

# Design For Communication 1

Department of Graphic Design, GDS265.00

Mondays 8:30am—11:30am and 1:15—3:15, Design Studio

Prof. Mari Hulick

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<http://www.thestudio-site.com/ed/desforcom16.html>

My.CIA - Design for Communication

Office Hours Upon Request

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## Course Description and Key Topics

*catalog description* - This is one of the two central classes in the first year of study in Graphic/Communication Design (alongside Typography). In the first semester, students become familiar with the broader discipline of the field through the construction of abstract design concepts, layout, symbols, and sequential systems. Conceptual thinking and the integration of typography with imagery are explored throughout the course. In the 2nd semester, students investigate projects that follow the various sub-fields of the profession; projects include Identity, Web/Interactive, Information and Wayfinding. Students will be assigned multiple projects throughout the year. Each project begins with a lecture and demonstration of techniques. Each week, students practice presentation to the larger group in formal and informal critique and brainstorming sessions. Faculty will work one on one with students to answer questions and assist in the process.

In this introduction to Communication Design, students become familiar with the broader discipline of the field through the construction of abstract design concepts, layout, symbols, and sequential systems. Conceptual thinking and the integration of typography with imagery are explored throughout the course.

Prerequisites: none

The format of the course is project-based studio. The studio day is divided among demonstrations, critiques, and studio work.

### Key Topics:

Layout, Hierarchy, Design Research, User-Focus, Presentation Concepts, and Format Decisions, Basic Software of Design

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## Course Goals and Learning Objectives

This is the first class in the sequence for Communication Design Majors and a required class for Minors. The first semester is a skill-based introduction to conceptual problem solving, integration of typography, image, layout, research, and presentation.

# Class Schedule

August 31

Overview of Communication Design today

Hierarchy 101

**A1.Type and Layout** Introduction

InDesign - Print and Digital Layout

InDesign Exercise

**A1.Type and Layout**

**The Vignelli Canon**

September 7

**A1.Type** (continued) - **Mounting 101**

**A2.Hierarchy: Type Designer Zine**

**Designers Introduction**

**Vignelli Canon** (continued)

September 14

**A1.Type Due** (Mounted pieces and preliminaries)

**A2.Turn in First Round of Designers - B/W Spreads**

Hierarchy, First Crit

**Vignelli Canon** (continued)

September 21

**A2.Turn in Second Round of Designers - at least 1/2 book in color**

September 28

**A2.Designer Zine Full Printout B/W**

**Key spreads printed in color**

**Good Design/Bad Design**

October 5

**A2.Designer Zine Final Due**

**A3.Poster Project - Start Poster**

**Visit Museum to Start Brief**

October 12

**A3.Poster Iterations**

Color mini and full B/W tile

October 19

Poster Iterations - show new mini and tiles

**A4.Process Books**

Begin Layout

Mag+ Design

# Class Schedule

October 26

**A3.Final Presentation of Posters**

**A4.Layout - Process Books**

Semester Projects Upload Started, Wordpress

November 2

**A4.Layout: First Iterations**

Move files into Wordpress

November 9

Contemporary Book Design

History of a Designer - Layouts, Concepts

Process Book, Dress Rehearsal

**A5.Homage**

Choose a Leading Designer You Admire

November 16

**A5.Homage: First Iterations**

Check on Process Books and Wordpress

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November 23

**Thanksgiving Break** (no classes)

November 30

**A5. Homage: Second Iterations**

Check on Process Books and Wordpress

December 7

Academic Week, no studio classes (This schedule is TBA)

December 14

**Final Critique**

Homage , Process Books and Wordpress Reviewed

All Work From Semester (submitted on Google Drive)

*(Schedule Subject To Change)*

## Required Course Materials:

Sketchbook  
18 inch ruler  
12 or 14" right angle  
X-Acto knife and blades  
Utility knife and blades  
#2 pencils, erasers  
Sharpies or other inexpensive permanent black markers  
Tracing paper  
Xerox paper  
Gluestick  
Spray Mount or Super 77  
CD's for turning in digital files  
Museum Board for Presentation  
Foam Core for Presentation

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## Required Software: (industry standards)

Adobe Creative Cloud  
Microsoft Office  
Mag+ Design Plugin for InDesign

## Recommended Software: (versatile and easy to use)

iLife (Garage Band, iMovie, iPhoto)  
Apple iBooks Author

## Recommended Books:

**Mastering Type** - Denise Bosler  
**The Elements of Typographic Style** - Robert Bringhurst  
**Geometry of Design** - Kimberly Elam  
**Typographic Systems** - Kimberly Elam  
**Graphic Design Thinking** - Ellen Lupton

## Class Policies

Be on time for all classes, ready to work at start of both sessions (morning and afternoon)

Have all required assignments either hung up or ready for critique in the morning sessions.

Turn off reminders on your computers during class.

Put your phone on vibrate or silent.

Do not use headphones until allowed (this means no music during class until we begin serious work time). In other words, pay attention, take notes and follow along all class demos.

Never watch videos or movies during class.

During critiques it is important to participate. Look at the work of each member of the class as they present their work. Try to think of something positive to encourage them, as well as something to help them understand what they need to work on to make their work better. Give every student the same attention you want in class.

When in doubt about an assignment, try to complete it as best you can. All assignments are at least 2 weeks long, with materials due for critique every week. If you are not sure about something, just do what you think it may be. This will help you develop design chops - thinking with insight and producing rapidly.

When in doubt, turn to the Manifesto of Done - by Bre Pettis and Kio Stark

- There are three states of being; Not knowing, action and completion.
- Accept that everything is a draft. It helps to get done.
- There is no editing stage.
- Pretending you know what you're doing is almost the same as knowing what you are doing, so just accept that you know what you're doing even if you don't and do it.
- Banish procrastination. If you wait more than a week to get an idea done, abandon it.
- The point of being done is not to finish but to get other things done
- Once you're done you can throw it away.
- Laugh at perfection. It's boring and keeps you from being done.
- People without dirty hands are wrong. Doing something makes you right.
- Failure counts as done. So do mistakes.
- Destruction is a variant of done.
- Done is the engine of more.

# CIA Policies

## **Class Trips Policy from the Student Handbook:**

Faculty may conduct instruction-related trips or tours that require students to travel away from the Institute and be absent from scheduled class times for courses other than the one for which the excursion is intended. Students must notify the faculty of course meetings that will be missed. In addition, all students must sign an approved release form, in advance of the trip, that declares that they will not make a claim against the Institute or its personnel/representatives for injury or damage sustained while on the trip. Release forms should be returned to your faculty member at least a week before the trip. All CIA policies are in effect during sponsored excursions away from campus.

## **CIA Attendance Policy:**

It is in students' best interest to attend all sessions of the classes in which they are registered and to attend all associated lecture programs and meetings. Progress as an artist depends not only on completion of assignments but also on full participation in dialogue with studio and academic classes. Each faculty member has discretion in taking attendance and penalizing habitual absences or tardiness, and will advise the class about what will be considered acceptable attendance for the purpose of grading.

Students who expect to miss classes or activities due to religious observances should speak with their faculty members well before the expected absence. Students are responsible for the missed work, and it is up to the faculty member to determine how they will "count" that absence.

Three weeks of class absences may result in failure. Four weeks of absences will result in failure. Students must notify their faculty member if they will miss a class, and Academic Services if they will miss more than one class. If a student has a problem with missed classes, they should meet with an Academic Services staff member to discuss options.

Individual faculty members may require written documentation of a student's illness or injury. Note that Student Health Services (SHS) does not provide documentation for class excuses. Under certain circumstances, UHS will give you written verification of the date of a visit to their office. A student who is hospitalized or has an extended illness is asked to give HIPPA permission to a specific advisor in Academic Services so they can communicate with UHS and the hospital regarding the student's illness and assist as needed. Students should contact their instructor(s) as soon as possible after an unavoidable absence. An unexcused absence from a final critique or exam will result in automatic failure of the course. Students are required to notify a staff member in the Office of Academic Services prior to missing a final exam or critique.

## **CIA Grade Descriptions and Grading Policy from the Student Handbook:**

Consistent with CIA's long-standing tradition of excellence in all levels of art and design education, effective Fall 2014, all students must earn a grade of at least "C" in all studio and core courses required by the major in which they are enrolled. This minimum requirement does not pertain to Liberal Arts, Foundation, or studio electives taken in another major. Any student earning a "C-" or lower will be required to repeat that course at CIA and attain a "C" or better grade.

Letter grades are a means by which the faculty member communicates his/her professional assessment of your performance. The primary purpose of assigning grades is to provide you with a realistic standard of reference by which you can measure your progress while enrolled at CIA.

Grades are reported twice each semester: mid-term grades after the first eight weeks and final grades at the close of the term. The mid-term grade is a preliminary indication of your progress to date. Only the final grade is entered into your official record. A dual grading system permits faculty to measure your accomplishment and effort separately.

Semester and cumulative grade point averages are reviewed by Academic Services each term to determine each student's academic status. Each transcript includes the semester Grade Point Average (GPA) and the cumulative GPA.

Letter grades have the following meaning:

- A, A-: Work of consistently outstanding quality, which displays originality, and often goes beyond course requirements
- B+, B, B-: Work of consistently good quality, demonstrating a high level of proficiency, knowledge and skills in all aspects of the course
- C+, C, C-: Satisfactory work that meets the requirements of the course and conforms to the standards for graduation
- D+, D, D-: Work deficient in concept or execution but acceptable for course credit
- F: Work unacceptable for course credit and does not meet the standards for graduation

## **CIA Course Evaluation Policy**

Your evaluation of this course is extremely important to the Institute and will help improve the course content and instruction. Your thoughts matter. Please take a moment to respond to the evaluation at the end of the semester.

Remember:

- Faculty use information from course evaluations to improve their courses and teaching methods, and to determine whether course content is meeting the needs of their students.
- Department chairs review course evaluation data to assess both their faculty, and the value of courses offered in their department.
- University committees include course evaluation data as part of faculty reviews, to determine promotion and tenure.

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## **CIA Policy on Plagiarism and Academic Dishonesty from the Student Handbook:**

All acts of academic dishonesty diminish the integrity of the Institute and are taken very seriously by the school. Students being accused of Academic Dishonesty will participate in our judicial process and if found responsible, will be subject to appropriate sanctions. Sanctions may include, but are not limited to any one or a combination of the following:

- Formal warning/censure/academic alert.
- Reduced grade including a failing grade for the assignment.
- Reduced grade including a failing grade for the entire course.
- Forfeiture of student leadership positions, and/or restrictions on participation in Institute activities.
- Academic probation
- Suspension
- Expulsion from the Institute.