

# introduction to graphic design

art 131z

## course info

mon/wed 6:30-9:00pm

South Campus room 007/print design room

## professor info

Liz Krenos

ekrenos@gmail.com

## class objectives

- To introduce and familiarize you with the principles 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.
- Gain an intermediate knowledge of the three main types of design programs: vector-based (Adobe Illustrator), raster-based (Adobe PhotoShop), and page-layout (QuarkXPress).

## class format and responsibilities

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. Each class will generally begin with a class discussion, design lesson, or group critique. It is extremely important whatever your career, that you have the ability to interpret, express, and communicate ideas to others. There will be some computer instruction every class. You will have homework every class, and most of the time, there will be some kind of assignment due. **Be on time.** Come to class prepared to work and have all sketches and materials ready as specified in the previous class or on the syllabus.

- **No using zip disks. Learn how to use dependable media.**
- **No iChat, AIM, icq, msn irc, MySpace or anything of the like during class.**
- **Be present during class. And don't do your freelance work during class.**

## grading

### Attendance/Class Participation/Homework—15%

If you are more than 15 minutes late to class, it does not go unnoticed. Absences affect your work, so they affect your grade. E-mail or call beforehand if you are going to miss a class. I will give one unexcused class (no questions asked), in the interest of mental health. When you are absent from class, it is **your duty** to get the information covered in class from one of your fellow classmates. I do not have time to do this for you. **Excused absences** (sickness, with a note from the health center or family doctor; death in the family; other extenuating circumstances) require you to make up the work missed. Make arrangements with me to make up work in an appropriate time frame. Unexcused absences seriously affect your grade. Plan ahead and talk to me if you need to miss a class. If you are involved in a sport, please see me as soon as possible in the beginning of the semester, bring me a schedule of your games (and other meets/games) that might conflict with class. Talk to your coaches and then talk to me and we will plan ahead so that you do not fall behind.

### Projects—75%

Each project is graded on three aspects:

- **Creativity/Problem Solving:** How well was the problem solved and how creative was the solution?
- **Presentation/Execution:** Neatness and a level of professionalism in the completed work. Did the work utilize the computer program efficiently and with authority or was the student guided by the program? Were the design principles used efficiently? How well is the work presented? (this includes professional attitude and attire)
- **Deadline/Attitude:** Was the project handed in on the day specified and in a positive mental attitude?

**note** Late project: a half letter grade will be deducted for every day late.

### Quizzes—10%

There will be scheduled quizzes given periodically throughout the semester based on handouts, reading assignments, and computer skills.

## 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. Discipline is just another word for good work habits.

## FAQ

What if I'm absent from class and I have a project or assignment due?

Absences from class do not excuse you from a deadline. Call and notify me how I should be expecting to receive your project. Have a friend, classmate, relative, or a messenger service deliver it to me. FedEx overnight is an option, marked in my attention.

What if I was really lost on a project and didn't know what to do?

Please talk to me as soon as you may be having trouble. I can only help if you ask.

What if the computer crashed and I lost my work? Or the printer wasn't working?

There will be technical problems—this is no excuse for missing a deadline.

## talk to me

If you need to see me, please make arrangements to meet with me. The best way to reach me is my e-mail. I am on the computer all day at work and check e-mail more frequently than I would like to admit. Call me. My cell doesn't work well during the day, so call my office line. If you leave a message on either I will return your call. I will try to stay after class for a while since I am not on campus during the day. Please feel free to come ask me questions or talk about any concerns you may have.

## required supplies

- portable mass storage device: USB Flash Drive. I can arrange for these to be in the art office for you to purchase. You may use your own firewire or USB drive of comparable or larger size. \*No Zip disks— they are not reliable.
- Large sketch book (see below)
- Folder for handouts
- Several black mat boards (32"x40" not foam core)
- Pencil and eraser & extra fine sharpies for sketching
- *The Elements of Graphic Design*: by Alex W. White

## suggested text

- *Illustrator CS for Windows and Macintosh: Visual QuickStart Guide*: by Elaine Weinmann, Peter Lourekas
- *QuarkXPress 6: Visual QuickStart Guide*: by Elaine Weinmann, Peter Lourekas
- *PhotoShop CS: Visual QuickStart Guide*: by Elaine Weinmann, Peter Lourekas

## the sketchbook

Your sketchbook will become an extension of you while in this class. 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!

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 web site url's, books you've looked at—xerox things from the library. Write about it if you wish. Do some sketches incorporating your specimen for thumbnail/idea-generation practice. The more you do, the better your grade.

Thumbnails!! For each project you are assigned, you will be expected to come up with many thumbnail sketches before you even think about designing on the computer. Resist the urge! 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 schedual subject to change

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| 01.16 | Lecture    | Discuss syllabus, course requirements and grading<br>Sketchbook explained<br>Introduction to the Macintosh & Design Lab: <ul style="list-style-type: none"><li>• OS X environment</li><li>• Folder &amp; application navigation</li><li>• Server navigation, saving/backup procedures</li><li>• Printing</li></ul> |
|       | Reading    | Intro pp. 1-9  |
|       | Assignment | Successful/Unsuccessful Design Research Project  |
| 01.18 | <b>Due</b> | <b>Present Successful/Unsuccessful Design Assignment</b>   |
|       | Lecture    | What are thumbnails? Design process.<br>More on OS X operating system  |
|       | Assignment | Project #1: Shape and Value Design given<br>8 thumbnails, per word, in sketchbook for next class (24 total)  |
| 01.23 | Lesson     | How to save your work<br>Value and Contrast, Weight and Texture<br>Illustrator Tutorial—working with shapes/value<br>Individual meetings to see Shape & Value thumbnails   |
|       | Classwork  | Translate thumbnails onto computer   |
|       | Assignment | Find examples of Shape & Value to bring in for discussion  |
| 01.25 | Lesson     | Organization of files and documents<br>Setting files up for printing<br>Review examples of Shape & Value designs   |
|       | Classwork  | continue work on Shape & Value   |
|       | Reading    | Handout on History of Design   |
|       | Assignment | Begin to study for QUIZ on handout   |
| 01.30 | Lecture    | Discussion on handout  |
|       | Lesson     | Mounting Demonstration—Mount Shape and Value Design project<br>Correct use of spray booth  |
|       | Reading    | Section 1: pp. 13-30   |
|       | Assignment | Mount Shape & Value project for Critique on Wednesday  |
| 02.01 | QUIZ       | Quiz on handout: History of Graphic Design   |
|       | <b>Due</b> | <b>Critique of Project #1: Shape and Value Design</b>  |
|       | Lecture    | Typography, Form and Functions (type anatomy)  |
|       | Lesson     | Tutorial on Extensis Suitcase (font management application)<br>Working with type in Illustrator  |
|       | Assignment | Begin research for Contemporary Designer project   |
| 02.06 | Lecture    | The Figure/Ground Principle  |
|       | Lesson     | PhotoShop lesson—how to use for Presentations<br>scanning/cropping for Presentations   |
|       | Classwork  | Begin thumbnails for Figure/Ground assignment<br>Individual meetings for Contemporary Designer Presentations   |
|       | Assignment | Thumbnails for Figure/Ground   |

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| 02.08 | Lecture<br>Classwork<br>Assignment              | Pen tool lesson—in-class tutorials (hand in)<br>Studio class—work on presentations and/or Figure/Ground<br>Individual meetings to see Figure/Ground thumbnails<br>Finish up Contemporary Design Presentation (for next week)<br>Work on Figure/Ground                   |
| 02.13 | <b>Due</b>                                      | <b>Contemporary Design Presentations</b>  |
| 02.15 | <b>Due</b><br>Lecture<br>Assignment             | <b>Critique on Project #2: Figure/Ground</b><br>Symbol Design<br>Introduction to Project #3: Logo/Identity Design<br>Thumbnails for Logo/Identity project   |
| 02.20 | Classwork<br>Lesson<br>Assignment               | Studio class—working on Logo/Identity project<br>Individual meetings to discuss thumbnails<br>Type relationships—incorporating type with design<br>Color printing tutorial<br>Reading on typography (handout given)   |
| 02.22 | Lecture<br>Lesson<br>Classwork<br>Assignment    | Discussion on handout<br>Introduction to QuarkXPress<br>Studio class—working on Logo/Identity project<br>Finish Logo/Identity project for working-critique next class<br>Study for QUIZ on handout (Chapter 6/Typography)   |
| 02.27 | QUIZ<br><b>Due</b><br>Lesson<br>Assignment      | Quiz on handout (Chapter 6/Typography)<br><b>Working critique (printed but not mounted)</b><br>Taking Logo/Identity one step further: letterhead & business card<br>Quark tutorial—important illustrator work to Quark<br>Lay out letterhead and business card in Quark |
| 03.01 | Classwork<br>Assignment                         | Studio class—finishing up Logo/Identity project<br>Mount Project for class critique on Thursday   |
| 03.06 | OFF   | Spring Break  |
| 03.09 | OFF   | Spring Break  |
| 03.13 | <b>Due</b><br>Lesson<br>Classwork<br>Assignment | <b>Critique on Project #3: Logo/Identity Design</b><br>Quark lesson—Key commands & how to set type<br>Exercise in how to set type<br>Typographic Studies Part I   |
| 03.15 | <b>Due</b><br>Lesson<br>Assignment              | <b>Typographic Studies Part I</b><br>More on Quark, key commands, and type-setting<br>Study for QUIZ on Quark (knowledge and key commands)<br>Begin work on Project #4: Typographic Studies Part II<br>Reading on Space Relationship: pp. 31-39                         |

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| 03.20 | QUIZ<br>Lecture<br>Classwork                                      | Quiz on Quark knowledge & key commands<br>Discuss reading on Space Relationship<br>Studio class—working on Typographic Studies Part II  |
| 03.22 | Classwork<br>Lesson<br>Classwork<br>Assignment                    | On-screen working-critique of Type Studies II<br>PhotoShop Tutorial<br>Studio class to finish project<br>Project 5 given—begin gathering images   |
| 03.27 | <b>Due</b><br>Lesson<br><br><br><br><br><br>Reading<br>Assignment | <b>Project #4: Typographic Studies Part II (no critique)</b><br>Advanced PhotoShop Techniques<br>In-class tutorial<br>File types: EPS/TIFF<br>In-class scanning<br>How PhotoShop and Quark work together<br>Chapter 4, 5 & 6 (Unity): pp. 50-73<br>Begin to study for Quiz<br>Thumbnails due next class for Project #5: Poster Design |
| 03.29 | Lecture<br>Classwork<br>Assignment                                | Discuss reading<br>Studio-class—Poster Design<br>Study for Quiz   |
| 04.01 | QUIZ<br>Classwork   | Quiz on section 2: Unity<br>Studio-class—Poster Design  |
| 04.05 | <b>Due</b>  | <b>Critique on Project #5: Poster Design</b>  |
| 04.10 | Classwork   | Studio-class—final project<br>Individual meetings to discuss ideas & thumbnails   |
| 04.12 | Classwork   | Studio class—final project  |
| 04.17 | Classwork   | Studio class—final project  |
| 04.19 | Classwork   | Studio class—final project  |
| 04.24 | Classwork   | Studio class—final project  |
| 04.26 | Classwork   | Studio class—final project  |

Final Critiques TBD April 30—May 04