

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

**Course Syllabus**

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Fall 2012

MW. 9:00 –11:50

AT 305, Fort Lauderdale

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

**Professor:**

Linda K Johnson  
Room AT 317  
561 297 0928  
ljohnson@fau.edu

**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	100
Project 2	100
Project 3	100
Project 4	100
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Total	400

**Grading Scale**

95 = A  
90 = A-  
87 = B+  
84 = B  
80 = B-  
77 = C+  
74 = C  
70 = C-  
67 = D+

**Calendar**

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AUGUST	Mon	<b>20</b>	Course Overview
SEPTEMBER	MON	<b>3</b>	Labor Day No classes
OCTOBER	Fri	<b>12</b>	Last day to drop without receiving an "F" in the class
NOVEMBER	Mon	<b>12</b>	Veteran's Day observed No classes
NOVEMBER		<b>22-25</b>	Thanksgiving Holiday No classes
NOVEMBER	Wed	<b>28</b>	Last Day of Class
NOVEMBER	Fri	<b>30</b>	Final Exam (attendance required)

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

**Course Description:** This course focuses on theoretical and pragmatic aspects of related to the design practice. Emphasis will be placed on expressive and creative communication through the graphic design medium and on portfolio development: 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 field 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 and they 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 involve.

**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 the case of illness, family or pet emergencies, transportation problems, oversleeping, out-of-town excursions for other classes, 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 **20 pt deduction off your final points total thus directly affecting your final grade**. Special exceptions include religious observances and those 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.

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. 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 on an individual basis for those who are late or absent under any circumstance.

**CRITERIA FOR EVALUATION AND GRADES:** Projects will be evaluated on process, concept, communication effectiveness and craft. Final course grade will be determined by performance through the entire semester in projects, exercises, class participation and through your efforts to submit material into a process book. 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 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.

**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 represented the work before 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 (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), or at the Treasure Coast - CO 117 (772-873-3382), and follow all OSD procedures.

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## Resources

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### REQUIRED:

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

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

Books are available on-line at amazon.com, half.com or other sources. Amazon provides students with free 2 day shipping: [www.amazon.com/gp/student/signup/info](http://www.amazon.com/gp/student/signup/info)

### RECOMMENDED:

Bringhurst's *Elements of Typographic Style*

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

[www.septemberindustry.co.uk/](http://www.septemberindustry.co.uk/)

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

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

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

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

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

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

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

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

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

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

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

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

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

[viz.cwrl.utexas.edu](http://viz.cwrl.utexas.edu)

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

### IMAGE RESOURCES

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

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

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

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

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

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

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

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

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

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

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

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

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

### 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)

[1001freefonts.com](http://1001freefonts.com)

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

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

### TEXT RESOURCE

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

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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

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<b>Aug. 20</b>	Course Overview / Appetizer Assigned	<b>Aug. 21</b>	Project brief due
<b>Aug. 27</b>	work day in class *	<b>Aug. 29</b>	Interim critique
<b>Sept. 3</b>	<b>Labor Day</b> - No Class	<b>Sept. 5</b>	work day in class
<b>Sept. 10</b>	<b>Appetizer Project due</b> , First Course assigned	<b>Sept. 12</b>	Project brief due
<b>Sept. 17</b>	sketches due	<b>Sept. 19</b>	work day in class
<b>Sept. 24</b>	Interim critique	<b>Sept. 26</b>	Interim critique
<b>Oct. 1</b>	work day in class	<b>Oct. 3</b>	<b>First Course Project due</b> , Second Course assigned
<b>Oct. 8</b>	Project brief due	<b>Oct. 10</b>	Sketches due
<b>Oct. 15</b>	Sketches due	<b>Oct. 17</b>	Interim critique
<b>Oct. 22</b>	work day in class	<b>Oct. 24</b>	work day in class
<b>Oct. 29</b>	<b>Second Course Project due</b> , Dessert assigned	<b>Oct. 31</b>	Project brief due
<b>Nov. 5</b>	sketches due	<b>Nov. 7</b>	work day in class
<b>Nov. 12</b>	<b>Veteran's Day observed</b> - No Class	<b>Nov. 14</b>	Interim critique
<b>Nov. 19</b>	Interim critique	<b>Nov. 21*</b>	Thanksgiving
<b>Nov. 26</b>	work day in class	<b>Nov. 28</b>	<b>Dessert Project due</b>
<b>Nov. 30</b>	<b>Friday: Final exam 7:45-10 am</b>		

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