

COURSE INFORMATION: GRA 2190C Visual Design Lab: Form and Content (4 credits) Fall 2012

PRE-REQUISITE: Core Courses

(Drawing I, ART 1300C / 2- Design ART1201C / Intro to Digital Art ART 2600C)

COURSE LOGISTICS:

FAU Arts & Humanities / Building #53, Room 113 / Class Time ___

INSTRUCTOR CONTACT INFORMATION:

Name of Professor / Office ___ Building___, Room ___/ E-MAIL Address

OFFICE HOURS: Room ___ Days ___ or by appointment

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. Projects, demonstrations, lab, lecture and critiques.

REQUIRED TEXTS:

Teach Yourself Postmodernism, (new edition), Ward

ISBN:

Type Treatments, (www.rockpub.com)

ISBN: 978-1-59253-482-1

Design Elements. A Graphic Style Manual, Samara

ISBN: 978-1-59253-261-2

Visual Communications, Images with Messages, Lester 3rd. or 4th. Edition

(Purchase a used copy on-line of Visual Communication. If you are unable to purchase this text, a copy of this book is placed on reserve at the FAU Boca library for you to review the assigned readings.)

Supplementary Readings - *(will be announced and placed on reserve at the FAU library)*

USA TODAY – *(will be announced - cultural issues for discussions)*

LIBRARY / PERIODICAL VISUAL REFERENCE MATERIAL:

Communication & The Arts, Print, Graphis, etc.

COURSE OBJECTIVES / LEARNING OUTCOMES:

1. Apply the principles acquired in 2-D and color theory core courses and translate these fundamentals to visual theory, language and layout design compositions (design grammar).
2. Apply the stages of design: defining the objective, conducting research, creating thumbnails, roughs (knowledge of grid applications) and presenting a visual comprehensive.
3. Construct a critical design analysis, (including critical self assessment and analysis of personal works) with supportive theory (critical thinking/and scientific inquiries).
4. Acquire techniques for note taking -- class lectures and assigned readings.
5. Participate in class discussions: assigned readings, theoretical essays, social and cultural issues.
6. Apply traditional tools (w/ mastery) to create layout and design compositions, developing craftsmanship skills and strengthen a critical eye for detail.
7. Acquire knowledge of the printing processes: contact screens, color separations, LPI, DPI, PPI
8. Acquire knowledge in the following areas as applied to the field of visual language:
historical events: (e.g. industrial revolution, art movements, artists, etc.)
areas of visual communications: (e.g. mass media, advertising, marketing research, etc.)
culture / sub-culture influences: (e.g. icons / symbols / signifiers)
9. Deconstruct a reputable design (visual reference) into basic 2-D shapes and be able to discuss design principles, signifiers of shapes and grid applications, etc.
10. Acquire knowledge of typography and the visual aesthetics of letter forms.
11. Construct visual works and layout design compositions that will meet portfolio review requirements
12. Acquire techniques to produce innovative image-making and design compositions without the aid of the computer

NOTE: This course **will not be using the computer** as a designer's tool.

INCOMPLETE GRADES: will ONLY be given due to an emergency — e.g. hospitalization.

ATTENDANCE POLICY: 3 or more unexcused absences will affect the final grade in this course. 5 unexcused will preclude a letter grade of an F.

SCHEDULE OF ACTIVITIES AND CONTENT

STUDIES & EXERCISES (check-mark grading system)

- 1. Deconstruction (into basic shapes) a reputable visual reference 2%
 - 2. Cropping letter forms + reversal applications (black & white) 2%
 - 3. Cropping Found Words (black & white) 2%
 - 4. Cropping typographical forms (creating a composition / color & blk. & white) 2%
 - 5. Arithmetic + Type = Arithme-Type (black & white) + (color exploration) 2%
 - 6. Kerning a word (black & white) + color (applying color fundamentals) 2%
 - 7. Grid designs based on the Fibonacci Series (black & white) 2%
 - 8. Referencing Study #7-- construct 3 grid designs based on the Fibonacci 2%
 - 9. Environmental grid explorations 2%
 - 10. Exploratory mark-makings (photo copies / digital photos /oil & water mixture) 2%
- TOTAL 20%**

GRADING: studies and exercises = Check-mark System

(-/ = concerns) (/ = average) (+/ good)

PROJECTS (letter grade issued / point system)

- P#1. Applying the cropping tool and the proportional scale, deconstruct a visual reference into basic shapes (thumb nails), constructing a grid, actual size (the rough stage), final stage, apply visual design elements (creating a visual comprehensive) 10%
 - P#2. Image / drawing applying texture and color surfaces 8%
 - P#3. Type + Image = Anchorage / Relay 8%
- TOTAL 26%**

Written Exam / Binder for note-taking: (letter grade issued / point system)

Midterm 5% _____ Final 5% _____ **TOTAL 10%**

Binder Collection: (letter grade issued / point system)

Midterm 5% _____ Final 5% _____ **TOTAL 10%**

Image/Verbal Presentations: (letter grade issued / point system)

- Critical Theorist (power point presentation) 9%
 - Critical Essay (Visual language) 5%
 - Cultural Event / Topic Essay 5%
- TOTAL 19%**

Class Participation / Readings: (letter grade issued / point system)

Midterm 7.5% _____ Final 7.5% _____ **TOTAL 15%**

GRAND TOTAL 100%

GRADING: projects / binders / presentations / participation = LETTER-GRADE / POINT SYSTEM

0	3	5	7	9	11	13	15	17	19	21	23	25
F	F	F	F	D-	D	D+	C-	C	C+	(B- / B)	(B / B+)	(A- / A)

PROCEDURAL FOR LATE PROJECTS / ASSIGNMENTS:

A project / exercise / study that is not submitted on the designated time / date will automatically be deducted in points (exceptions will be allowed). All projects and studies can be revised to improve the grade in the areas of concept and execution.

PERSONAL STUDENT DATA SHEET / CONTRACT
(PLEASE PRINT CLEARLY)

COURSE: _____ Dates will change with each semester

Spring- 2012

STUDENT NAME: _____

E-MAIL ADDRESS: _____

I, _____, read and understand the contents of the described syllabi & objectives outlined.

1. I understand my responsibilities as a contributing student and willing to explore my artistic potential.
2. I understand that this course encourages questions and critical discussions
MY GRADE WILL REFLECT MY CLASS PARTICIPATION.
3. I understand this course will challenge me in many avenues and I am willing to accept such challenges.
4. I understand that if I experience difficulty understanding a specific lecture or assignment, I agree that it is my responsibility to first consult the instructor of this course for further clarification and assistance.
5. I also understand 3 or more un-excused absences will MOST DEFIANTLY affect my final grade in this course; 5 unexcused absences will result a letter grade of an F. Attendance will be taken during the first 15 mins. of each class period. If I am not present during the time of roll-call, it is my responsibility to notify the instructor after class of my tardiness so that I may receive partial credit — depending at the time of arrival.
6. I am also verifying that I have completed the necessary pre-requisites for this course (if applicable).

NOTE: Incomplete grades will ONLY be given due to an emergency (e.g. hospitalization.)

The instructor of this course disclaims any responsibility for articles (art work, portfolios, supplies, etc.) that are lost or stolen while not in the immediate possession of the instructor.

Signature: _____ Date: _____

TUESDAY				THURSDAY					
	present	absent	tardy	comments		present	absent	tardy	comments
Jan 10					Jan 12				
Jan 17					Jan 19				
Jan 24					Jan 26				
Jan 31					Feb 2				
Feb 7					Feb 9				
Feb 14					Feb 16				
Feb 21					Feb 23				
Feb 28					March 1				
				Spring Break					Spring Break
March 13					March 15				
March 20					March 22				
March 27					March 29				
April 3					April 5				
April 10					April 12				
April 17					April 19				
April 24					April 26	Graphic Design			Final Time 1:15 – 3:45
May 1	Typography			Final Time 4:00 – 6:30					

Note: Feb. 6 = last day to do a withdrawal and receive tuition adjustment.
March 1 = last day to drop the course or withdraw without receiving an "F"

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 - MOD I (954-236-1222), in Jupiter - SR 11

Note: In accordance with university policy: To eliminate all distractions so as to enhance the level of attention and retention, ***please do not bring*** your cell phone, beeper and/or any device used for text messaging to class. You may want to notify your contacts that you will be unavailable during class time. (561-799-8585), or at the Treasure Coast - CO 128 (772-873-3305), and follow all OSD procedures.

Binder Collection / Class Notes: (Suggest 2.5 – 3” -ring Binder)
(Place your response in the front of your binder collection with your name)

Dividers MUST BE TYPED HEADINGS – additional categories may be added

Areas of disciplines

Language of Aesthetics

Color (science)

Stages of Design

Typography

Science / cognition (include visual examples that demonstrate supportive research)

Theories

Names (critical theorists, researchers & artists)

Terms / definitions

Modernism & Post Modernism

Printing

etc.