

**Visual Design Lab 4**  
**GRA 4115 001**  
4 credit hours

**Course Syllabus**

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Spring 2016

WF 9:00 –11:50

LA 340, Davie Campus

Pre-requisite: GRA 3112C,  
GRA 3193, & GRA 4194

**Professor:**

Linda K Johnson

Davie: LA 324a

Boca: AH 214b

Boca: 561 297 0928 M,T,R

Davie: 954 236 1375 WF

Email: [ljohnson@fau.edu](mailto:ljohnson@fau.edu)  
is best contact method

Office Hours:

By appointment only:

Wed.. 8:30 –9:00

12:30 –1:00

Fri. 8:30 –9:00

12:30 –1:00

**Grading Point System**

Project 1 brief 25

Project 1 100

Quiz 50

Project 2 brief 25

Project 2 100

Project 3 brief 25

Project 3 100

Project 4 brief 25

Project 4 100

Attendance/  
Participation 50

Total 600

Grade Average Scale

93 = A

90 = A-

87 = B+

83 = B

80 = B-

76 = C+

73 = C

A Grade below a C is not a  
passing grade for the BFA in  
Graphic Design degree.

70 = C-

66 = D+

**Calendar**

JANUARY	Wed	13	Course Overview
MARCH		7-13	Spring Break No classes
APRIL	Fri	8	Last day to drop without receiving an "F" in the class
APRIL	Mon	22	Last Day of Class (final project due)
APRIL	Fri	29	Final Exam (attendance required)

**Final project due on last day of class**

**Course Description:** This course focuses on theoretical and pragmatic aspects related to the design practice. Emphasis will be placed on expressive and creative communication through the graphic design medium, on portfolio development and the production of high-quality portfolio pieces.

**Course Objectives:** The objective of this course is to engage advanced graphic design students with projects that will prepare them for the professional graphic design practice. The course will challenge students to expand their portfolios with professional level design solutions. Students will be expected to write their own project briefs, propose a range of possible solutions and present the work in a finished format. Students will be expected to identify their professional goals relative to the Graphic Design practice and develop projects that further those goals. This course involves choice and making the right decisions for your future. Students need to choose the projects that are right for their particular needs. The projects here are given with few limitations, thus forcing students to make decisions and budget time appropriately. It is important to remember that the high expectations of this course are specifically structured to give students the best possible preparation for the profession of graphic design.

**Expected and Required:** Start with a menu of options in four categories. After selecting an option each student will write a brief to clarify all details for the project. These are both required and graded parts of the project. Project briefs must be typed and formally written. The brief should include your objectives for the project; why you selected this particular project and what you hope to achieve; how you plan to solve the problem, your methodology and what the finished piece(s) will include.

**PROJECT 1      Appetizer Menu** project choices are:

Poster design series  
Branding - product series  
Advertising series

**PROJECT 2      First Course Menu** project choices are:

Magazine Layout (cover, contents page, editorial spread)  
Product or Service Brochure  
Book Jacket design  
Menu re-design

**PROJECT 3      Second Course Menu** project choices are:

Calendar Design  
Chair Book Design  
Cook Book Design

**PROJECT 4      Dessert Menu** project choices are:

Packaging System  
Game Design  
Promotional Web Site  
Unlimited Toppings

**Note:** The instructor reserves the right to change the project assignments, due dates and quizzes given in this course.

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## Course Overview

**COURSE REQUIREMENTS:** Students are required to attend lectures, labs, field trips, presentations, conduct research and actively participate in class discussions and critiques. Final project grades will be based on these factors as well as design process and quality of the work presented. Student are expected to maintain their sketches, notes and research materials. ***Completion of all assignments by their designated due date is required. If you are ill the day an assignment is due then send it with a friend or delivery service.***

**ATTENDANCE POLICIES: 2 allowed absences**, these are to be used in case of illness, family or pet emergencies, transportation problems, oversleeping, out-of-town excursions, etc. **Arriving late** for class or **leaving early** (10 min. or more) will count as 1/2 of an allowed absence. Every absence thereafter will result in a **10 pt deduction off your attendance/participation total thus directly affecting your final grade.** ***\*\*Special exceptions include religious observances and absences due to an event or purpose that is officially recognized by the University. Students are expected to notify me in advance of these special exceptions and they will be accommodated on an individual basis. Since these are planned absences that are known in advance, all assignments due the missed class day(s) must be submitted to me in advance of the absence.\*\****

Students must attend all interim critiques and final project critiques. Students must be present at the beginning of a critique. Students are responsible for securing hand-outs, assignment sheets and lecture notes from fellow classmates for days that they do not attend class or arrive late to. Lectures will not be repeated on an individual basis for those who are late or absent.

**CRITERIA FOR EVALUATION AND GRADES:** Projects will be evaluated on concept, communication effectiveness, process and presentation/craft. Final course grade will be determined by performance through the entire semester in projects, exercises, class participation. Participation in class critiques is required.

**PREPARATION FOR CLASS:** Students are to be prepared at the start of each class with assigned work and supplies. Students who do not comply with this are subject to project grade point deductions. Students who do not participate in class critiques or individual discussions with faculty during class should not expect private critiques with faculty at a later date.

**POLICY ON LATE WORK:** Projects that are not turned in on or before the designated due date will be subject to a one letter grade deduction for each week that they are late.

**POLICY ON PROJECT REVISIONS:** Students are allowed to improve their grade on a project if they meet the following criteria. 1. Turned the project in on time. 2. Made significant changes to improve on the project and re-submitted the work before or on the due date for the next project.

**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](http://www.fau.edu/regulations/chapter4/4.001_Code_of_Academic_Integrity.pdf)

**STUDENTS WITH DISABILITIES:** In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS)—in Boca Raton, SU 133 (561-297-3880); in Davie, LA 203 (954-236-1222); or in Jupiter, SR 110 (561-799-8585) —and follow all SAS procedures.

<http://www.fau.edu/sas>

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## Resources

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### REQUIRED:

*The Mac is Not a Typewriter*, Robin Williams, Peachpit Press; 2 edition, ISBN 0201782634

Book is available at FAU bookstore, online at amazon.com as well as other book stores. Amazon gives students free 2 day shipping: [www.amazon.com/gp/student/signup/info](http://www.amazon.com/gp/student/signup/info)

### RECOMMENDED:

Brigham's *Elements of Typographic Style*

Graphic Design Solutions 4th edition, Robin Landa, Wadsworth Publishing, ISBN 0495897701 / 9780495897705

## References

University Center for Excellence in Writing: [www.fau.edu/UCEW/](http://www.fau.edu/UCEW/)

Print Journals: Communication Arts, Graphis, Print, How, ID, EYE, Juxtapoz, Metropolis  
most of these journals also have on-line content

### DESIGN SITES

[www.aiga.org](http://www.aiga.org)

[miami.aiga.org](http://miami.aiga.org)

[www.designerslist.info](http://www.designerslist.info)\*

[www.graphis.com/](http://www.graphis.com/)

[www.thedieline.com/](http://www.thedieline.com/)

[www.swiss-miss.com/](http://www.swiss-miss.com/)

[fastcodesign.com](http://fastcodesign.com)

[www.graphiccompetitions.com](http://www.graphiccompetitions.com)

[www.creativereview.co.uk/cr-blog](http://www.creativereview.co.uk/cr-blog)

[www.smashingmagazine.com](http://www.smashingmagazine.com)

[www.underconsideration.com](http://www.underconsideration.com)

[designobserver.com](http://designobserver.com)

[imprint.printmag.com](http://imprint.printmag.com)

[www.designboom.com](http://www.designboom.com)

### COLOR SELECTOR

[kuler.adobe.com](http://kuler.adobe.com)

### IMAGE BANKS

[cutcaster.com](http://cutcaster.com)

[www.shutterstock.com](http://www.shutterstock.com)

[www.vecteezy.com](http://www.vecteezy.com)

[veer.com](http://veer.com)

[www.punchstock.com](http://www.punchstock.com)

[www.bridgemanart.com](http://www.bridgemanart.com)

[www.pond5.com](http://www.pond5.com)

[istock.com](http://istock.com)

[www.sxc.hu](http://www.sxc.hu)

[www.gettyimages.com](http://www.gettyimages.com)

[www.masterfile.com](http://www.masterfile.com)

[www.dreamstime.com/](http://www.dreamstime.com/)

[creativecommons.com](http://creativecommons.com)

[nasa.gov/multimedia/imagegallery](http://nasa.gov/multimedia/imagegallery)

### FONTS RESOURCES

[dafont.com](http://dafont.com)

[fontspace.com](http://fontspace.com)

[myfonts.com](http://myfonts.com)

[abstractfonts.com](http://abstractfonts.com)

[www.fontsquirrel.com](http://www.fontsquirrel.com)

[www.fontshop.com](http://www.fontshop.com)

[www.t26.com](http://www.t26.com)

[www.typography.com](http://www.typography.com)

[www.google.com/webfonts](http://www.google.com/webfonts)

[www.letterheadfonts.com](http://www.letterheadfonts.com)

[www.houseind.com](http://www.houseind.com)

[urbanfonts.com](http://urbanfonts.com)

### TEXT RESOURCE

[www.gutenberg.org](http://www.gutenberg.org)

### WEBSITE DEVELOPMENT RESOURCE

[www.wix.com](http://www.wix.com)

[wordpress.com](http://wordpress.com)

[www.webs.com](http://www.webs.com)

[www.squarespace.com](http://www.squarespace.com)

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### Bibliography

Fishel, Catharine. *Inside the Business of Graphic Design: 60 Leaders Share their Secrets of Success*,

Grear, Malcolm. *Inside/Outside*, New York: Van Nostrand Reinhold, 1993.

Hiebert, Kenneth J. *Graphic Design Processes: Universal to Unique*, NY: Van Nostrand Reinhold, 1992

Heller, Steven. *The Education of a Graphic Designer*, New York: Allworth Press.

Hiebert, Kenneth J. *Graphic Design Processes: Universal to Unique*, NY: Van Nostrand Reinhold, 1992

Lem, Dean Phillip. *Graphics Master 5*, Hawaii: Dean Lem Associates, Inc, 1993.

Meggs, Philip. *The History of Graphic Design*, Fourth Edition. New York: John Wiley and Sons Inc., 2005.

Poyner, Rick & Booth-Clibborn, Edward. *Typography Now II*, North Light Books, 1998

Magazine Publications: *Print, Emigre, Communication Arts, Graphis*

## CALENDAR

<b>Jan 13</b>	Course Overview / Appetizer Assigned	<b>Jan 15</b>	Project brief due
<b>Jan 20</b>	sketches due (a minimum of 10 different concepts)	<b>Jan 22</b>	sketches due
<b>Jan 27</b>	Interim critique	<b>Jan 29</b>	Interim critique
<b>Feb 3</b>	In class work day	<b>Feb 5</b>	<b>Appetizer Project due</b> , First Course assigned
<b>Feb 10</b>	Project brief due & sketches due minimum of 10 concepts	<b>Feb 12</b>	<b>Quiz:</b> The Mac is not a typewriter
<b>Feb 17</b>	In class work day	<b>Feb 19</b>	Interim critique
<b>Feb 24</b>	Interim critique	<b>Feb 26</b>	In class work day
<b>Mar 2</b>	<b>First Course Project due</b> , Second Course assigned	<b>Mar 4</b>	Project brief due
<b>Mar 7-13</b>	<b>No Class</b> Spring Break		
<b>Mar 16</b>	sketches due minimum of 10 concepts	<b>Mar 18</b>	Interim critique
<b>Mar 23</b>	Interim critique	<b>Mar 25</b>	In class work day
<b>Mar 30</b>	<b>Second Course Project due</b> , Dessert assigned	<b>Apr 1</b>	Project brief due
<b>Apr 6</b>	sketches due minimum of 10 concepts	<b>Apr 8</b>	Interim critique
<b>Apr 13</b>	Interim critique	<b>Apr 15</b>	Interim critique
<b>Apr 20</b>	In class work day	<b>Apr 22</b>	<b>Dessert Project due</b>
<b>Apr 29</b>	<b>Final Exam</b> , 7:45-10:15, all student required to attend!		