

S Y L L A B U S

- 01.23.18 Introduction to Design
Introduction to Photoshop
Graphic Design Essentials: Skills, Software and Creative Strategies, Chapter 1
- 01.30.18 Elements of Design
Introduction to Illustrator
Graphic Design Essentials, Chapter 2
- 02.06.18 Typography | Homework Critique
Graphic Design Essentials, Chapter 3
- 02.13.18 Typography Workshop | Advanced Illustrator
Critique Project 1 First Layout
- 02.20.18 No Class | Monday Schedule
- 02.27.18 Concept Development | Gallery Visit
Critique Project 1 Second Layout
- 03.06.18 No Class | Spring Break!
- 03.13.18 Snow Day | Classes Cancelled
- 03.20.18 Illustration and Photography | Photoshop
Submit Project 1
Graphic Design Essentials, Chapter 4
- 03.27.18 Layout | Integrate Type & Image | Illustrator
Critique Project 2
Graphic Design Essentials, Chapter 5
- 04.03.18 Logos | Advanced Illustrator
Submit Project 2
Graphic Design Essentials, Chapter 6
- 04.10.18 Visual Themes | Introduction to InDesign
Begin Project 4 | Begin Project 5
Graphic Design Essentials, Chapter 7
- 04.17.18 InDesign | Critique Project 4 | Critique Project 5
- 04.24.18 Digital Interface Design | Advanced Software | Critique Project 4
- 05.01.18 Presentation of Final Projects

O B J E C T I V E S

Students will learn:

- Design strategies for effectively engaging audiences and enhancing communication in all forms of media.
- The fundamentals of graphic design by participating in lectures & critiques, completing design projects, homework & in-class assignments.
- Graphics software to produce the projects.
- The creative process used in solving design problems.
- Analytical skills and improve their verbal communication of visual concepts.

C O N T A C T

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Website | people.bu.edu/joycew | Office Hours Drop-in: Mon 2:00-5:00

Teaching Assistant: Nicole Layne nlayne13@bu.edu | Lab hours: Wed 11:00-2:00

T E X T B O O K S

Graphic Design Essentials: Skills, Software and Creative Strategies, Joyce Walsh | Required
Download the pdf version of the book from people.bu.edu/joycew

R E A D I N G S

week 1 Introduction to Design

- * *Graphic Design Essentials: Skills, Software and Creative Strategies*, Chapter 1
- * Joyce Walsh website | people.bu.edu/joycew

week 2 Elements of Design

- * *Graphic Design Essentials*, Chapter 2
Color Messages and Meanings, Leatrice Eiseman, Grafix Press
Communication Arts | www.commart.com/

week 3 Typography

- * *Graphic Design Essentials*, Chapter 3
Elements of Typographic Style, Robert Bringhurst, Hartley & Marks Publishers
New Typographic Design, Roger Fawcett-Tang, Laurence King Publishing
Typography terminology | www.counterspace.us/typography/

week 5 Concept Development and the Creative Process

Tibor Kalman: Perverse Optimist, Peter Hall and Michael Bierut, Princeton Architectural Press
Design Disasters: Great Designers, Fabulous Failure, and Lessons Learned, Steven Heller, Allworth Press
Andy Goldsworthy, A Collaboration With Nature, Harry N. Abrams, Inc. Publishers

week 6 Illustration and Photography

- * *Graphic Design Essentials*, Chapter 4
The Picture Book, Angus Hyland, Laurence King Publishing
Image banks | www.masterfile.com/

week 7 Layout

- * *Graphic Design Essentials*, Chapter 5
Making and Breaking the Grid, Timothy Samara, Rockport
Grid Systems in Graphic Design, Josef Müller-Brockmann
About.com for graphic designers | graphicdesign.about.com/

week 8 Logos & Micromarks

- * *Graphic Design Essentials*, Chapter 6
Logo, Michael Evamy, Laurence King Publishing
Pentagram Design Identities | pentagram.com/en/portfolio/identities
Evolution of Logos | www.fastcodesign.com/1672666/the-worlds-most-famous-logos-organized-by-visual-theme#1

week 9 Visual Themes

- * *Graphic Design Essentials*, Chapter 7
One Hundred at 360°, Liz Farrelly and Mike Dorrian, Laurence King Publishing

week 12 Digital Interface Design Strategies

Communication Arts | <http://www.commart.com/interactive>
Website Builders Comparison Chart | <http://www.websitebuilderexpert.com/website-builders-comparison-chart/>
User Experience Design | <https://www.youtube.com/watch?v=O8zmUJqxrng>

* *Required Reading*

REQUIREMENTS :

Students will:

- Design and produce projects using Adobe Creative Suite software on Mac computers.
- Complete in-class assignments as well as homework assignments that are designed to be enjoyable reinforcements of the lecture topics.
- Use a notebook/sketchbook for class notes, assignments, sketches and samples of design, this will become a visual diary of the semester.

TEXTBOOK *Graphic Design Essentials: Skills, Software and Creative Strategies*, Joyce Walsh | Required

GRADES

UNDERGRADUATE The four projects are weighted equally and account for 80% of the final grade.

Class participation and completion of in-class assignments and homework comprise 20% of the final grade.

GRADUATE The five projects are weighted equally and account for 80% of the final grade.

Class participation and completion of in-class assignments and homework comprise 20% of the final grade.

Attendance is required. No late class work or homework is accepted. Late projects will be penalized 10% for each class past the due date.

Letter grade numeric values: A 100-94 | A- 93-90 | B+ 89-88 | B 87-84 | B- 83-80 | C+ 79-77 | C 76-74 | C- 73-70 | D 69-60 | 59-0 F

PRESENTATIONS

Make a neat, professional presentation as it will effect the project's grade. Projects are due at the beginning of class.

You will experience pure psychic torture if you try to print projects in room 206 after 12:00 on the day they are due.

This is the classic set up for Murphy's Law: *If anything can go wrong, it will.*

SUPPLIES Sharpie marker, sketchbook, Flash drive, X-acto knife, rubber cement, four or five 11"X14" display boards

PLAGIARISM POLICY

Plagiarism is the act of representing someone else's creative and/or academic work as your own, in full or in part. It can be an act of commission, in which one intentionally appropriates the words, pictures or ideas of another, or it can be an act of omission, in which one fails to acknowledge/document/give credit to the source, creator and/or the copyright owner of those works, pictures or ideas. Any fabrication of materials, quotes or sources, other than that created in a work of fiction, is also plagiarism. Plagiarism is the most serious academic offense that you can commit and can result in probation, suspension or expulsion. *Boston University College of Communication Plagiarism Policy*

UNIVERSAL ACADEMIC CONDUCT CODE

Be sure to read and comply with Boston University's Universal Academic Conduct Code for undergraduate students. Read @ bu.edu/academics

MAC LAB COURTESY

Phones, food and drinks should not be on the desks, please put them away.

Texting, email or browsing will adversely affect your ability to learn (and make me sad).

STRATEGIES FOR SUCCESS

Attend every class, take notes & ask questions. Create a folder for this course and save all of your work in the folder.

Read the book and online recommended readings.

Prepare your work for critiques and complete each project by the suggested completion date.

During presentations, if a software process is unclear, ask to see the process demonstrated again, your question may even help others in the class.

Refer to your syllabus to plan ahead for supplies and suggested project due dates. Save all of your related files into project folders.

Spend a few minutes after every class reviewing notes, handouts and new software processes.

Prepare what you will say, test drive your presentation, and adjust for any malfunctions before the day of class presentations.

Strive for excellence in every assignment: in class and projects.

Treat everyone with courtesy & enjoy the process.