

**SYLLABUS**

Instructor	Stephanie Cunningham, Professor of Graphic Design location: Ft Lauderdale AT306A ph: 954-762-5060 email: cunningh@fau.edu
Office Hours	Monday & Wednesday 4–5 pm, Tuesday 1–3 pm or by appointment
Prerequisites	Visual Design Lab 1, Typographic Lab 1* *Typographic Lab 1: prerequisite or corequisite
Description	This course examines the design of systems including the development and application of symbols as communicative signifiers. Conceptual development, context, simplicity, unity, and contrast will be examined as the means for efficient application of systems across media.  Required for all BFA Graphic Design majors. [4 credits]
Objectives	Students completing this course will have a working knowledge of how to approach the structuring and implementation of design systems. They should also have an historic perspective on the design of marks and how they have been used to create unity and order in organizational structures. They will also be introduced to commercial printing technologies and techniques.
Required	<i>Pocket Pal</i> , 20th edition, International Paper, ISBN 9780977271610 <i>Designing Brand Identity</i> (3rd ed), Alina Wheeler, Wiley Publishing, ISBN 0471213268
Recommended	<i>Graphic Master 8</i> , Dean Lem Associates Inc, ASIN 0914218131 <i>University Center for Excellence in Writing</i> , www.fau.edu/UCEW/ <i>Communication Arts, Graphis, Print, How, ID, EYE, ID, Metropolis, Baseline</i> Design blogs are archived on the course Blackboard site.  Books for the FAU downtown campus are available at the Davie campus bookstore or on-line at amazon.com, half.com and other sources. Amazon provides students with free 2 day shipping: www.amazon.com/gp/student/signup/info
Supplies	sketchbook, xacto knife & blades, metal ruler, rubber cement and pickup, black core mat board, 1 inch black masking tape, tracing paper, black flapping paper, digital storage media
Preparedness	Students are responsible for securing hand-outs, assignment sheets and lecture notes from fellow classmates for days that they do not attend class. Students who arrive late are responsible for acquiring course hand-outs, assignment sheets and lecture notes for the time period they missed. Lectures will not be repeated in person, by phone or email on an individual basis for those who are late or absent under any circumstance.  Students must arrive prepared for class with projects or materials. Students who do not comply with this are subject to final 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.  Students are required to attend all lectures, work days, 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. Students are expected to maintain their sketches, notes and research materials. Completion of all assignments by their designated due date is required. Arrange for delivery of your project if you are ill on the day an assignment is due.





