COURSE INFORMATION: GRA 2190C Visual Design Lab: Form and Content (4 credits) Fall 2012

PRE-REQUISITE: Core Courses
(Drawing I, ART 1300C / 2- Design ART1201C / Intro to Digital Art ART 2600C)

COURSE LOGISTICS:
FAU Arts & Humanities / Building #53, Room 113 / Class Time ___

INSTRUCTOR CONTACT INFORMATION:
Name of Professor / Office ___ Building___, Room ___ / E-MAIL Address

OFFICE HOURS: Room ___ Days ___or by appointment

COURSE DESCRIPTION: An introductory course in graphic design: emphasis on form, content, and principles of design and layout composition. Students will become familiar with tools, processes and the language of design as applied to visual communication. Projects, demonstrations, lab, lecture and critiques.

REQUIRED TEXTS:
Visual Communications, Images with Messages, Lester 3rd or 4th Edition
(Visit the course website for more information)

Supplementary Readings - (will be announced and placed on reserve at the FAU library)
USA TODAY – (will be announced - cultural issues for discussions)

LIBRARY / PERIODICAL VISUAL REFERENCE MATERIAL:
Communication & The Arts, Print, Graphis, etc.

COURSE OBJECTIVES / LEARNING OUTCOMES:
1. Apply the principles acquired in 2-D and color theory core courses and translate these fundamentals to visual theory, language and layout design compositions (design grammar).
2. Apply the stages of design: defining the objective, conducting research, creating thumbnails, roughs (knowledge of grid applications) and presenting a visual comprehensive.
3. Construct a critical design analysis, (including critical self assessment and analysis of personal works) with supportive theory (critical thinking and scientific inquires).
4. Acquire techniques for note taking -- class lectures and assigned readings.
5. Participate in class discussions: assigned readings, theoretical essays, social and cultural issues.
6. Apply traditional tools (w/ mastery) to create layout and design compositions, developing craftsmanship skills and strengthen a critical eye for detail.
7. Acquire knowledge of the printing processes: contact screens, color separations, LPI, DPI, PPI
8. Acquire knowledge in the following areas as applied to the field of visual language:
   historical events: (e.g. industrial revolution, art movements, artists, etc.)
   areas of visual communications: (e.g. mass media, advertising, marketing research, etc.)
   culture / sub-culture influences: (e.g. icons / symbols / signifiers)
9. Deconstruct a reputable design (visual reference) into basic 2-D shapes and be able to discuss design principles, signifiers of shapes and grid applications, etc.
10. Acquire knowledge of typography and the visual aesthetics of letter forms.
11. Construct visual works and layout design compositions that will meet portfolio review requirements
12. Acquire techniques to produce innovative image-making and design compositions without the aid of the computer

NOTE: This course will not be using the computer as a designer’s tool.

INCOMPLETE GRADES: will ONLY be given due to an emergency — e.g. hospitalization.

ATTENDANCE POLICY: 3 or more unexcused absences will affect the final grade in this course. 5 unexcused will preclude a letter grade of an F.
SCHEDULE OF ACTIVITIES AND CONTENT

STUDIES & EXERCISES (check-mark grading system)
1. Deconstruction (into basic shapes) a reputable visual reference 2%
2. Cropping letter forms + reversal applications (black & white) 2%
3. Cropping Found Words (black & white) 2%
4. Cropping typographical forms (creating a composition / color & blk. & white) 2%
5. Arithmetic + Type = Arithme-Type (black & white) + (color exploration) 2%
6. Kerning a word (black & white) + color (applying color fundamentals) 2%
7. Grid designs based on the Fibonacci Series (black & white) 2%
8. Referencing Study #7-- construct 3 grid designs based on the Fibonacci 2%
9. Environmental grid explorations 2%
10. Exploratory mark-makings (photo copies / digital photos /oil & water mixture) 2%

TOTAL 20%

GRADING: studies and exercises = Check-mark System
( \( -/ \) = concerns) ( \( / \) = average) ( +/- good)

PROJECTS (letter grade issued / point system)
P#1. Applying the cropping tool and the proportional scale, deconstruct a visual reference into basic shapes (thumb nails), constructing a grid, actual size (the rough stage, final stage, apply visual design elements (creating a visual comprehensive) 10%
P#2. Image / drawing applying texture and color surfaces 8%
P#3. Type + Image = Anchorage / Relay 8%

TOTAL 26%

Written Exam / Binder for note-taking: (letter grade issued / point system)
Midterm 5%_____ Final 5% _____ TOTAL 10%

Binder Collection: (letter grade issued / point system)
Midterm 5%_____ Final 5% _____ TOTAL 10%

Image/Verbal Presentations: (letter grade issued / point system)
Critical Theorist (power point presentation) 9%
Critical Essay (Visual language) 5%
Cultural Event / Topic Essay 5%
TOTAL 19%

Class Participation / Readings: (letter grade issued / point system)
Midterm 7.5%_____ Final 7.5% _____ TOTAL 15%

GRAND TOTAL 100%

GRADING: projects / binders / presentations / participation = LETTER-GRADE / POINT SYSTEM

<table>
<thead>
<tr>
<th>0</th>
<th>3</th>
<th>5</th>
<th>7</th>
<th>9</th>
<th>11</th>
<th>13</th>
<th>15</th>
<th>17</th>
<th>19</th>
<th>21</th>
<th>23</th>
<th>25</th>
</tr>
</thead>
<tbody>
<tr>
<td>F</td>
<td>F</td>
<td>F</td>
<td>F</td>
<td>D-</td>
<td>D</td>
<td>D+</td>
<td>C-</td>
<td>C</td>
<td>C+</td>
<td>(B- / B)</td>
<td>(B / B+)</td>
<td>(A- / A)</td>
</tr>
</tbody>
</table>

PROCEDURAL FOR LATE PROJECTS / ASSIGNMENTS:
A project / exercise / study that is not submitted on the designated time / date will automatically be deducted in points (exceptions will be allowed). All projects and studies can be revised to improve the grade in the areas of concept and execution.
### PERSONAL STUDENT DATA SHEET / CONTRACT

(Please Print Clearly)

**COURSE:** ________________________________

**STUDENT NAME:** ____________________________________________

**E-MAIL ADDRESS:** ____________________________________________

I, __________________________, read and understand the contents of the described syllabi & objectives outlined.

1. I understand my responsibilities as a contributing student and willing to explore my artistic potential.
2. I understand that this course encourages questions and critical discussions MY GRADE WILL REFLECT MY CLASS PARTICIPATION.
3. I understand this course will challenge me in many avenues and I am willing to accept such challenges.
4. I understand that if I experience difficulty understanding a specific lecture or assignment, I agree that it is my responsibility to first consult the instructor of this course for further clarification and assistance.
5. I also understand 3 or more un-excused absences will MOST DEFINITELY affect my final grade in this course; 5 unexcused absences will result a letter grade of an F. Attendance will be taken during the first 15 mins. of each class period. If I am not present during the time of roll-call, it is my responsibility to notify the instructor after class of my tardiness so that I may receive partial credit — depending at the time of arrival.
6. I am also verifying that I have completed the necessary pre-requisites for this course (if applicable).

**NOTE:** Incomplete grades will ONLY be given due to an emergency (e.g. hospitalization.)

The instructor of this course disclaims any responsibility for articles (art work, portfolios, supplies, etc.) that are lost or stolen while not in the immediate possession of the instructor.

**Signature:** __________________________

**Date:** ______________________

<table>
<thead>
<tr>
<th>TUESDAY</th>
<th>THURSDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>present</td>
<td>present</td>
</tr>
<tr>
<td>absent</td>
<td>absent</td>
</tr>
<tr>
<td>tardy</td>
<td>tardy</td>
</tr>
<tr>
<td>comments</td>
<td>comments</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Jan 10</td>
<td>Jan 12</td>
</tr>
<tr>
<td>Jan 17</td>
<td>Jan 19</td>
</tr>
<tr>
<td>Jan 24</td>
<td>Jan 26</td>
</tr>
<tr>
<td>Jan 31</td>
<td>Feb 2</td>
</tr>
<tr>
<td>Feb 7</td>
<td>Feb 9</td>
</tr>
<tr>
<td>Feb 14</td>
<td>Feb 16</td>
</tr>
<tr>
<td>Feb 21</td>
<td>Feb 23</td>
</tr>
<tr>
<td>Feb 28</td>
<td>March 1</td>
</tr>
<tr>
<td></td>
<td>Spring Break</td>
</tr>
<tr>
<td>March 13</td>
<td>March 15</td>
</tr>
<tr>
<td>March 20</td>
<td>March 22</td>
</tr>
<tr>
<td>March 27</td>
<td>March 29</td>
</tr>
<tr>
<td>April 3</td>
<td>April 5</td>
</tr>
<tr>
<td>April 10</td>
<td>April 12</td>
</tr>
<tr>
<td>April 17</td>
<td>April 19</td>
</tr>
<tr>
<td>April 24</td>
<td>April 26</td>
</tr>
<tr>
<td></td>
<td>Graphic Design</td>
</tr>
<tr>
<td>May 1</td>
<td>Typography</td>
</tr>
</tbody>
</table>

**Note:** Feb. 6 = last day to do a withdrawal and receive tuition adjustment.

March 1 = last day to drop the course or withdraw without receiving an “F”
Statement of academic integrity
Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty, including cheating and plagiarism, is considered a serious breach of these ethical standards, because it interferes with the University mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the University community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see http://www.fau.edu/regulations/chapter4/4.001_Code_of_Academic_Integrity.pdf.

Students with disabilities
In compliance with the Americans with Disabilities Act (ADA), students who require special accommodations due to a disability to properly execute coursework must register with the Office for Students with Disabilities (OSD) located in Boca Raton - SU 133 (561-297-3880), in Davie - MOD I (954-236-1222), in Jupiter - SR 11

Note: In accordance with university policy: To eliminate all distractions so as to enhance the level of attention and retention, please do not bring your cell phone, beeper and/or any devise used for text messaging to class. You may want to notify your contacts that you will be unavailable during class time. (561-799-8585), or at the Treasure Coast - CO 128 (772-873-3305), and follow all OSD procedures.
SUPPLY LIST

Paper: (your choice of size & brand)
- Tracing Paper -- (use to create thumbnails)
- Marker Paper -- (use to create roughs & comps)
- Grid paper (will be provided)

Markers:
- Black Pens: –Micro & Fine point (suggestion: Sanford Uni-ball ONYX brand micro & extra fine point)
- Yellow Hi-lighter – (used to hi-light important information in your text books)

Miscellaneous:
- Proportional scale wheel (Fau book store)
- Straight edge rule (department can loan this item)
- Rt. angle (department can loan this item)
- X-acto knife with SHARP blades
- Black presentation boards (will announce – apply to portfolio pieces)
- White Artist Tape, 3/4"x60 Yard Roll (available @ Jerrys Aartarama Store / apply to portfolio pieces)
- Type ruler (Fau book store)

Binder Collection / Visual Ref. Material: (Suggest 2.5 – 3" -ring Binder)
This binder is a collection of visual references – selections must be unique methods of design treatment and from reputable sources!!!!!!

DO NOT include in this binder any class notes or projects.

MUST DEFINE THE OBJECTIVE FOR THIS BINDER BEFORE YOU BEGIN
(Place your response in the front of your binder collection with your name)

Dividers MUST BE TYPED HEADINGS -- categorized and organized for each of the following headings:

- Body copy (samples MUST BE ACTUAL SIZE)
- Type as design / type as texture
  (examples may include type designs for heading, type created as texture, type as letterforms, logo marks)
- Layout design compositions:
  (examples may include 2-page layout compositions, posters, brochures, and annual reports)
- Stationary Designs (e.g. letterheads / business cards / envelopes / logos that are text based, company name)
- Social awareness projects - non-profit
  (examples may include outdoor sculptural forms for social awareness themes / posters / etc.)
- Environmental Graphics - corporations
  (examples may include billboards and outdoor sculptural forms for profit -- corporations)
- Interior Graphics designs
  (examples may include typographical wall displays)
- Campaigns for corporations
- 3-d packaging
- Miscellaneous & Experimental mark-makings
Binder Collection / Class Notes:  (Suggest 2.5 – 3”-ring Binder)
(Place your response in the front of your binder collection with your name)

Dividers MUST BE TYPED HEADINGS – additional categories may be added

Areas of disciplines

Language of Aesthetics

Color (science)

Stages of Design

Typography

Science / cognition (include visual examples that demonstrate supportive research)

Theories

Names (critical theorists, researchers & artists)

Terms / definitions

Modernism & Post Modernism

Printing

ext.