!! For each project that you are assigned, you will be expected to come up with many thumbnail sketches before you even think about sitting in front of the computer. Resist the urge! Good designers can draw to some degree, and FAST. It doesn’t matter if you think it looks “bad” or not—as long as you can get your idea across, you have a powerful tool. This does not come easy to most. You will need to work on it and train yourself, just as you will be working on your computer skills.

class schedule >> *subject to change*

01.16	Lecture	Discuss syllabus, course requirements and grading Sketchbook explained “What is Graphic Design?” [Fields of design, design process, etc.] Introduction to the Macintosh & Design Lab: <ul style="list-style-type: none">• OS X environment• Folder & application navigation• Server navigation, saving/backup procedures• B&W Printing
	Reading	White, pp. 1–9
	Assignment	Successful/Unsuccessful Design Research Project
01.18	<u>Due</u>	<u>Present Successful/Unsuccessful Design assignment</u>
	Lecture	What are thumbnails? Design process. More on OS X operating system
	Assignment	Project #1: Shape and Value Design given Choose 3 words and do 8 thumbnails for each (at least 24 thumbnails in Sketchbook for next class)
01.23	Lesson	Illustrator Tutorial – working with shapes/value
	Classwork	Individual meetings to discuss thumbnails Begin realizing thumbnails on-screen
	Reading	Handout on Graphic Design History
	Assignment	Begin studying for QUIZ on Chapter 2
01.25	Lecture	Discussion on Graphic Design History reading
	Lesson	Matte Board/Mounting Demonstration
	Reading	White, pp. 13–30
	Assignment	Mount Shape and Value project for Critique on Wednesday Study for QUIZ on Graphic Design History
01.30	QUIZ	QUIZ on Graphic Design History
	<u>Due</u>	<u>Critique of Project #1: Shape and Value Design</u>
	Lecture	The Anatomy of Type
	Lesson	Tutorial on Extensis Suitcase [font management application] Working with type in Illustrator
	Assignment	Assignment #2: Contemporary Design Presentations given Begin research for Contemporary Designer project
02.01	Lecture	The Figure/Ground Principal
	Lesson	Photoshop lesson – scanning/cropping for Presentations
	Classwork	Begin thumbnails for Figure/Ground assignment Individual meetings for Contemporary Designer Presentations
	Assignment	Thumbnails for Figure/Ground
02.06	Lesson	Illustrator: Bezier Pen Tool tutorial & In-Class Tutorials
	Classwork	Studio class – work on presentations and/or Figure/Ground Individual meetings to see Figure/Ground thumbnails
	Assignment	Finish up Contemporary Design Presentation (for next week) Work on Figure/Ground
02.08	<u>Due</u>	<u>Contemporary Design Presentations</u>

02.13	Classwork <u>Due</u> Lecture Assignment	Finish up Contemporary Design Presentations (if need be) <u>Critique of Project #2: Figure/Ground</u> Symbol Design Introduction to Project #3: Logo/Identity Design Thumbnails for Logo/Identity project due next class
02.15	Classwork Lesson Reading	Studio class – working on Logo/Identity project Individual meetings to discuss thumbnails Type Relationships: Incorporating type in logo designs Color Printing Tutorial Handout on Typography (begin studying for QUIZ on Typography)
02.20	Lesson Classwork Assignment	Introduction to Quark XPress Discussion on Typography Reading Studio class – working on Logo/Identity project Finish Logo/Identity project for working-critique next class Study for QUIZ on Typography
02.22	QUIZ <u>Due</u> Lesson Assignment	QUIZ on Typography <u>Project #3 Working critique [printed, but not mounted]</u> Taking Logo/Identity one step further: letterhead & business cards Quark Tutorial – import illustrator work to Quark Lay out letterhead and business card in Quark
02.27	Classwork Assignment	Studio class – finishing up Logo/Identity project Mount Project for class critique on Monday
03.01	<u>Due</u> Lesson Classwork Assignment	<u>Critique on Project #3: Logo/Identity Design</u> Quark lesson – Key commands & how to set type. Exercises in how to set type Typographic Studies Part 1 (spring break)
03.13	<u>Due</u> Lesson Reading Assignment	<u>Typographic Studies Part 1</u> More on Quark, key commands, and type-setting Typographic Studies Part II given & explained White, pp. 31–39 Study for QUIZ on Quark (knowledge and key commands) Begin work on Project #4: Typographic Studies Part II
03.15	QUIZ Lecture Classwork	QUIZ on Quark knowledge & key commands Discuss reading Studio class – working on Typographic Studies Part II
03.20	Classwork Lesson Classwork	On-screen working-critique of Type Studies II Photoshop Tutorial Studio class to finish up project

03.22	<u>Due</u> Lesson	<u>Project #4: Typographic Studies Part II</u> (no critique) Advanced Photoshop Techniques File types: EPS/TIFF How Photoshop and Quark work together
	Reading	White, pp. 50–73 (Section II) (begin studying for QUIZ on Section II)
	Assignment	Project #5: Concert Publicity Project given: Begin gathering images and thumbnails due next class
03.27	Lecture Classwork Assignment	Discuss Section II reading Studio class – Concert Publicity Project Study for QUIZ on Section II
03.29	QUIZ Classwork	QUIZ on Section II reading On-Screen group critique on Project #5: Concert Publicity Project Studio class – Concert Publicity Project
04.03	Classwork	Studio class – Concert Publicity Project TBD
04.05	Classwork	Studio class – Concert Publicity Project TBD
04.07		NYC Bus Trip Art Exhibit Review Paper Assignment Given
04.10	Classwork	Studio class – Concert Publicity Project TBD
04.12	<u>Due</u> Classwork	<u>Art Exhibit Review Paper Due</u> Studio class – Concert Publicity Project TBD (Easter recess)
04.19	Classwork	Studio class – Concert Publicity Project TBD
04.24	<u>Due</u>	<u>Project #5 Working critique [printed, but not mounted]</u>

Final Critiques TBD (May 1–6)