ART 220
[ 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 therefore 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 solutions.

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.

It is important to note that developing a successful design solution takes considerable time and thought. As designers we must THOROUGHLY explore all options before the final solution is presented. In this course we will stress the importance of the design process.

process journal

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. This journal should contain the progression of ideas from your research and thumbnails through to the final work. Reviewing and sharing your explorations throughout the process could reveal insight or a new direction into your design solution. Bring your process journal to every class. Each stage will be reviewed and graded.

visual journal

Visual journal entries are due on the second class meeting of each week starting the second week of class. 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/

Supplies
• flash drive, ipod, or portable hard drive.
• black matte board
• 3M spray mount
• Xacto Gripster Knife and Xacto #11 blades
• Straight edge
• sketchbook
• tracing paper
• sharpie markers
• mechanical pencil

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/
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grading
In most cases, projects will be graded according to the following criteria. Each step and corresponding stages will be graded on a scale. See sidebar for details.

1. Process Journal | 100pts
Each stage in the process journal will be submitted or reviewed on the due date set in the project handout. If your work is not submitted or reviewed at that time you will receive a significant decrease in your grade for that stage.

25 pts | brainstorming (word association lists, definitions, relevant resources)
25 pts | thumbnails
25 pts | roughs
25 pts | semi-cops

2. Final Comp | 75pts
(appropriateness of imagery, technique, composition)

3. Craft | 25pts
(presentation, attention to detail)

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.

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).

Note: The information contained in this document is subject to change per instructor’s request.
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graphic design resources
What goes on in design school?
http://www.aiga.org/content.cfm?contentalias=whatgoeson

Who Becomes a Graphic Designer?
http://www.aiga.org/content.cfm?contentalias=whobecomesdesigner

What designers need to know.
http://www.aiga.org/content.cfm?contentalias=designersneedknow

What do professional designers really do?
http://www.aiga.org/content.cfm?contentalias=designersatwork

exercises
exercise 1 | letterspacing and wordspacing
exercise 2 | grids and hierarchies

projects
project 1 | typographic poster
project 2 | typographic symbol set
project 3 | visual semantic
project 4 | photographic interpretation
project x | meaningful form
project x | the typographic box
visual journal

NAME:

Find examples for each category at the AIGA design archive website: http://designarchives.aiga.org/

Each visual journal entry is worth 5 points for a total of 50 points.

design categories
check category being discussed

☐ wk1: typographic design
☐ wk2: editorial design
☐ wk3: information design
☐ wk4: environmental graphic design
☐ wk5: brand and identity systems
☐ wk6: package design
☐ wk7: book design
☐ wk8: corporate communications
☐ wk9: experience design
☐ wk10: motion graphics

questions (Use the space below. Please write legibly.)
1. discuss your interpretation of the work—what thoughts or ideas come to mind.
2. why you find this work to be successful.