

# GD1: Brand New Basics

Graphic Design One

GD200.02

Fall 2009

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Office hours: Tuesday 11 am – 1 pm

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**COURSE DESCRIPTION** Students become familiar with the broad discipline of graphic design through the construction of images, symbols and sequential systems. Conceptual thinking and the integration of typography are explored throughout the course.

**COURSE OVERVIEW** Graphic Design One will develop and expand your vocabulary as a visual communicator. Learning basic design elements and principles will help you solve communication problems. You will conduct research, generate ideas, study form and media, perfect your craft and learn to analyze your own work as well as that of others, and hence become familiar with the graphic design process.

**OBJECTIVES** Experience and engage in these big concepts:

1. Research (textual, visual)
2. Idea (audience, ideation, sketching, design development)
3. Vehicle (study of form)
4. Craft (tools, comping, presentation)
5. Analysis (critical, formal)

## PROJECTS

### Project 1 **Element of Surprise**

Create eight-panel layouts exploring elements of design: line, point, scale, texture and crop/frame

### Project 2 **CD Package**

Assemble a compilation of songs and design the CD packaging for it.

### Project 3 **Urbanite: What You're Writing**

Produce a series of book spreads featuring writing and images from previously published works in this paper's "What You're Writing" section

### Project 4 **Chart Design**

Pick one of two essays and create a chart illustrating the timeline of the topic

### Project 5 **Motion Graphic**

Using Adobe AfterEffects CS4, create a short motion graphic promoting your most accomplished assignment of the semester.

**KEEP A PROCESS BOOK.** For our purposes, a process book is a three-ring binder with plastic sleeves that contains all the stages of your work, including visual research, writing, sketches, revisions and final print-outs. Make it your own by adding some great type or image to the cover.

**READING** Readings will be assigned throughout the semester. I recommend the following textbook: *Graphic Design The New Basics*, by our own faculty Ellen Lupton and Jennifer Cole Phillips

**GRADING** I will grade your work on each assignment, at midtern, and again at the end of the semester. You can redo assignments to increase your grade at the end of the semester. Assignment grades break down like this:

Thoroughness and commitment	40%
Timeliness	10%
Research	20%
Craft	20%
Critical analysis	10%

**ABSENCES** It is important that you come to class on time; We need you here! You are allowed two unexcused absences. Three lower your grade, and four will grant you an F. Of course, we will make allowances for the H1N1 virus, but it is important that you not take advantage of the situation.

## SUPPLIES

Needed for Every Class

- Open up a Pro account on Flickr.com (\$25)
- Portable USB drive, 1GB minimum
- Digital camera and tripod (these can be borrowed from the A/V desk, 1208 Mt Royal Ave)
- Blank CDs and CD sleeves or jewel cases
- X-acto knife with fresh #11 blades
- Self-healing cutting board, 12 x 18"
- Aluminum or stainless steel ruler, 18" long
- Glue: PVA (white glue), glue stick, spray mount (must be used in ventilated room)

Other supplies will be announced as needed

## CLASS SCHEDULE

1. Mon Aug 31 **Element of Surprise** In-class exercise and assignment exploring formal principles. Additional assignment: Song compilation, bring in the mp3s
2. Mon Sep 7 *No class, Labor Day* Online crit of homework; Make constructive comments on at least two of your classmates' works.
3. Mon Sep 14 Due: **Element of Surprise** assignment -- paper and final images; In-class and homework: **CD Package**
4. Mon Sep 21 Review: **CD Package** in progress
5. Mon Sep 28 **CD Package** in progress
6. Mon Oct 5 Due: **CD Package final**  
Introduce Project 3: **Urbanite What You're Writing**
7. Mon Oct 12 **Urbanite** preliminary
8. Mon Oct 19 *No class, Fall Break*
9. Mon Oct 26 **Urbanite** revised; Binding, comping demo
10. Mon Nov 2 **Urbanite** final project due  
Introduce Project 4: **Chart Design**
11. Mon Nov 9 **Chart Design** concepts
12. Mon Nov 16 **Chart Design** work in progress
13. Mon Nov 23 **Chart Design** revisions;  
Introduce Project 5: **Motion Graphic**
14. Mon Nov 30 **Chart Design** final due;  
**Motion Graphic** concepts; AfterEffects tutorial
15. Mon Dec 7 **Motion Graphic** Work in progress
16. Mon Dec 14 **Motion Graphic** final; **Final critique** of class portfolio

## EMAIL

*If this is not your preferred address, please make the correction on my digital file during the first class.*

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## FLICKR.COM

<http://www.flickr.com/groups/gd1/>

Join our Flickr group, Graphic Design One, the site where you will be uploading and discussing class work this fall. I believe you need to have a Yahoo.com email account in order to join Flickr. So, please open a Yahoo.com email account first, if you don't already have one, and then open a Flickr account. You are best off upgrading to a PRO account, which will cost you \$25. A Pro account will allow you not to worry about running out of space on Flickr as we go through the semester.

## DOCUMENTING YOUR WORK

Document your work — photograph or scan it — for digital submission at the end of each assignment, and again at the final crit. Each image should be prepared two ways, as close to the dimensions below as possible.

*High-res file* (always)

Size: 12 x 9 inches, 300 ppi

File name:

Fistname\_Lastname\_Projectname001.jpg,

Fistname\_Lastname\_Projectname002.jpg, etc

*Low-res file* (when asked for)

12 x 9 inches, 72 ppi

File name:

Fistname\_Lastname\_Projectname001lr.jpg,

Fistname\_Lastname\_Projectname002lr.jpg, etc.

## REPRODUCTION RIGHTS

Your work may be considered for publication in MICA's or other professional publications. By participating in this course and submitting your work electronically, you agree to grant us world-wide reproduction rights. You will not be paid a reproduction fee or license. All work created by you will be credited to you. You will retain the full right to use and reproduce the work in any context, and you will retain copyright to your work.

## **H1N1 PANDEMIC INFORMATION**

From the Office of Environmental Health and Safety (EHS)

### **WHAT DO I DO IF I GET SICK?**

If you are sick consider the following:

- Limit contact with other people as much as possible. **DO NOT GO TO CLASS!** Seek medical attention at Mount Royal Medial Assoc. (410) 225-8855 but please call ahead
- Students who are sick should self-isolate for at least 24 hours after any fever is gone.
- Make sure to get plenty of rest and drink clear fluids to keep from being dehydrated
- Avoid normal activities including work, school, travel, shopping, social events, and public gatherings

### **REPORTING PROCEDURES**

- Contact the Office of Student Affairs at 410-225-2422 who will assist with plans for self-isolation, arranging for meals, and any other necessary support
- Contact any faculty whose class you anticipate missing and inform them of your illness. Work with them to make arrangements for catching up on any missed work. If you have difficulty reaching your faculty or if your illness lingers to the point where you will miss two or more of any one class contact the Office of Student Affairs

### **HEALTH AND SAFETY COMPLIANCE**

From the Office of Environmental Health and Safety (EHS)

The Office works to provide EHS support for all members of the MICA community. The primary goal of the Office is to be proactive in establishing a culture of safety in which each member of the community shares ownership responsibility that allows each person to be involved in maintaining a healthy work and studying environment. EHS uses several methods to achieve this objective.

First, the EHS office looks at the totality of the EHS requirements by combining campus needs with state and federal requirements and clearly communicating the shared policies and procedures. Second, EHS identifies training needs and develops guidelines for the use of equipment, material and procedures. Third, we ensure compliance with policies through evaluations, inspections, and committees.

It is the responsibility of faculty and students to understand health and safety policies relevant to their individual activities and to review MICA's Emergency Action Plan, as well as to participate in training, drills, etc. It is also each faculty member's responsibility to coordinate with the EHS Office to ensure that all risks associated with their class activities are identified and to assure that their respective classroom procedures mirror the EHS and Academic Department guidelines. Each of the Academic Department's also publish EHS procedures and policies such as a dress code, the use of personal protective equipment, fire safety, training, and how to properly dispose of chemical waste. Each of these policies and procedures must be followed by all students and faculty. Most importantly, it is the responsibility of the faculty to review, test, and assess each student's awareness of basic safety procedures, such as evacuation routes, use of chemicals, fire prevention, and all other guidelines posted by the Environmental Health and Safety Office, (e.g., smoking policy, independent studio policies, pet policy, disposing of hazardous and chemical waste, etc).

To become a member of the Faculty EHS Committee or for any questions relating to EHS, please contact Denelle Bowser, EHS Manager, at [dbowser@mica.edu](mailto:dbowser@mica.edu) or by calling 410.462.7593. You can also visit the department online at [www.mica.edu/ehs](http://www.mica.edu/ehs)

### **ADA COMPLIANCE STATEMENT**

Any student who feels s/he may need an accommodation based on the impact of a disability should contact Zvezdana Stojmirovic, [zvezdanas@earthlink.net](mailto:zvezdanas@earthlink.net), privately to discuss specific needs. Please contact the Learning Resource Center at 410-225-2416, in Bunting 458, to establish eligibility and coordinate reasonable accommodations. For additional information please refer to: <http://www.mica.edu/learningresourcecenter/>.