

DES 131 Fall 2012:

Introduction to Graphic Design

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Credits: 3 | Lab hours: 22 | Lecture hours: 22
Length of course: 11 weeks | Prerequisites: None

Course description: The purpose of this course is to introduce students to the terminology, process and social context of graphic design. Students will utilize traditional image making techniques and learn the language of graphic design for building communication and presentation skills.

Course website: www.momentumpress.com/sccc/graphic_design/

Course outcomes: Upon completion of this course, students will be able to do the following:

- Present graphic design concepts and be able to communicate its specific terminology to express ideas
- Discuss design as a reflection of society
- Proceed from thumbnails to roughs to a comprehensive design
- Work with the gestalt principles of grouping, continuation, closure, and figure/ ground (positive/negative) in homework assignments
- Demonstrate proficiency of visual communication through use of abstraction and the visual dynamics of direction, symmetry and asymmetry, contrast, pattern, and composition

Methods of presentation: Instructor lecture and demonstration
Studio group presentation and demonstration
Project simulation
1/1 instruction

Methods of evaluation: Studio group critiques
Self evaluation
1/1 evaluation by instructor

ADA Conformation: (Americans With Disabilities Act) If you need course adaptations or accommodations because of a disability, if you have emergency medical information to share with me, or if you need special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible. I also urge you to make use of the Counselor/Disability Support Services. Contact Alfred M. Souma M.A., Tel 206-934-4169 or al.souma@seattlecolleges.edu

Recommended Reading: Copies of these books are available for check out from the equipment room:

Graphic Design Solutions, Robin Landa.
Becoming a Graphic Designer, Steven Heller.
Additional readings may be assigned each week.

Weekly Topical Outline:

This weekly outline is subject to change at any time.

Week 1: What is graphic design? What is visual communication? What is the process? We'll talk about the basic elements (dot, line, shape, pattern, texture) and principles (balance, emphasis, tension, rhythm) of graphic design.

Homework: Using one of your 10 shapes chosen from your in class exercise you will create 2, 10" x 10" compositions. The first composition should be stable and the second composition should be dynamic.

Required reading:

Graphic Design Process (site)

How to Survive Critique (site)

Critique Guide (PDF file)

Recommended reading:

Landa Chapter 3

Week 2: This week we'll be learning the terminology and language of design by looking at work by Armin Hoffman. Then we'll review the design process and how to successfully evaluate and critique design work.

Principles of Gestalt presentation followed by show and tell of student work using gestalt as inspiration for their projects.

Homework: Generate two new unique compositions inspired by gestalt, each composition is 11" X 17". Last week's project (including the 2x2 shape) and this week's project should be mounted on a 15" x 20" black board (use both the front and the back of the board).

Required reading:

16 Designer Job Descriptions(site)

AIGA Design Job Descriptions(site)

Recommended reading:

Landa Chapter 1 and 2

Gestalt Presentation (PDF file)

Week 3: We'll be reviewing Designer Job Descriptions and how the roles might work within a company. How do these roles translate to our program.

There will be a lecture and show and tell about letters – their form and basic structure. And there will be a slide presentation of Edward Fella's and Paula Scher's work.

Week 3 Continued: Homework: Use only type to create a visual representation of an assigned word. The finished work must be in black and white on a 9" x 12" sheet of white paper.

Required reading:
Design Career Paths (PDF file)

Recommended reading:
Landa Chapter 4
Heller, pgs: 17, 25–34, 56–58, 72–76, 98–100, 114–115, 121–123, 144–146, 158–160, 184–186, 222–223

Week 4: Design Career Paths: What kind of career paths are available in our industry and how does the program feed into industry needs.

There will be a presentation on the works of Chermayeff & Geisner. A brainstorming exercise using a matrix will follow.

Homework: You will be creating a stylized animal icon which is appropriate for an industry. You will need to show your initial sketch as well as the final iteration in black and white, on 2, 8.5" X 11" sheets of paper. Please submit all of your refinement sketches.

Required reading:
Design FAQs (site)

Recommended reading:
Landa Chapter 6

Week 5: There will be a presentation which will show the progression and direction of our projects from simple lettermarks to more complex symbols and logos. Student work will be showcased.

Homework: Create a combination mark for two unconnected subjects. Your work for next week will consist of 2, 8.5" x 11" pieces of white paper. The first piece of paper will have a refined sketch idea for your combination mark. The second piece of paper will have the typed store name using 3 different typefaces.

Recommended reading:
Landa Chapter 7

Week 6: In-class critique

Homework: This week you will refine your project based off of class feedback. If you haven't done so already, please take your logo to the computer, working in Illustrator – make them into vector art. Please

Week 6 Continued: take your logo design and scale it to 2 sizes. The first size will be ~ 1" x 1" (The smallest side is 1") and the second size should almost fill an 8.5" x 11" sheet of paper. Print out both sizes of the refined logo design and bring them to class next week.

Week 7: Presentation and demonstration which will show the AIGA symbol sets <http://www.aiga.org/content.cfm/symbol-signs> and how to develop your symbol set using line, weight, texture, color, and value.

Homework: Create 3 symbols for your business. Your 3 finished symbols will be b&w. Size of each symbol: around 3" big. Final business logo and symbol sets will be due next week. Final work should be mounted on 15" x 20" black board.

Recommended reading:

Landa Chapter 5

Landa Chapter 8

Week 8: Presentation and lecture on student research, brainstorming and creating strategic design work.

Homework: Final project—over the next few weeks you will be creating a poster for an event.

For this week: Research your chosen project to see what the event is about. Figure out your audience, what the venue is like, what is expected to happen during the event, any historical details about the event might also be helpful to brainstorm ideas. Brainstorm ideas. Start sketching your ideas and make lists based off your research. By the time you are done sketching, your ideas you should have at least 10 Thumbnail concepts for your poster.

Week 9: There will be a presentation which will feature the work of Saul Bass.

Homework: First draft of poster due next week. Work in progress feedback session will be held during the next class. Bring color print outs of what you have to the next class.

Week 10: There will be a presentation which will show the poster designs of Art Chantry, Jeff Kleinsmith, Jessie LeDoux, Frieda Clements and Invisible Creature.

There will be a discussion on how to properly present your work.

Week 10 Continued: Homework: Final draft of poster due next week. The final poster should be printed in color and mounted on 15" X 20" black board.

Good luck everyone!

Week 11: Final project due, printed in color, mounted on 15" X 20" board. Presentations of your work will be happening during class.

Have a great break!

Grading and Attendance

Critique begins on time. This means your work is up on the wall, ready to go, at your assigned time. Three absences in one class will result in a 0.0 final grade. An absence will be recorded for every two tardies in a class. Students doing other work in a class, unless approved by the instructor, will be considered absent from the class. Participation, professional attitude, performance and attendance are all factors that determine your grade. Assignments are due at the date and time specified. Late assignments will be accepted up to a week after the assigned deadline and will result in a loss of one point per day for the assignment. Assignments late for critique will not be included in the critique of the day.

Homework assignments: 50%, Attendance: 10%,
In class participation: 15%, In class assignments: 25%

Supplies: There may be additional materials needed as the class progresses, but this is a list of most of what you will need in order to complete assignments and exercises. Estimated liberal rounded figure for all supplies is \$150.00.

- Sketchbook, spiral bound, any size you like
- Tracing paper pad approx. 9 x 12"
- Layout pad (one that you can use with markers) at least 9 x 12
- Pencil(s) for sketching
- Small pencil sharpener
- #11 x-acto knife with extra blades
- Utility knife with retractable blade and extra blades
- Metal ruler with cork backing 18 inch
- Spray-mount: 3M Photomount Spray or Super 77
- Scissors 6-1/2 inches
- Several Black Sharpie markers, in different widths
- Black, solid-core mounting board 2-ply; At least three 32 x 40" sheets.
This will be used to mount final projects in this class and others. Please be clear: this is not foam core board, it is mounting board which is solid black all the way through. This board is required for mounting all projects in the program.

Art Store: There is a Dick Blick Across the street on Broadway