

Visual Design Lab 4
GRA 4115 002
4 credit hours

Course Syllabus

page 1 of 4

Spring 2012

MW. 9:00 –11:50

AT 305, Fort Lauderdale

Pre-requisite: GRA 4118C

Professor:

Linda K Johnson
Room AT 317
561 297 3871
ljohnson@fau.edu

Office Hours:

By appointment only:

Mon. 8:30 –9:00
12:00 –1:00

Wed. 8:30 –9:00
12:00 –1:00

Grading Point System

Project 1	100
Project 2	100
Project 3	100
Project 4	100
<hr/>	
Total	400

Grading Scale

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

Calendar

JANUARY	Mon	9	Course Overview
MARCH	Fri	2	Last day to drop without receiving an "F" in the class
MARCH		5–11	Spring Break No classes
APRIL	Wed	25	Last Day of Class
APRIL	Fri	27	Final Exam Time

Final project & complete portfolio 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
Children's 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.

Visual Design Lab 4

Course Syllabus

page 2 of 4

Spring 2012

MW. 9:00 –11:50

Professor:

Linda K Johnson

Room AT 317

ljohnson@fau.edu

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.**

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

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.

Visual Design Lab 4

Course Syllabus

page 3 of 4

Spring 2012

MW. 9:00 –11:50

Professor:

Linda K Johnson
Room AT 317
ljohnson@fau.edu

Resources

REQUIRED:

Graphic Design: A User's Manual, Adrian Shaughnessy, Laurence King,
ISBN 9781856695916

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

RECOMMENDED:

Bringhurst's *Elements of Typographic Style*

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.creativereview.co.uk/cr-blog

www.septemberindustry.co.uk/

www.thedieline.com/

www.swiss-miss.com/

designobserver.com

imprint.printmag.com

www.graphis.com/

fastcodesign.com

www.graphiccompetitions.com

thetheproject.com

www.designerslist.info*

www.underconsideration.com

www.smashingmagazine.com

thedieline.com

kuler.adobe.com

viz.cwrl.utexas.edu

www.designboom.com

IMAGE RESOURCES

www.sxc.hu

istock.com

www.vecteezy.com

veer.com

www.masterfile.com

www.bridgemanart.com

pixmac.com

cutcaster.com

www.shutterstock.com

www.gettyimages.com

www.punchstock.com

www.dreamstime.com/

creativecommons.com

FONTS RESOURCES

dafont.com

fontspace.com

myfonts.com

abstractfonts.com

www.fontsquirrel.com

1001freefonts.com

urbanfonts.com

www.t26.com

www.typography.com

www.google.com/webfonts

www.letterheadfonts.com

www.houseind.com

www.fontshop.com

TEXT RESOURCE

gutenberg.org

Visual Design Lab 4

Course Syllabus

page 4 of 4

Spring 2012

MW. 9:00 –11:50

Professor:

Linda K Johnson
Room AT 317
ljohnson@fau.edu

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 9	Course Overview / Appetizer Assigned	Jan 11	Project brief due
Jan 16	Martin Luther King Jr. Day - No Class	Jan 18	sketches due
Jan 23	Interim critique	Jan 25	work day in class
Jan 30	Appetizer Project due , First Course assigned	Feb 1	Project brief due
Feb 6	sketches due	Feb 8	work day in class
Feb 13	Interim critique	Feb 15	Interim critique
Feb 20	Lab day	Feb 22	work day in class
Feb 27	First Course Project due , Second Course assigned	Feb 29	Project brief due
Mar 5	No Class Spring Break		
Mar 12	sketches due	Mar 14	Interim critique
Mar 19	Interim critique	Mar 21	work day in class
Mar 26	Second Course Project due , Dessert assigned	Mar 28	Project brief due
Apr 2	sketches due	Apr 4	work day in class
Apr 9	Interim critique	Apr 11	Interim critique
Apr 16	work day in class	Apr 18	Mounting for senior show
Apr 23	work day in class	Apr 25	Dessert Project due
