

Graphics for Design: Fall Semester 2012

Department of Graphic Design, CDS 238

Tuesdays, 9:00 am–12:00pm and 1:00–4:00pm

Design Conference Room G105 and Computer Lab

Mari Hulick (am) , Anthony Zart (pm)

Course Description:

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.

1

Class Schedule

August 28

Introductions, Overview presentation; Hierarchy Exercise; Introduce Assignment 1

In-Class Exercise: Hierarchy and Grid

Assignment 1, (team project) Present a Living/Working Designer: Choose a designer you find inspiring, influential, intriguing, or a combination of those things. Look at people in any design field. You can concentrate on communication designers, architects, product designers, fashion, or media designers for inspiration.

September 4

Assignment 2, In-Class Exercise: Photoshop

A1 Sketches, roughs, team logs; Questionnaires

September 11

Assignment 3, In-Class Exercise: Illustrator

Rework **A1**; first timed presentations, first visuals, team logs assessed

Class Schedule

Turn in **A2** requirements.

September 18

Assignment 4, In-Class Exercise: InDesign

Rework **A1**; team exercises sent out

September 25

A1; Dress Rehearsal - timed presentations

Issues with software for presentation

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

2

October 2

JOINT CLASS Final Presentation of A1:

Critique

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

October 9

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 content for your process book, the organization of these files will begin, and the initial grid for your book will be decided.

October 16

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

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. A selection of three InDesign templates with fixed dimensions and grid will be given. These **MUST** be used to complete this assignment. This will be a portfolio piece. Professional writing is expected.

Class Schedule

Overview of bookmaking terminology

October 23

A6 Bring in sketches and initial layout for your book

A7 Bring 3 versions of the Style Sheets

Sign up for individual meetings

October 30

Individual meetings

November 6

Lab Day:

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

November 13

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 20

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 27

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

December 4 (no studio classes)

Academic Week (This schedule is TBA)

Class Organization

December 11 Final Critique

Final presentation and critique: joint Class

Final Identity Package and Process Book to Instructors and Department Heads. Turn in 2 copies each of your final Identity Package and Process Book and a disc burned with all of the work you have completed this semester.

EXTRA CREDIT 1 / Meet your city:

Visit a minimum of three different Cleveland Cultural institutions (and we mean CULTURAL INSTITUTIONS. Sports events or evenings at the local multi-plex do not count). Bring back proof (ticket, brochure signed by staff, etc.) of your visit.

4

EXTRA CREDIT 2 / Meet your colleagues:

Introduce yourself to one student from each of the 16 CIA disciplines, ask them a question from provided ones, and write their name and answer in the appropriate box.

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
- A History of Graphic Design - Phillip Meggs
- Helvetica: the movie

Notes on Assignment Sets and Class Organization

This course contains three essential components: 1) Assignments (produced mostly outside of class); 2) Critique, presentation, and review (in class); and 3) design vernacular (language of the discipline). This last component is introduced through lectures and assignments, and reinforced and evaluated through critiques.

Student Responsibilities

Meeting the responsibilities below is critical in achieving best results in both the quality of the student's design work and grades. Over the next semester, each student is responsible for the following:

Weekly class assignments and presentations (in case of an absence, the material covered during that class is the student's responsibility)

Completing research and initial designs ("sketches") as required for class. This part of the design process is vitally important, therefore sketches must be reviewed by your instructor before finishing projects. Projects not seen in process will not be graded.

Completing projects as scheduled: work will be accepted at the beginning of class in the required form. Late work will be lowered one full letter grade and will only be accepted during class meetings.

Attending class for the entire scheduled time, attending meetings, and maintaining email/checking Schoology

Class is the best place for critical feedback from both the instructor and student peers. (Contact the instructor in case of an emergency that would prevent you from attending class)

Class participation (attendance, participation in critique, careful articulation of ideas, opinions, and criticism)

student emails Monday–Friday from 9:00am–6:00pm and are available by appointment.

5

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

*Additional Grading Policy:

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
- Suspension
- Expulsion from the Institute.

