

Graphics for Design

Department of Graphic Design, GDS 237 01 and 02
Tuesdays, 9:30—12:00 and 2—4:30 pm G106 and G105B

<http://www.thestudio-site.com/ed/gfd14.html>

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Course Description:

catalog description - This course is designed to teach graphic presentation skills for non-majors in the first semester, and to help students create an effective professional presentation package in the second. The first semester focuses on developing an understanding of key graphic elements, including; grid, type and hierarchy. The emphasis of the entire course is to teach effective visual presentation skills. All assignments are geared to help the students develop overall presentation abilities, while building a basic understanding the keys elements of graphic and Graphic/Communication Design.

In this studio class, a primer of Communication Design, students become familiar with the broader discipline of the field through the introduction of design tools, concepts, layout, and sequential systems. Conceptual thinking and the integration of typography with imagery are explored throughout the course. Students experience a broad introduction to the software, printers, scanners, sketchbooks, etc. used by today's designers. Throughout the course, the idea of designing for an audience and a purpose is stressed.

Prerequisites: none

Course Objectives:

To introduce students to the language and tools used in contemporary Communication Design.

Class Schedule

August 26

Introductions and Overview presentation

In-Class Exercise: Hierarchy and Grid

Assignment 1, Create a “Zine” About a Living, Working Designer:

Industrial Design Majors: You will be creating your Zine about a leading Product Designer

Class Schedule

August 26 (cont)

Interior Design Majors: You will be creating your Zine about an Architect or Interior Designer of your choice. You must choose a designer that you have not researched for any other project.

This week consists of research only. Be prepared to start your layout next week.

Assignment 2, In-Class Exercise: InDesign

September 2

Assignment 3, In-Class Exercise: Photoshop

A1 Sketches, roughs, initial layout.

Layout Zine in your sketchbook first, then begin to translate the design in InDesign.

September 9

Assignment 4, In-Class Exercise: Illustrator

Rework **A1**; build up layout of publication - Show First Spreads

Turn in **A3** requirements.

September 16

Rework **A1**

File sizes and formats in Photoshop

Turn in Illustrator Exercises

Show most, if not all spreads of **A1**, Designer Zine

September 23

A1; First comp of Zine, all pages printed out.

September 30

JOINT CLASS Final Presentation of A1:

Critique

You are expected to present professionally (manner, dress, articulation)

Collect materials for Process Book

October 7

Assignment 5: File Collection, Naming and Storage

Assignment 6: Process Book

As we prepare for the last two big assignments for the semester, Process Book and Identity System, we begin the important task of file collection and organization.

Come into class with initial layout ideas and content for your process book (the organization of these files will begin).

The process book is a small booklet outlining/documenting/exploring your design process and sequence on one project. You may select any project that you have already completed in your major.

Class Schedule

You MUST use the supplied templates for this assignment. This will be a portfolio piece. Professional writing is expected.

October 14

Lecture: Identity and Package expectations for your selected major

Assignment 7: Identity Package:

Your Identity package will include: completed Style Sheet; business card; resume; letterhead; envelope. Please note that all written material (resume, letter...) should be written in conjunction with your writing class. Professional writing is expected.

Review Design Brief and Style Sheet

October 21

A6 Bring in sketches and initial layout for your book

A7 Bring 3 versions of the Style Sheets

Sign up for individual meetings

October 28

Individual meetings and Lab Day

November 4

Lab Day and Peer Review

Continue with Identity Package and Process Book. Bring in black and white print-outs of layouts for all pieces with ideas for binding materials selected and tested.

November 11

Initial in-Process Presentation:

Bring in a complete print-out of your book, and printed versions of your business card, letterhead and envelope(s) in b/w. You may print the presentation materials in color if you wish. You are expected to present professionally (manner, dress, articulation) Black and white printouts of your refined booklet. You should have all the text and all the photos/illustrations in place. The booklets should be trimmed to size and roughly bound. We are looking to see that all the work feels "branded" in the sense that it all clearly came from one person, and has a consistent sensibility to it.

November 18

2nd Process Presentation:

Show revised Presentation Materials in color, have samples of color cover and one or two color spreads as well as any revisions to the b/w book.

November 25

Lab Day and Peer Review: Final Adjustments for **A6** and **A7**

Class Schedule

December 2 (no studio classes)

Academic Week (This schedule is TBA)

December 9 Final Critique

Final presentation and critique: joint Class

Final Identity Package and Process Book to Instructors and Department Heads.

Turn in 1 copies each of your final Identity Package and Process Book. Create a .zip folder of all of your work and upload it to Dropbox (folder named lastname_firstname_g4d.zip - example hulick_m_g4d.zip)

EXTRA CREDIT/ Meet your city:

Visit a minimum of three different Cleveland Cultural institutions (and we mean CULTURAL INSTITUTIONS that are outside of CIA. Sports events, evenings at the local multi-plex and even going to Cinematheque (which is truly lovely and you should do, but we are asking you to leave the building already) do not count. Bring back proof (ticket, brochure signed by staff, etc.) of your visit.

Recommended Reading/Viewing

Thinking with Type - Ellen Lupton

Getting It Right With Type - Victoria Squire

Grid Systems - Kimberly Elam

Resonate: Present Visual Stories That Transform Audiences - Nancy Duarte

Helvetica: the movie

4

Required Course Materials:

Sketchbook

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

Note: Books will be printed in color and professionally bound.

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 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 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.
- Expulsion from the Institute.