SYLLABUS

SUMMER I  CM323 SA2 | Tuesdays & Thursdays 9:00 - 12:30 | Room 206

05.22.18 Introduction to Design | Introduction to Photoshop | Graphic Design Essentials, Chapter 1
Homework due next class: Read Chapter 1, Environmental Graphics Sketches (p 18)
05.24.18 Elements of Design | Introduction to Illustrator | Graphic Design Essentials, Chapter 2
Homework due next class: Read Chapter 2, Elements in Designs (p 37) Hue Analysis (p 57)
05.29.18 Typography I Graphic Design Essentials, Chapter 3 | Begin Project 1
Homework due next class: Read Chapter 3, First draft Project 1 Layout 1 (p 83 | Project Plan 1) & Slang Type (p 96)
05.31.18 Typography Workshop | Advanced Illustrator | Critique Project 1 First Layout
Homework due next class: First draft Project 1 Layout 2 (p 96)
06.05.18 Concept Development | Gallery Visit | Critique Project 1 Second Layout
Homework due next class: Final revisions and prepare presentation for Project 1
06.07.18 Illustration and Photography | Photoshop | Submit Project 1 | Begin Project 2
Graphic Design Essentials, Chapter 4
Homework due next class: Read Chapter 4, First draft Project 2 (p 129 | Project Plan 2)
06.12.18 Layout | Integrate Type & Image | Illustrator | Critique Project 2 | Graphic Design Essentials, Chapter 5
Homework due next class: Read Chapter 5, Final revisions and prepare presentation for Project 2
06.14.18 Logos | Advanced Illustrator | Submit Project 2 | Graphic Design Essentials, Chapter 6
Homework due next class: Read Chapter 6
06.19.18 Visual Themes | Introduction to InDesign | Begin Project 3 | Graphic Design Essentials, Chapter 7
Homework due next class: Read Chapter 7 | First draft Project 3 Cover (p 171 | Project Plan 3)
06.21.18 InDesign | Critique Project 3
Homework due next class: Revisions to Project 3 Cover and first draft Project 3 Poster (p 171 | Project Plan 3)
06.26.18 Digital Interface Design | Advanced Software | Critique Project 3
Homework due next class: Final revisions and prepare presentation for Project 3
06.28.18 Presentation of Final Projects

OBJECTIVES
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.

CONTACT
Professor Joyce Walsh | 640 Commonwealth Avenue, Room 203 D | 617.353.5967 | joycew@bu.edu
Website | people.bu.edu/joycew | The website has the syllabus, project plans and book pdf link
Teaching Assistant: Jie Jia laurenjj@bu.edu | Lab hours: Tuesday 1:30-4:30
TEXTBOOKS

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

READINGS

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

class 2  Elements of Design
* Graphic Design Essentials, Chapter 2
Color Messages and Meanings, Leatrice Eiseman, Grafix Press
Communication Arts | www.commarts.com/

class 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/

class 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

class 6  Illustration and Photography
* Graphic Design Essentials, Chapter 4
The Picture Book, Angus Hyland, Laurence King Publishing
Image banks | www.masterfile.com/

class 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/

class 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#

class 9  Visual Themes
* Graphic Design Essentials, Chapter 7
One Hundred at 360°, Liz Farrelly and Mike Dorrian, Laurence King Publishing

class 11  Digital Interface Design Strategies
Communication Arts | http://www.commarts.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 three projects are weighted equally and account for 75% of the final grade.
Class participation and completion of in-class assignments and homework comprise 25% of the final grade.

GRADUATE  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.
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+ 89-84  |  B 87-83  |  B- 83-80  |  C+ 79-77  |  C 76-74  |  C- 73-70  |  D 69-60  |  F 0-59

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 8:30 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, three 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.