

# Design For Communication 1

Department of Graphic Design, GDS265.00

Mondays 8:30am—11:30am and 1:15—3:15, Room G310

Prof. Mari Hulick

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Schoology: <http://schoology.cia.edu/course/6698411/materials>

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

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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.

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## Key Topics:

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

## 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 25

Overview of Communication Design today  
Hierarchy 101  
Introduction to Text Layout  
InDesign - Print and Digital Layout  
**Five Faces**  
**Designers Introduction**  
**The Vignelli Canon**

September 1

Labor Day, No Classes

September 8

**Faces** (continued) - **Mounting 101**  
**Designers** (continued) - Initial Layout  
**Vignelli Canon** (continued)

September 15

**Five Faces Due**  
**Turn in First Round of Designers - B/W Spreads**  
Hierarchy, First Crit  
**Vignelli Canon** (continued)

September 22

**Turn in Second Round of Designers - at least 1/2 book in color**  
Introduction to Poster

September 29

**Designer Project Due**  
Begin Poster Project

October 6

**Poster**, First Iterations

October 13

Poster Iterations

# Class Schedule

October 20

Poster Iterations  
**Begin Process Books**  
Begin Layout

October 27

**Final Presentation of Posters**  
**Layout - Process Books**  
Semester Projects Started, Wordpress  
Choose a Leading Designer You Admire

November 3

Layout: First Iterations  
Move files into Digital Record  
1st Iterations, Process Books

November 10

Contemporary Book Design  
History of a Designer - Layouts, Concepts  
Process Book, Dress Rehearsal  
**Begin Homage**

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November 17

Homage: First Iterations  
Check on Process Books and Wordpress

November 24

Homage: Second Iterations  
Check on Process Books and Wordpress

December 1

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

December 8

**Final Critique**  
Homage, Process Books, and Wordpress Areas reviewed  
All Work From Semester will be submitted on a CD and your Wordpress area

*(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

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

iLife (Garage Band, iMovie, iPhoto)

Apple iBooks Author

## Recommended Books:

**Thinking with Type** - Ellen Lupton

**The Elements of Typographic Style** - Robert Bringhurst

**Grid Systems** - Kimberly Elam

# 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 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:**

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 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 Dishonestly 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.