

COURSE DESCRIPTION AND STUDENT LEARNING OBJECTIVES

This is an intermediate graphic design class for continued study of conceptual development, iterative design process, typography, color and composition. Through a series of exercises and projects, students will learn how to:

- Employ problem identification and ideation strategies, research and information gathering; and iterative design development techniques;
- Compare and contrast the physical, cognitive, cultural and social human factors that shape design communication decisions that reflect audience and context;
- Create and develop design solutions in response to communication problems, demonstrating an understanding of the principles of visual organization, information hierarchy, symbolic representation, typography, and the use of meaningful images;
- Develop greater proficiency in producing thumbnails, roughs and comps;
- Apply professional-quality presentation techniques;
- Analyze and critically discuss the merits of various creative ideas;
- Work collaboratively within a creative team.

Instruction will be a combination of lecture and discussion, exercises, studio and computer lab work, individual and group critiques, and presentations. Students should keep a binder or folder of discussion notes, ideas, concept studies and design explorations.

PREREQUISITES

This class is to be taken in the third semester of the Graphic Design major. The prerequisites are: VMD 120 (formerly GRPH 35) and VMD 152 (formerly GRPH 101A), or permission from Lorraine Leber: lleber@ccsf.edu.

TEXTBOOK

Graphic Design Solutions, 5th edition by Robin Landa. ISBN: 978-1-133-94552-9. Additional reading assignments may be distributed on a week-by-week basis, either as handouts or as digital files posted to the class Yahoo Group.

MATERIALS

Students must have the following materials:

- Binder, folder or portfolio for handouts, notes, sketches, research, etc.
- Your preferred writing and drawing tools: pen, pencils, eraser, sharpie, etc.
- Sketch paper (9 x 12 size suggested)
- Tracing paper
- Metal straight-edge or ruler (corked-back ruler recommended)
- X-ACTO knife and #11 blades
- Utility knife and blades
- Black matboard
- Digital storage media (USB or FireWire drive)

INSTRUCTOR INFORMATION

Tim Harrington
Email: tharring@ccsf.edu
Office Hours: M/W 12 – 12:20 pm
Office Location: Room V142

WORDPRESS SITE

Each student is *required* to join the class
Wordpress site and regularly check the messages.
URL: <http://timharringtondesign.com/vmd122>
(Details for joining the site will be covered in class)

PERFORMANCE AND GRADING

Have patience with yourself while thoughtfully, passionately and creatively exploring each assignment. Enjoy the creative process and cultivate a growth mindset; be open to discovering more about your own process and work habits.

Grades will be based on a combination of reading worksheets, in-class exercises and collaboration, assignments, oral presentations, participation in discussions and critiques, and a demonstrated understanding of the specific student learning objectives for this course. Deliverables and grading criteria will be identified for each assignment. (Look for the 📎 icon.)

Professionalism is expected in this class. **Late assignments will not be accepted for full credit unless approval has been given ahead of time. If you miss a class, you may email me your assignment by 6pm on the due date to receive credit;** anything received after 6:01pm will not be accepted. When delivering electronic files, it is your responsibility to double-check that you turned in the correct file and that it's not corrupt. If you anticipate missing a class, it is your responsibility to make arrangements to get caught up on the lesson and assignment.

Attendance is also factored into your grade: Class begins promptly at 9:10 pm and ends at 12 pm, and you are expected to be in class for the full duration of class time. We will take a 20-minute break, or two 10-minute breaks, during each class period, and you are expected to return from breaks on time. Late arrivals and early exits will be noted, resulting in points being deducted from your grade.

Cell phone use, including texting, is not permitted during class. Ringers must be turned off (if you are expecting an urgent call, let me know ahead of time). Personal use of the internet is also prohibited during class. Violation of these policies may result in grade deductions.

Lastly, everyone is expected to leave classroom and work stations clean and ready for the next class.

Following are the project point totals and the grading scale.

PROJECT	POINTS
Word and Image	280
Content into Form	420
Logo and Branding Application	700
TOTAL	1400

GRADING SCALE		
A	100 – 90%	Excellent
B	89 – 80%	Good
C	79 – 70%	Satisfactory
D	69 – 60%	Needs Improvement
F	below 59%	Unacceptable

MISCELLANEOUS

If you need classroom or testing accommodations because of a disability, have emergency medical information to share with me, or need special arrangements in case of building evacuation, please see me as soon as possible. Students seeking disability-related accommodations are encouraged to register with Disabled Students Programs and Services in Room 323, Rosenberg Library, 415.452.5481.

The final meeting time for this class will be **Monday, December 16th, 1 – 3 pm.**

SCHEDULE

- M **Aug 18** Introductions/Exercise/Review Syllabus
Introduce New Project: Word and Image (280 points)
Class Exercise: Mindmap
Assignment: (Meggs) *Type and Image*, Reading + Worksheet
Assignment: Choose your Color
- W Aug 20 Discussion: Reading + Worksheet
Discussion: Process, Copyright, Bibliography
Exercise: Mindmapping in small groups
Assignments: Design Brief, Mindmap/Brainstorm, Word and Image Lists
- M Aug 25 Discussion: Process
Group Critiques: Word and Image Lists
Workshop: Typeface and Image Research
Assignment: (Landa) *Ch. 5 and Ch. 6* excerpts, Reading + Worksheet
- W Aug 27 Discussion: Reading + Worksheet
Discussion and Exercise: Image Classification Sketches
Workshop: Typeface and Image Research
Assignment: (Landa) *Ch. 7: Composition*, Reading + Worksheet
Assignment: Roughs: Type and Image
- M Sept 01 *No Classes: Labor Day*
- W Sept 03 Critique: Roughs: Type and Image
Discussion: Reading + Worksheet
Exercise: Composition
Assignment: Roughs: Composition
- M Sept 08 Critique: Roughs: Composition
Assignment: Composition Revisions
- W **Sept 10** Critique: Composition Revisions
Workshop: Composition Refinements
Demo: Presentation Prep
Assignment: Word and Image Finals:
- Final Comp, trimmed and mounted according to specs
 - Prepare for Presentation
 - Process Packet
 - PDFs of Final Design Brief, Bibliography and all Comps
- M **Sept 15** **Critique: Word and Image Final Comp**
Introduce New Project: Content Into Form (420 points)
Assignment: (Landa) *Ch. 6: Composition*, pp. 155–162 and *Ch. 3: Typography*, pp. 56–58,
Reading + Worksheet
Assignments: Review Copy, Design Research

SCHEDULE: PROJECT 2

- W Sept 17 Introduce New Project: Content Into Form (420 points)**
Assignment: (Landa) *Ch. 6: Composition*, pp. 155–162 and *Ch. 3: Typography*, pp. 56–58,
Reading + Worksheet
Assignments: Review Copy, Design Research
- M Sept 22 Discussions: Reading + Worksheet, Design Examples
Exercise: User Persona and Scenario
Exercise: Typographic Hierarchy
Assignments: Hierarchy Exercise, Design Brief
- W Sept 24 Review/Discussion: Hierarchy Exercise
Discussion: Reading + Worksheet
Exercise: Grid
Assignments: Grid Exercise, Color Symbolism, Analysis of Design Principles
- M Sept 29 Review/Discussion: Grid Exercise
Presentations/Discussion: Analysis of Design Principles
Discussion: Reading + Worksheet, Color Symbolism
Workshop: Icons, Imagery and Layout Sketches
Assignments: (Landa) *Ch. 3: Typography*, pp. 50–52, “*Selecting a Typeface*” and
pp. 58–60, “*Mixing Typefaces*” and (Landa) handouts on “*Use of Signs and Symbols*”
and “*Icon Design*,” Reading + Worksheet
Assignment: Icon Research/Sketches
- W Oct 01 Discussion: Reading + Worksheet, Icon Examples
Demo/Discussion: Working with Spot Color
Workshop: Type and Color Exploration, Sketches
Assignment: 2 Sets of Type Pairings, 2 Sets of Color Options, Image/Icon Sketches
- M Oct 06 Critique: Type Pairings, Color Options, Image/Icon Sketches
Workshop: Layout Sketches, Image/Icon Sketches
Assignment: Revisions to Type and Color; Continued Layout and Image/Icon Sketches
- W Oct 08 Workshop: Layout and Image/Icon Development
Assignment: Roughs 1: Layout with Images and FPO Icons
- M Oct 13 Critique: Roughs 1: Layout with Images and FPO Icons
Workshop: Icon Development

Assignment: Icon Development
- W Oct 15 Workshop: Layout and Image/Icon Refinements
Assignment: Roughs 2: Layout and Image/Icon Refinements

- M Oct 20** Critique: Roughs 2: Layout and Image/Icon Refinements
Assignment: Content Into Form Finals:
- Final Comp, trimmed and mounted according to specs
 - Prepare for presentation
 - Process Packet
 - PDFs of Final Design Brief, bibliography and all comps
- Introduce New Project: Logo and Branding Application (700 points)**
Assignment: Get inspired by TED Talks
- W Oct 22 Critique: Content Into Form Final Comp**
Assignment: Create a fictitious Company and Event for the Logo and Branding project
Assignments: (Neumeier) *Brand Names That Zag* and *The 6 Naming Styles* and
(Landa) *Ch. 9: Branding*, Reading + Worksheet
- SCHEDULE: PROJECT 3
- M Oct 27** Assignment: Create a fictitious Company and Event for the Logo and Branding project
Assignments: (Neumeier) *Brand Names That Zag* and *The 6 Naming Styles* and
(Landa) *Ch. 9: Branding*, Reading + Worksheet
- W Oct 29 Introduce New Project: Logo and Branding Application**
Share and Critique: Company and Event Ideas
Discussion: Reading + Worksheet
Discussion and Exercise: Interviews for Design/Brand Strategy Brief
Assignments: Complete Design/Brand Strategy Brief, Revise Company Name
- M Nov 03** Share and Critique: Company and Event Name
Discussion and Exercise: Key Concepts
Assignment: (Landa) *Ch. 10: Visual Identity* and (Landa) *Designing Brand Experiences*
excerpt, Reading + Worksheet
Assignments: Research and Company/Event Name Revisions
- W Nov 05** Discussion: Reading + Worksheet
Share and Critique: Name Revisions
Discussion and Exercise: Visual Concept Studies
Assignment: Create 3 Visual Concept Studies
Assignment: (Landa) *Designing Brand Experiences* part 2 excerpt, Reading
- M Nov 10** No Classes: Veteran's Day
- W Nov 12** Share: 3 Visual Concept Studies
Discussion: Logo Categories
Exercise: Logo Brainstorming and Sketches
Discussion: Brand Style Guides
Assignment: Brand Color Palette and Type Selection

- M Nov 17 Critique: Brand Color Palette and Type Selection
Workshop: Logo Research and Sketches
Assignment: Logo Research, 6 Logo Concepts (refined sketches)
- W Nov 19 Critique: 6 Logo Concept Sketches
Workshop: Refine and Digitize Logos
Assignment: 3 Logo Concept Roughs (digital, black and white)
- M Nov 24 Critique: 3 Logo Concept Roughs
Assignment: 1 Logo Concept, 2 versions (digital, black and white comps)
Assignment: (Landa) *Ch. 9: Posters*, Reading + Worksheet
Assignment: Begin work on poster thumbnails
- W Nov 26 Critique: Logo Comps (2 versions)
Discussion: Reading + Worksheet, Poster Examples
Exercises: Brainstorming and Poster Sketches
Assignment: Final Logo Comp with 4 Color Applications
- M Dec 01 Critique: Final Logo Comp with 4 Color Applications
Assignments: Color Palette/Type Selection Revisions, 4 Poster Sketches, Poster Copy
- W Dec 03 Critique: Poster Sketches
Review: Poster Copy
Assignments: Poster Layout Rough with Copy
- M Dec 08 Critique: Poster Layout Roughs
Assignments: Poster Layout Revisions, 2 Branded Item Comps
- W Dec 10 Critique: Poster Layout Comps, Branded Item Comps
Assignment: Revise and Refine Poster Layout and Branded Item Comps
Assignment: Prepare boards for Final Presentation
- Assignment: Logo and Branding Application Finals:**
- Final Comps, trimmed and mounted according to specs
 - Prepare for Presentation
 - PDFs of Final Design Brief, Bibliography and all Comps
- W Dec 17 Final Presentations: Logo and Branding Application**
Closing Discussion