art 220 | graphic design I
fall 2006 syllabus

overview
In this course we will develop our understanding of visual communication, hone our awareness and use of type, image, and symbol, and strengthen our design methodology. We will explore projects that challenge us to explore multiple solutions, experiment with form making, and to develop meaningful solutions.

class format
This class should be considered a workshop. Meaning an environment in which you are engaged in intensive discussion and activity on each project. Considerable time will be given to the development of projects and it will be this process of developing solutions that in most cases will account for over half your grade. It will be important for you to use class time to research, gather opinions, explore solutions, and refine work.

It will be even more important for you to take advantage of the time outside of class to research, collect, and create relevant imagery. In most cases the majority of your work will occur over the weekend giving you 4 solid days to explore.

At specific stages during each project you will be asked to present your work for critique. Critiques will take many forms in this class. You can expect to have one-on-one, small group, and large group critiques. In each instance it will be important for you to talk about the concept behind your work and to be open to constructive criticism.

process documentation
Documenting the creative process is imperative to developing a successful design solution. All stages of your project in this course will be documented in a process journal—a record of your thought process and your design process. This journal should contain the progression of ideas from your research and thumbnails through to the final work. Visual evidence of something other than what will be presented to the class or the instructor could provoke crucial feedback and reveal a direction that you may be overlooking. An outside or new perspective could breathe some new life into a design solution that you have simply grown comfortable with.

The following is a list of guidelines for executing the process journal:

1. Your process journal should be brought to every class. It should in a constant state of update and should explain where your work is and where it has been. Submitting an incomplete book with a completed project is unacceptable and will be graded accordingly.

2. You should organize the creative process in a report cover (8.5x11). The number of pages present is not important but a large amount of research and investigation should be evident before any indication of a semi-comp.

3. You should include all pertinent information you employ in shaping the message or concept behind your design. Submitting a large number of printouts from the internet does not constitute pertinent information (ie. use some judgement or ask your instructor).

4. Keep all materials related to the process of your project in a manner that can be presented and preserved. All research notes, readings, early thumbnail sketches, related and unrelated observations, etc... DO NOT THROW ANYTHING AWAY.

Instructor: Matthew Willemsen
office: NH115
ph: 389-5426
e-mail: matthew.willemsen@mnsu.edu

supplies
- removable media such as a flash drive, ipod, portable hard drive, etc... something that allows you to copy/backup your class projects.
- black matte board (AS NEEDED)
- 3M spray mount
- Xacto Gripster Knife and Xacto #11 blades
- Utility knife and blades
- Straight edge

highly recommended supplies
- digital camera.

required textbooks
- Thinking with Type
  ISBN: 1-56898-448-0
- Notes on Graphic Design and Visual Communication
  ISBN: 1560520442

suggested reading material
- Print Magazine
- How Magazine
- Communication Arts Magazine
- Step Magazine
- http://www.designobserver.com
- http://www.aiga.org
- http://designarchives.aiga.org/

visual journal
Visual journal entries are due at the beginning of class each Wednesday starting 9-06-06. I will not ask for these and I will not accept late submissions.

Entries will need to be presented on the visual journal form found on the ClassWorkSpace folder for Art 220.

Find examples for each category at the AIGA design archive website:
http://designarchives.aiga.org/
5. **The progression of the design solution** should be evident in the organization and presentation of the creative process. An organized and complete process book does not need page numbers or instructions.

6. Sketches should make sense to anyone viewing them. Photocopies are acceptable in place of removed pages from your sketchbook.

7. The first page in each process book should be an explanation of what will follow. You should have a detailed listing of the problem you were given, the issues you faced and the results you achieved.

8. A CD containing all the necessary files for production must be submitted for each project.

9. As a designer, you should approach the design of the process journal accordingly. It could be presented in a very professional manner as a supplement to your work.

**low res images**

Low resolution images from the web are great for research and brainstorming but terrible for roughs, semi-comps, and finals. Developing a critical eye for quality imagery as well as generating your own will serve you well when you begin looking for a job.

**attendance policy**

You are expected to attend class each time it meets. If you are not present at the time I take attendance you will be marked absent. **It is your responsibility to inform me directly after class that you arrived late.** Exams and projects may be moved up or postponed according to the pace of the course, so you are responsible for being present at each class meeting to hear announcements as well as learn the ideas presented. Numerous absences and/or late arrivals will negatively effect your final grade. **You will be given 3 excused or unexcused absences for the entire semester. For each additional absence 10 points will be deducted from your final grade.**

**grading**

In most cases, projects will be graded according to the following criteria.

- 60% process documentation
- 30% execution
- 10% craft

**accommodations**

Every attempt will be made to accommodate qualified students with disabilities. If you are a student with a documented disability, please see the instructor as early in the semester as possible to discuss the necessary arrangements, and/or contact the Disability Services Office at 507.389.2825 (V) or 1.800.627.3529 (MRS/TTY).

**scale**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>100 - 90%</td>
</tr>
<tr>
<td>B</td>
<td>89 - 80%</td>
</tr>
<tr>
<td>C</td>
<td>79 - 70%</td>
</tr>
<tr>
<td>D</td>
<td>69 - 60%</td>
</tr>
</tbody>
</table>

Note: The information contained in this document is subject to change per instructor's request.