Graphic Design 1: Form & Content

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. Students will learn how to become visually knowledgeable and design-literate. The discourse throughout the semester will be based on the role of the design in the world today and how being socially and globally aware alongside with developing good practical design skills will make you a well-rounded designer.

Readings:
Essential Principles – Introduction pg9
Typography by Marian Bantjes pg10
Color by Lisa Rousseau pg14
Layout by John Foster pg17
Style by Mark Kingsley pg20
Visual Strategy by Cheryl Swanson pg26
Principles of the Creative Process – Introduction pg34
Working with Imagery by John Fulbrook pg37

Book: Graphic design school: the principles and practices of graphic design
Basics of research pg10
Linear reasoning/lateral thinking pg16
Exploratory drawing pg18
Visualizing ideas pg20

Class Participation:
Class attendance, class exercises, assigned readings, sketchbook, critiques, and cultural events/filed trips will count towards your final grade.

Projects:
A total of 30 class assignments, 15 homework assignments, and 2 major projects will be assigned throughout the semester. This course will focus on developing your basic design Fundamentals of research and concept, Fundamentals of composition, Fundamentals of typography, And fundamentals of colors.

Tools + Materials:
- Xacto knife
- Metal 18” ruler
- Masking tape
- Rubber cement
- Glue stick
- Elmos glue
- Tracing paper
- Bond paper
- Watercolor paper
- Sketchbook
- Eraser
- Pencil
- Sharpies
- Color pencils
- Watercolor brushes
- Watercolor set
- Liquid Gouache set
- Inks
Grading Scale

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>93-100</td>
<td>A</td>
</tr>
<tr>
<td>86-92</td>
<td>A-</td>
</tr>
<tr>
<td>79-85</td>
<td>B+</td>
</tr>
<tr>
<td>72-78</td>
<td>B</td>
</tr>
<tr>
<td>65-71</td>
<td>B-</td>
</tr>
<tr>
<td>58-64</td>
<td>C+</td>
</tr>
<tr>
<td>51-57</td>
<td>C</td>
</tr>
<tr>
<td>44-50</td>
<td>C-</td>
</tr>
<tr>
<td>37-43</td>
<td>D+</td>
</tr>
<tr>
<td>30-36</td>
<td>D</td>
</tr>
<tr>
<td>23-29</td>
<td>D-</td>
</tr>
<tr>
<td>00-22</td>
<td>F</td>
</tr>
</tbody>
</table>

Grading and evaluation

A grade is given for each project; all projects are evaluated based on,

- **CONCEPT** 25pt
- **RESEARCH** 25pt
- **PROCESS** 25pt
- **EXECUTION** 25pt

*All late work will be marked down a grade for each class period that it is late.*

Cultural events/happenings:

AIGA Miami and Adobe presents an Adobe CS5 Workshop.
Saturday, January 15th | 12:30pm - 4:30pm | Miami Art Museum
Learn how to create interactive content without writing code with CS5 Design Premium.
miami.aiga.org

Raymond Pettibon: The Punk Years, 1978-1986
Schmidt Center Gallery: November 13, 2010 - January 22, 2011
In association with the final week of "Raymond Pettibon: The Punk Years" exhibition a week of public programs is being presented including a lecture on punk graphics and typography by ERIC LANDES on Thursday evening January 20.

AIGA Miami presents: Ellen Lupton, A Lecture and Book Signing
Thursday, February 3, 2011 | 7:00pm | FAU Downtown Campus | HEC Building, Room 1110
miami.aiga.org

SouthXeast
OPENS Friday, February 4
The opening includes an artist panel and performance by Louisiana artist Stephanie Patton. 13 artists from 7 southeastern states have been selected to participate in this third instalment of "southXeast: Contemporary Southeastern Artists." Three artists will be on campus to complete installations and we will schedule one or more artist talks for the traditional noon-time hour the week of January 31.

Juried Student Exhibition
submissions are due THE WEEK IMMEDIATELY FOLLOWING SPRING BREAK.

Attendance:
The attendance policy permits two (2) absences per class term. Each additional absence will lower your final grade one letter. Tardies exceeding ten (10) minutes will be considered a full absence for the day. It is the students’ responsibility to notify the instructor if you are late but arrive within the 10-minute grace period. Absences due to serious circumstances must be legitimately documented and approved by the dean. A doctor’s note may justify the absence, but does not excise it. It is the students’ responsibility to see his/her instructor to make up any work due to absence.

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_Honor_Code.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 117 (561-799-8585), or at the Treasure Coast - CO 128 (772-873-3305), and follow all OSD procedures.

Note: In accordance with university policy, all cell phones and beepers must be turned off during class time.
Bibliography/Recommended books:

The New Graphic Design School: A Foundation Course in Principles and Practice, David Dabner, Sheena Calvert, Anoki Casey
ISBN-978-04704666513


Forms, Folds, and Sizes, Poppy Evans, ISBN-978-1-59253-054-0


