

Visual Design Lab 4
GRA 4115 001
4 credit hours

Course Syllabus

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Spring 2015
MW. 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 T,R&F
Davie: 954 236 1375 M&W

Email: ljohnson@fau.edu
is best contact method

Office Hours:
By appointment only:
Mon. 8:30 – 9:00
12:30 – 1:00
Wed. 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	Mon	5	Course Overview
JANUARY	MON	19	Martin Luther King Jr. Day No classes
FEBRUARY	Fri	27	Last day to drop without receiving an "F" in the class
MARCH		2–8	Spring Break No classes
APRIL	Mon	20	Last Day of Class (final project due)
APRIL	Fri	24	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

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 - LA 240 (954-236-1657), in Jupiter - SR 110 (561-799-8585) and follow all OSD procedures.

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Resources

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

RECOMMENDED:

Bringhurst'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/

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

miami.aiga.org

www.designerslist.info*

www.graphis.com/

www.thedieline.com/

www.swiss-miss.com/

fastcodesign.com

www.graphiccompetitions.com

www.creativereview.co.uk/cr-blog

www.smashingmagazine.com

www.underconsideration.com

designobserver.com

imprint.printmag.com

www.designboom.com

COLOR SELECTOR

kuler.adobe.com

IMAGE BANKS

cutcaster.com

www.shutterstock.com

www.vecteezy.com

veer.com

www.punchstock.com

www.bridgemanart.com

www.pond5.com

istock.com

www.sxc.hu

www.gettyimages.com

www.masterfile.com

www.dreamstime.com/

creativecommons.com

nasa.gov/multimedia/imagegallery

FONTS RESOURCES

dafont.com

fontspace.com

myfonts.com

abstractfonts.com

www.fontsquirl.com

www.fontshop.com

www.t26.com

www.typography.com

www.google.com/webfonts

www.letterheadfonts.com

www.houseind.com

urbanfonts.com

TEXT RESOURCE

www.gutenberg.org

WEBSITE DEVELOPMENT RESOURCE

www.wix.com

wordpress.com

www.webs.com

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

Jan 5	Course Overview / Appetizer Assigned	Jan 7	Project brief due
Jan 12	sketches due (a minimum of 10 different concepts)	Jan 14	sketches due
Jan 19	Martin Luther King Jr. Day observed - No Class	Jan 21	Interim critique
Jan 26	Appetizer Project due , First Course assigned	Jan 28	Project brief due
Feb 2	sketches due (a minimum of 10 different concepts)	Feb 4	Quiz - The Mac is not a typewriter
Feb 9	Interim critique	Feb 11	Interim critique
Feb 16	In class work day	Feb 18	First Course Project due , Second Course assigned
Feb 23	Project brief due	Feb 25	sketches due (a minimum of 10 different concept
Mar 2	No Class Spring Break		
Mar 9	In class work day	Mar 11	Interim critique
Mar 16	Interim critique	Mar 18	In class work day
Mar 23	Second Course Project due , Dessert assigned	Mar 25	Project brief due
Mar 30	sketches due (a minimum of 10 different concepts)	Apr 1	In class work day
Apr 6	In class work day	Apr 8	Interim critique
Apr 13	Interim critique	Apr 15	In class work day
Apr 20	Dessert Project due		
Apr 24	Final Exam , 7:45-10:15, all student required to attend!		