

Design For Communication 1 CDS265.00

Department of Communication Design, Design Environment
Wednesdays 8:30—3:15 Room G310

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Schoology: <http://schoology.cia.edu/course/6698411/materials>
<http://www.thestudio-site.com/ed/desforcom.html>

Course Description and Key Topics

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 covered in the class are Layout, Hierarchy, Design Research, User-Focus, Presentation Concepts, and Format Decisions

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.

Course Schedule

August 29	Overview of Communication Design today Introduction to Text Layout 5 Faces
September 5	Five Faces (continued) Image, Text and Hierarchy

Design For Communication Course Schedule, cont.

September 12	Turn in Five Faces Hierarchy, First Crit Introduction to Poster
September 19	Turn in Hierarchy Poster, Meet with Museum
September 26	Poster, First Iterations
October 3	Poster Iterations
October 10	Poster Iterations
October 17	Final Presentation of Posters Begin Process Books Begin Layout
October 24	Begin Layout Semester Projects Started Choose a Designer or Firm
October 31	Layout: First Iterations Process 2nd Iterations Move files into Digital Record 1st Iterations, Process Books
November 7	Layout, Final Presentations Contemporary Book Design History of a Designer - Layouts, Concepts Process Book, Dress Rehearsal
November 14	Begin Homage
November 21	Thanksgiving Break, no class
November 28	EBooks
December 5	Academic Week, no studio classes (This schedule is TBA)

December 12

Final Critique

Homage, Process Books, and Finaly Layouts reviewed

All Work From Semester will be submitted on a CD

(Schedule Subject To Change)

Required Course Materials:

- Sketchbook
- 3-Ring Binder and slip sheets to hold sketches, printouts, notes and handouts.
- 18 inch ruler
- 12 or 14” right angle
- X-Acto knife and blades
- #2 pencils, erasers
- Sharpies or other inexpensive permanent black markers
- Tracing paper
- Xerox paper
- Gluestick
- CD’s for turning in digital files
- Museum Board for Presentation
- Foam Core for Presentation

Required Software: (industry standards)

- Adobe CS5.5 Design Premium Suite
- Microsoft PowerPoint
- Microsoft Excel
- Microsoft Word

Recommended Books:

Thinking with Type - Ellen Lupton

The Elements of Typographic Style - Robert Bringhurst

Grid Systems - Kimberly Elam

Typographic Design: Form and Communication - Rob Carter, Ben Day and Phillip Meggs

CIA Policies

Class Trips Policy from the 2012-13 School Catalog:

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 from the 2012-13 School Catalog:

It is in your best interest to attend all sessions of the classes in which you are registered and to attend all associated lecture programs and meetings. Your 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.

More than three weeks of class absences may result in failure. Four weeks of absences will result in failure. You must notify your faculty member if you will miss a class, and Academic Services if you will miss more than one class. If you have a problem with missed classes, meet with an Academic Services staff member to discuss your options.

Individual faculty members may require written documentation of your illness or injury. Note that Student Health Services (SHS) does not provide documentation for class excuses. Under certain circumstances, SHS will give you written verification of the date of your visit to their office. If you are hospitalized or have an extended illness, you should give permission to a staff member in Academic Services so they can communicate with SHS and the hospital regarding your illness and assist you.

You should contact your 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. You 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 22012-13 School Catalog:

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 Policy on Plagiarism and Academic Dishonesty from the 2011-12 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