

Graphic Design I
GRPH 221

SYLLABUS

6:00-8:50 pm
Monday + Wednesday
208 Woods Art Building

CONTACT INFO

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OFFICE HOURS BY APPOINTMENT
1202 P Street

COURSE DESCRIPTION

This three-credit hour studio course offers an investigation of the creation of meaning through visual form. Students will explore the relationships between form, process, perception and intention while investigating meaning through typography, image generation and manipulation, sign/symbol/icon, and visual contrasts. The dynamics of two-dimensional imagery in both representational and abstract contexts will be the focus of study. Principles of composition, expression and spatial representation are addressed.

Through design research, independent project work, and collaborative exercises; students will produce design solutions to applied and experimental problems. Coursework will include independent student research, sustained project work, and critiques, emphasizing the perceptual and contextual properties of design. Lectures, readings, and guided discussions will supplement project work. Students will also be expected to demonstrate both leadership and collaboration skills while working with their fellow students towards the completion of project work.

LEARNING OUTCOMES

The goals of this course are to:

- Explore the concept of visual language through design process & principles
- Investigate form, content, aesthetic expression & visual communication
- Develop the use of the tools, materials & methods of the graphic designer

COURSE TOPICS

Computer Technology

- Identifying the appropriate software/devices
- Raster vs vector images
- Resolution: DPI, PPI (actual vs effective)
- File formats: png, gif, jpg, tif, psd, psb, raw, ai, eps, indd, pdf
- Illustrator tools: bezier (pen), outlines, pathfinder, alignment, effects, trace, etc
- Photoshop: layers, masks, cloning, color correction, manipulation, smart objects
- InDesign: importing art, page layout/grid/margin/alignment, flowing text and typographic tools (styles), exporting, packaging

Process

- Creative/strategy brief
- Intention statement
- Brainstorming/Concepting
- Concept Sketch
- Visual Research
- Comping
- Sourcing art
- Presenting work
- Prepress
- Production

Semiotics

- Icon, Index, symbol
- Denotation/connotation
- Peirce/Saussure

History

- Movements (Art Nouveau, etc)
- Designers (Paul Rand, etc)

Design layout

- Positive/Negative space
- Contrast/Balance
- Color theory
- Movement
- Typography
- San Serif/Serif/Slab Serif/Display
- Widows/orphans
- Measure & point size
- Hierarchy

Presentation Skills

- Building a presentation (printed/screen)
- Communicating intent/selling the idea

Print Production

- CMYK vs RGB
- Pantone System (spot colors)
- Plate separations
- Offset vs digital
- Paper choice/finish
- Proofs/Printers Marks
- Trim/Bleed/Live/Slug
- Die cut/perforations/folds
- Binding (saddle-stitch vs perfect)

REQUIRED TEXT

Visible Signs: An Introduction to Semiotics in the Visual Arts, 2th Edition,
by David Crow

Graphic Design History: A Critical Guide,
by Johana Drucker & Emily McVarish

COURSE STRUCTURE + GENERAL POLICIES

This course uses a studio format in which information from lectures, in-class demonstrations, group projects and design research are applied to hands-on projects that develop critical and creative processes. Students apply these practices to projects while receiving and providing feedback in group discussions and individual critiques.

WORKING IN CLASS

Be prepared to work in class. It is recommended that you keep a sketchbook that is exclusive for this class and its projects. Always have your sketchbook with you along with necessary files, studies and notes. If you have a laptop, always bring it. Ensure that you always have access to your latest files.

This course will follow a hybrid lecture/studio format, and much of the individual project work will develop outside of the class. Assigned readings are to be completed before arriving at class. Expect quizzes.

CRITIQUE + PARTICIPATION

Class critiques and review of work is an integral part of the course. Students are required to be present and actively participate in class critique, class discussions and to work with peers to provide constructive feedback. Expect to take notes when being critiqued. Lack of participation will impact your final grade.

If at any time during the semester you want additional feedback on your project or performance, or would like to further discuss the field of design and industry expectations, you may schedule a time.

SOFTWARE INSTRUCTION IN CLASS

Except for occasional review or explanations, teaching software is *not* the primary focus of the class but you will be required to learn them inside and out. Students can use online lessons, reference books and tutorials taught in the digital lab to further develop application knowledge.

ATTENDANCE

Students are expected to attend all sessions of courses for which they are registered. ***Only two unexcused absences will be allowed. The third absence will lower your final grade by one letter; fourth results in two letter grades; fifth results in failure.*** Prolonged illness should be verified by a physician and may require the student to withdraw from class if he/she cannot complete work in a comprehensive and timely manner.

If absent, students must obtain assignments and notes for the classes from a classmate prior to the next class period. Field trips, outside lectures, etc. taking place during class time also count towards attendance.

REQUIRED MATERIALS

- 17 x 11 – Art Portfolio (horizontal or vertical)
- Sketchbook
- Exacto knife
- #11 blades

RECOMMENDED MATERIALS

- Trace paper
- Cutting mat (12x18 or larger)
- Metal/cork-backed ruler (18" or longer)
- Burnishing tool
- Digital camera
If you don't have one, there are a few cameras that belong to the Digital Lab.
- Additional materials as needed

FILE STORAGE

All students will have access to the **box.unl.edu** server to store class files during the semester. Files can be accessed from anywhere (the classroom, dorm room, home). Keep file organization tidy. It is your responsibility to back up your files regularly on an external hard drive. All class files will be deleted two weeks after the final class.

GRADING POLICY / BREAKDOWN

Grades will be determined based upon several evaluation criteria. A brief will be supplied to guide your through each project.

DELIVERABLE		TOTAL
PARTICIPATION/RESEARCH		
10%	Quizzes (10)	100
5%	Ongoing Design Research/Sketchbook/Box	50
7.5%	Ongoing Effort/Engagement (in-class discussion/critique/process)	75
PROJECTS (8)		
10%	Project 1: Promotional Poster	100
10%	Project 2: Dissent Poster	100
10%	Project 3: Logo Design	100
10%	Project 4: Identity Design	100
5%	Project 5: History Presentation/Paper	50
2.5%	Project 6: History Poster	25
22.5%	Project 7: Magazine Design	250
5%	Project 8: Portfolio	50
TOTAL POSSIBLE POINTS* = 1000		

** Subject to change due to class flow and need*

EVALUATION CRITERIA

Grades will be determined based upon several evaluation criteria, including but not limited to the following:

- Timely completion of class assignments
- Ability to apply design principles to address the assignment
- Originality and conceptual thinking
- Level of craft displayed
- Quality of participation in class critiques and discussion

PLAGIARISM

Cheating is the actual or attempted practice of fraudulent or deceptive acts for the purpose of improving one's grade or obtaining course credit; such acts also include assisting another to do so. Plagiarism is a specific form of cheating which consists of the misuse of the published and/or unpublished works of others by misrepresenting the materials (i.e. their intellectual property) as one's own work. Penalties for cheating and plagiarism range from a zero or "F" on a particular assignment, through an "F" for the course, to expulsion from the University. For more information on the University's policy regarding cheating and plagiarism, refer to the University Catalog (Policies and Regulations).

DEADLINES

All projects and exercises are due at the beginning of class on the selected date, unless otherwise noted. Projects that are late will be docked one letter grade.

DISABILITIES

You must be registered with Services for Student with Disabilities on Campus in order to receive accommodation. Their phone number is: 402-472-3787. You must identify yourself to the instructor in a timely manner as an individual with a disability when seeking an accommodation.

GRADING STANDARDS/DESCRIPTIONS

The following grade descriptions clarify the meaning of letter grades and the grading scale: Refer to the grading scale below. *NOTE: C- is not a passing grade for a Department Art, Art History & Design major.*

A+	A	A-	B+	B	B-	C+	C	C-
97-100	93-96	90-92	87-89	83-86	80-82	77-79	73-76	72-70

A = EXEMPLARY 90% - 100%

The student completes all requirements, on time, in an excellent manner. The required representations are creative, provocative, well developed, exquisitely executed and of impeccable craft. The student generates studies that are not explicitly assigned but contribute to the development of the project(s) or to their own understanding. The student is actively involved in questioning and deliberating upon the issues involved. The student makes excellent, consistent progress.

B = GOOD 80% - 89%

The student completes all requirements, on time, in a good manner. The required representations are creative, well developed and carefully executed. The student generates studies that are not explicitly assigned but which contribute to the development of the project(s) or to their own understanding. The student is involved in questioning the issues involved. The student makes good, consistent progress.

C = AVERAGE 70% - 79%

The student completes all requirements, on time, in an average (acceptable) manner. The required representations are average in development and craft. The student makes average progress.

D = INSUFFICIENT 60% - 69%

The student completes all requirements in a poor manner. The required representations are underdeveloped and without dedication. The student makes poor progress and is unprepared to continue in the program.

F = UNACCEPTABLE 0 - 59%

The student submits unacceptable work or no work. The required representations are not developed and are without dedication. The student makes unacceptable progress and is therefore unprepared to continue in the program.

TENTATIVE COURSE SCHEDULE*

WK	MON	IN CLASS	HOMEWORK	WED	IN CLASS	HOMEWORK
1	Aug 22	Discussion: Class Overview; Fine Art vs Design Activity: Complete/share Student History sheet and create flyer	Read: Visible Signs Intro and Ch 1 Print flyer	Aug 24	Discussion: Strategy: Understanding the Problem, Audience, Message and How to Create Meaning Technology: Photoshop/Illustrator	Read: Visible Signs Ch 2-3 Project 1: Write a brief 10 sketches
2	Aug 29	Discussion: How to Say It; Signs and Symbols, Sourcing Art Technology: InDesign (packaging) Due: CB (printed) + Sketches Activity: Design Poster Comp	Read: Visible Signs Ch 4-5 Project 1: Design poster comp, print 8.5x11, b/w	Aug 31	Discussion: Messaging; Headline, Storytelling, Hierarchy Activity: Type exercise Due: Poster comp (printed) 8.5x11, b/w Review concepts in small groups	Read: Visible Signs Ch 6 Project 1: Design poster, color print & trim to 11x17 AND 18x24
3	Sept 5	Labor Day: No Class		Sept 7	Discussion: Controversy Due: Poster (printed) 11x17, color	Read: Visible Signs Ch 7-8; Graphic Design History Ch7 Project 2: Write a brief (problem, audience, message, message support, call to action) 10 sketches
4	Sept 12	TBD Tour of Print Shop		Sept 14	TBD Tour of Print Shop	
5	Sept 19	Discussion: Ch 7 1850-1900's Mass Mediation Technology: InDesign Due: CB (printed) + Sketches Activity: Design Poster Comp	Read: Graphic Design History Ch7 Project 2: Design poster comp, print 8.5x11, b/w	Sept 21	Due: Poster comp (printed) 8.5x11, b/w Activity: Review concepts in small groups; refine designs	Read: Graphic Design History Ch 8 Project 2: Design poster, color print & trim to 11x17 AND 18x24
6	Sept 26	Discussion: Ch 8 1880-1910's Modern Movement Due: Poster (printed) 11x17, color Activity: Critique Project 1 & 2 Posters (18x24)	Read: Graphic Design History Ch 8	Sept 28	Discussion: Symbols/Signs; Intro to next project Activity: Research	Read: Graphic Design History Ch 9 Project 3: Research & Write a brief
7	Oct 3	Discussion: Ch 9 1910-1930's Innovation & Persuasion Due: Research + CB (printed) Activity: Logo sketches	Read: Graphic Design History Ch 9 Project 3: Minimum 48 unique logo sketches	Oct 5	History Pres (TBD) 1) 2) Due: Minimum 48 unique logo sketches Activity: Review concepts in small groups	Read: Graphic Design History Ch 10 Project 3: Design logos (4 unique executions)

*Schedule will shift due to events TBD. Course schedule is intended to provide a general sense of class flow and rigor students should anticipate.

TENTATIVE COURSE SCHEDULE*

WK	MON	IN CLASS	HOMEWORK	WED	IN CLASS	HOMEWORK
8	Oct 10	Discussion: Ch 10 1920-1930's Culture of Consumption Due: 4 (digital) logos Activity: 1-on-1 crit with Ashley Work on type solutions	Read: Graphic Design History Ch 10 Project 3: 8 Logos: Minimum 4 unique type treatments for at least 2 logo symbols, print b/w on 2 separate 11x17's	Oct 12	History Pres (TBD) 1) 2) Due: Minimum 8 logos (printed) Activity: Class critique	Read: Graphic Design History Ch 11 Project 3: Refine logos, b/w, rev, color
9	Oct 17	Fall Break: No class		Oct 12	Discussion: Ch 11 1930-1950's Public Interest Identity Standards/ Systems Due: Refined logos/type variations, b/w, rev, color (digital) Activity: 1-on-1 crit with Ashley Work on type solutions	Read: Graphic Design History Ch 11 Project 3: Refine logos, print all variations at 3 sizes, 11x17
10	Oct 24	History Pres (TBD) 1) 2) Due: Refined logos ea. variation at 3 sizes, (printed) 11x17 Activity: Final logo critique	Read: Graphic Design History Ch 12 Project 4: Create moodboard for Project 3 logo	Oct 26	Discussion: Ch 12 1950-1970's Corporate Id and Int'l Due: Mood board (digital) Activity: Create letterhead & business card	Read: Graphic Design History Ch 12 Project 4: Create letterhead & business card (+ 2 additional pieces TBD by designer)
11	Oct 31	History Pres (TBD) 1) 2) Due: Comps - 2 options for letterhead and business cards (digital) Activity: Review concepts in small groups	Read: Graphic Design History Ch 12 Project 4: Refine letterhead/ business card. Create 2 additional pieces + Mockups for all. Print on 11x17s (flat and mockup)	Nov 2	Discussion: Intro to next project. Grid systems, master pages, page numbers, etc Due: Final Identity System (printed) 11x17 Activity: Class critique	Read: Graphic Design History Ch 13 Project 7: Magazine Research & moodboard (digital)
12	Nov 7	History Pres (TBD) 1) 2) Due: Magazine research & moodboard (digital) Activity: Create CB, build booklet pagination/content	Read: Graphic Design History Ch 13 Project 7: CB + pagination content	Nov 9	Discussion: Ch 13 Pop & Protest Due: CB (printed) + Pagination content Activity: Cover & Article 1 sketches	Read: Graphic Design History Ch 14 Project 7: Cover & Article 1 sketches (10 minimum)
13	Nov 14	History Pres (TBD) 1) 2) Due: Cover & Article 1 sketches Activity: Design Cover	Read: Graphic Design History Ch 14 Project 7: Design Cover (digital)	Nov 16	Discussion: Ch 14 Postmodernism Grid systems/complexity Due: Cover designs (digital) Activity: Layout Article 1	Read: Graphic Design History Ch 14 Project 7: Refine cover, layout article 1; print cover & article 1 spread, color, 11x17

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TENTATIVE COURSE SCHEDULE*

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14	Nov 21	History Pres (TBD) 1) 2) Due: Cover & Article 1 (printed) Activity: Layout Article 2	Read: Graphic Design History Ch 15 Project 7: Layout article 2, TOC & back cover (digital)	Nov 23	Thanksgiving Break No class	
15	Nov 28	Discussion: Ch 15 Digital Design Due: Article 2 (digital) Activity: Review Article 2 Layout TOC, Back Cover	Read: Graphic Design History Ch 15 Project 7: Refine article 2, layout TOC & back cover. Print color, 11x17.	Nov 30	Due: Article 2, TOC, back cover (printed) Activity: Class Critique	Project 7: Revise and refine, Final print & binding
16	Dec 5	Due: Project 7, printed and bound Activity: Work day: portfolio	Project 8: Finalize portfolio	Dec 7	Activity: Final Portfolio Critique	
17	Dec 12	Final Exam		Dec 14		

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