

# SYLLABUS

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**Graphic Design I**  
**Fall 2011**  
**ADG-S206-A**  
3 credits

**Instructor:**

AnneMary Wood-Mann

**Always available via email:**

annemary@sirango.com

**Office Hours:**

By appointment.

**Class time:**

ARL B02

Monday 2:00PM - 4:40PM

Wednesday 2:00PM - 4:40PM

**Class Website:**

[sirango.com/FallGDI2011](http://sirango.com/FallGDI2011)

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# HELLO

my name is



## Graphic Design I: Introduction:

The skillful combining of images and text become the core of this course. It is a working studio class and through demonstrations and hands on work you will learn to solve visual problems using Macintosh based software. This "hands on" experience is the key to success in this class. In the end, you will work on traditional design problems illustrating concepts learned. From postage stamps to giant billboards, graphic design permeates our environment. Understanding how to apply basic design concepts to the presentation of informative or persuasive material is crucial to communicating with an audience. Typography, image, space, color, and form will be integrated as the term progresses. The main emphasis of the course will be on you and your work. By actually working, taking risks, experimenting, making mistakes and creating with the computer, much is to be learned.

## Academic Expectations:

Attend all classes, care about your work, make progress in the medium, help and cooperate with your classmates, take risks, make mistakes. Your grade will be based on your willingness to achieve the above as well as a portfolio due at the end of the session (in preparation for your MANADATORY portfolio review).

## Additional Expectations:

Students are expected to be patient with themselves and each other, work hard, celebrate mini victories, be open and curious, expect great things, and have a sense of humor about themselves, design and life.

***"The most courageous act is still to think for yourself. Aloud."***

COCO CHANEL

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## Assignments

- Oral & Written Presentation
- Progressive Abstraction of Common Object
- Animal Symbol: The process of Graphic Design (Corporate Identity)
  - animal symbol, part 1
  - animal symbol, part 2
  - completed animal symbols refined to Corporate Identity System
- Icon Design: Helvetica Nation
- Museum Poster: Typography
- Magazine Spread: Grids, Grouping, Phrasing and Hierarchy
- Final Project "....."
- Portfolio Presentation

## Course Objectives

This course has as its main objectives to introduce the students to the techniques, processes, terminology, and basic compositional and conceptual skills of the graphic designer. The course stresses three main objectives:

1. craftsmanship,
2. composition and
3. concept.

**Craftsmanship** includes tools and materials and how to use them, with a heavy emphasis on precision and presentation.

**Composition** of Visual Elements, and stresses the gestalt principles of visual perception as a foundation for understanding compositional problems.

**Conceptually** the course covers design as a form of aesthetic expression and as a means of effective communication. The student is asked to solve problems, which involve both of these aspects using conventional as well as more experimental methods.

The student should also gain a broad knowledge of the field of graphic design and, although this class is not a senior exit class, the student should understand the professional standards that are demanded of an individual who wishes to enter the field.

**The purpose of graphic design is to communicate clearly and effectively without ambiguity.**

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## Graphic Design Program Portfolio Review Requirement:

All Graphic Design Majors, including Certificate, Diploma, BFA and MA students, are required to attend a Graphic Design Portfolio Review every semester!

**Fall 2011 Portfolio Review Dates:**

**Sophomores - Monday, December 12, 2011**

**Juniors - Tuesday, December 13, 2011**

**Seniors - Wednesday, December 14, 2011**

**Masters - Thursday, December 15, 2011**

You must display your completed class projects at the Portfolio Review. Keep all your final works in excellent condition by placing them in a protective folder or using cover sheets. DO NOT expect to have time to reprint your work the week before portfolio reviews.

As the semester progresses, continually consider ways to improve your work. Students who have taken extra time and care to expand their projects beyond the class requirements tend to do much better during their portfolio review.

As the portfolio review approaches, additional information and sign-up sheets will be circulated. Make sure you understand the review process and that all your questions have been answered.

## Graduate Students

Pre-Masters and Graduate students are required to do additional work for each assignment. Please see me to discuss the additional projects.

## Suggested Textbook (NOT REQUIRED)

*The Fundamentals of Graphic Design [Paperback]*

Paul Harris (Author), Gavin Ambrose

Purchase at the Suffolk University Bookstore or online

## Attendance Policy

Suffolk University Policy is that 5 absences results in an automatic failing grade for the course.

**30 minutes late** to class or leaving early = 1 absence.

No homework or lack of class preparation = 1 absence.

**3 Absences** = Student Status Report is filed.

**4 Absences** = Additional Project Assigned or Full Grade Reduction for the course.

**5 Absences** = Automatic failure for the class.

Attendance is mandatory. Attendance will be taken at the beginning and at the end of class. You must notify me in advance of absences or latenesses. If a student misses a class, **it is the student's responsibility** to seek a make-up critique or learn the technical information taught during class. Additional help sessions and critiques are available from the Ballotti Center or from me during office hours.

### Missed Due Dates

Even if you are absent from a class, you are responsible for getting your work in on-time. Missing a milestone or a project due date will result in a lateness penalty which will lower your project grade. *View Lateness Assignment Policy in the Grades Section for details.*

'Excused' Absences still count as an Absence but will excuse you from a lateness penalty for work due that day.

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## Grading Policy

A = Professional Level Work, Outstanding

B = Above Average Work, Very, Very Good

C = Average Work - achieved all goals and parameters for the projects

D = Below Average Work - did not achieve project goals.

Final grade will be based on the weighted average of the grades given for semester projects, quizzes, class participation, etc.

Individual project grades will be based on both technical and creative management of the assignment. View the Project Assignment sheets for specific grading parameters.

All Quiz & Project grades will be given out within 7 days of the quiz/project submission.

If you did not receive your grade, it is your responsibility to contact me so that we can find out what happened.

### Redo's: Reworking a Project that has already been graded

- Students are welcomed to resubmit either Project 1 or 2 for a higher grade by **the end of the semester**. To do this, students must make a formal appointment with me to review the new design work or technical file.

### Late Assignment Policy:

Even if you are absent, your project is still due. To avoid a lateness penalty, send in your assignment with another student or send me the files.

Lateness in the work world often result in the loss of a job. Latenesses here result in:

One full grade reduction on the assignment for each class late

(A → B, B → C, C → D)

Late projects will not be accepted one week after the due date.

Exceptions only for sickness or family emergency when Suffolk U. notifies me *in writing*.

### Back-ups of Files:

Make sure you keep your files safe and backed up as you may have to revisit them during the semester. There is **NO** excuse for losing files. Make sure you have backed up your files to at least 2 places - i.e. smart drive, on-line server, student server, CD/DVD, etc. Files will be collected throughout the semester for technical review.

## NECESSARY MATERIALS

- Enthusiasm, a sense of humor, and a winning/great attitude
- Removable storage media (i.e. Hard Drives, Key/Smart/Thumb/Flash Drives, Ipod, etc.)
- CD/DVD disks for backups and submitting final files.
- Black Matte Boards (don't use Foam Core as it dents easily)
- Sketch pencils or pens, markers or Prisma colors, etc
- Sharp X-acto blades or Matte cutter
- Self-adhesive cutting mat - or use the cutting boards at the school.
- Double stick tape used for mounting projects to matte board.
- Metal Ruler for cutting
- Sketchbook - pick the size that makes you happy
- Materials as needed on a project by project basis

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<b>Tentative Semester Schedule Summary</b> <b>Fall 2011, ADG S 206 - Graphic Design I (Wood-Mann)</b> <b>IMPORTANT:</b> View Class website on a weekly basis for specific tools, handouts, and any schedule changes.		
	<b>Monday</b>	<b>Wednesday</b>
<b>Week 1</b> 09.07.2011		09.07.2011 WELCOME Review Syllabus Hot Seat! Choose Names for Presentation <b>Assign Project #1:</b> <b>Designer Presentation</b>
<b>Week 2</b> 09.12.2011 09.14.2011	09.12.2011 Lecture One: Perception: Hand Out In-class Exercise Prepare Presentationr	09.14.2011 <b>Designer Presentation Project Due</b> Progressive Abstraction Handout Discuss Perception <b>Assign Project #2:</b> <b>Progressive Abstraction</b>
<b>Week 3</b> 09.19.2011 09.21.2011	09.19.2011 Progressive Abstraction Objects Due (JUST THE OBJECT, AT LEAST 3) Good Gestalt	09.21.2011 Finalized Object and thumbnails Good Gestalt
<b>Week 4</b> 09.26.2011 09.28.2011	09.26.2011 Progressive Abstraction Critique of Thumbnails Good Gestalt	09.28.2011 <b>PROJECT DUE! FINAL CRITIQUE!!!!</b> <b>Progressive Abstraction Project Due</b> Assign Project #2 Animal Part I Graphic Design Process
<b>Week 5</b> 10.03.2011 10.05.2011	10.03.2011 Work in class, Animal Part I <b>(BRING ALL SUPPLIES DISCUSSED                      IN PREVIOUS CLASS!!!!)</b>	10.05.2011 Logo Thumbnails Due Animal Part II
<b>Week 6</b> 10.10.2011 10.12.2011	10.10.2011 <b>Columbus Day Holiday</b> <b>University Closed</b>	10.12.2011 Animal Part II Tight Comps Typography
<b>Week 7</b> 10.17.2011 10.19.2011	10.17.2011 <b>PROJECT DUE! FINAL CRITIQUE!!!!</b> Animal Part II Due, Assign Project #3 Typography Poster Typography	10.19.2011 Type Poster Thumbnails Due Typography Color Presentation

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	Monday	Wednesday
<b>Week 8</b> 10.24.2011 10.26.2011	10.24.2011 Type Poster tight comps Toward a Dynamic Balance Color Assign Costume Project	10.26.2011 <b>PROJECT DUE! FINAL CRITIQUE!!!!</b> Type Poster FINAL DUE Toward a Dynamic Balance Assign Icon Design
<b>Week 9</b> 10.31.2011 11.02.2011	10.31.2011 Icon Design Thumbnails Due <b>PROJECT DUE! FINAL CRITIQUE!!!!</b> <b>HALLOWEEN COSTUME</b>	11.02.2011 Icon design Work In Class
<b>Week 10</b> 11.07.2011 11.09.2011	11.07.2011 <b>MID TERM EXAM!!!!</b> Icon design Work In Class	11.09.2011 <b>PROJECT DUE! FINAL CRITIQUE!!!!</b> Icon Design Final Due Assign: Magazine Spread: Grids, Grouping, Phrasing and Hierarchy
<b>Week 11</b> 11.14.2011 11.16.2011	11.14.2011 Magazine Spread: Grids, Grouping, Phrasing and Hierarchy Thumbnails Due Work In Class	11.16.2011 Magazine Spread: Grids, Grouping, Phrasing and Hierarchy Thumbnails Due Work In Class
<b>Week 12</b> 11.21.2011 11.23.2011	11.21.2011 Magazine Spread: Grids, Grouping, Phrasing and Hierarchy ADDED IPAD COMPONENT Work In Class	11.23.2011 <b>THANKSGIVING. NO CLASSES</b> <b>AFTER 1pm</b>
<b>Week 13</b> 11.28.2011 11.30.2011	11.28.2011 <b>PROJECT DUE! FINAL CRITIQUE!!!!</b> <b>MAGAZINE + IPAD DESIGN</b> FINAL PROJECT ASSIGNED Work In Class	11.30.2011 FINAL PROJECT Work In Class.
<b>Week 14</b> 12.05.2011 12.07.2011	12.05.2011 FINAL PROJECT Work In Class	12.07.2011 <b>PROJECT DUE! FINAL CRITIQUE!!!!</b>  <b>Final Project and</b> <b>Portfolio Review</b>
<b>Portfolio Reviews</b> 12.12.2011- 12.15.2011	<b>Portfolio Reviews: Dec 12 - 15,</b> Most of you will have your reviews on Monday, Dec 12. If you have reworked a project, I will see it during the portfolio review and this might reflect positively on your grade in terms of rounding up to a higher letter value.	

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## Designer Presentation

**Project:**

Research one of the following designers (to be decided in class). Prepare a paper (at least two pages typed) and classroom presentation based on your research.

Describe the designer's work, philosophy, background, your personal reaction to the work. Copy examples of the work, prepare to present visual material for your presentation.

***Presentations Due: Wednesday 09.14.2011***

Designers:

Paula Scher

Paul Rand

Herb Lubalin

Margo Chase

Saul Bass

David Carson

Neville Brody

Jonathan Ive

Walter Landor

Heather Cooper

Stefan Sagmeister

Michael Bierut

Zuzana Licko

Bruce Mau

Mark Romanek

## Some Tips on Making Effective Presentations

Before the Presentation:

***The key word here is preparation.***

Plan well in advance. For an important presentation start preparing at least a week in advance. Write a first draft then leave it overnight before working on later drafts. If possible try to have your overheads ready a few days before you give the presentation (except perhaps for fine tuning).

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Know your audience. To whom will you be speaking and at what level?

Decide what you would like the audience to learn from your presentation. Choose a small number of key points and structure your talk around them.

Organize your material carefully. Usually it is essential to begin with some introductory or background material to prepare the audience and to explain the motivation for the work. The entire talk should be clearly and logically organized. Differentiate between main points and secondary issues. For longer talks a summary or a review of the key points at the end of the talk can be very effective.

Design your overheads carefully to effectively convey your message. There is a wide range of "effective" overheads, depending on the style of the speaker, the content of the talk, and the audience. Some speakers use very sparse visuals effectively, filling in gaps verbally, while others use visuals which are essentially complete and can be understood independently of the speaker! For most speakers something in between these two extremes is appropriate; use whatever best suits your style of presentation. However, as a general rule, complicated visuals with a large amount of information and/or a high density of information (such as a large page of text in a small font or a very dense plot or figure) should be avoided. On overheads "less is better" - presenting a small number of key points (say, one to three) per overhead works well. If you must show a complicated overhead, make sure you tell the audience what they are supposed to learn from it.

Practice your presentation, preferably in front of friends or family, and ask for feedback. Check the timing of your talk! Does it fit comfortably within the time allotted? Running out of time is a common problem, and can ruin an otherwise good talk.

Think about the things you find especially interesting or exciting in your material and find ways to convey your enthusiasm to the audience. If you seem interested in your material your audience is more likely to be.

Try not to be too anxious about giving the presentation. Remember that most people feel nervous about giving presentations, but most audiences are well aware that giving a presentation can be stressful and they are forgiving of errors. Often only the speaker knows when there has been a slight omission or a minor change during the talk. Lots of rehearsal before the presentation helps to reduce anxiety.

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## During the Presentation:

Speak clearly and with sufficient volume to be heard throughout the room (this applies even if you are using a microphone).

Face the audience and establish eye contact, especially during the most important parts of the presentation. Some people find it helpful to identify a few friendly faces in the audience. Often a person in the audience will nod, smile, or give some form of helpful feedback.

Try to avoid mumbling, seeming nervous or confused, looking away from the audience for long periods, or generally giving the impression that you would rather be anywhere but here giving the presentation (even it is true!). It is also advisable to avoid too many colloquialisms or an overly casual conversational style. For technical talks a slightly more formal style is common and (partly because audiences have come to expect this style of presentation) is more likely to convince the audience that the speaker knows the material.

Remember: whenever you make a presentation you are also presenting yourself. If you present your ideas clearly and persuasively, with self-assurance, skill, and professionalism, you and your presentations are likely to be much more effective.

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## Student Information Form

So that I can provide you with a learning experience that is of most value to you, I'd like to learn a little bit more about you before the course starts.

Who Are You?

1. Name: \_\_\_\_\_
2. Major: \_\_\_\_\_
3. Do you work (internship or other type of employment?) (choose one)  
No Yes  
If yes, how many hours per week? \_\_\_\_\_
4. What is your email address (one that you check often)?  
\_\_\_\_\_

About Your Interest in the Course

1. Why did you sign up for this course? \_\_\_\_\_

2. Describe your previous experience with art, graphics, and visual communication?

3. What is the one thing you hope to learn from this course?

4. What excites you most about starting this course?

5. What is your most significant concern entering this course?

6. What else would you like for me to know?