SYLLABUS

FALL 2019 CM741 A1 | Wednesday 2:30-5:15 | Room 206

09.04.19   Introduction to Design | Introduction to Photoshop | Graphic Design Essentials, Chapter 1
            Homework due next class: Read Chapter 1, Environmental Graphics Sketches (p 18)
09.11.19   Elements of Design | Introduction to Illustrator | Graphic Design Essentials, Chapter 2
            Homework due next class: Read Chapter 2, do Elements in Designs (p 37) and Hue Analysis (p 57)
09.19.19   Typography 1 | 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)
09.25.19   Typography II | Advanced Illustrator | Critique Project 1 Project 1, Layout 1
            Homework due next class: First draft Project 1 Layout 2 (p 96)
10.02.19   Concept Development & the Creative Process | Critique Project 1, Layout 2
            Homework due next class: Final revisions and prepare presentation for Project 1
10.09.19   Illustration and Photography | Photoshop | Submit Project 1 | Begin Project 2
            Homework due next class: Read Chapter 4, First draft Project 2 (p 129 | Project Plan 2)
10.16.19   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
10.23.19   Logos | Logo Workshop | Advanced Illustrator | Submit Project 2
            Homework due next class: Read Chapter 6, First draft Project 3 (p 160 | Project Plan 3)
10.30.19   Visual Themes | Introduction to InDesign | Critique Project 3 | Begin Project 4
            Homework due next class: Final revisions and prepare presentation for Project 3
            Read Chapter 7, Prepare first draft of Project 4
11.06.19   Visual Themes | InDesign | Submit Project 3 | Critique Project 4
            Homework due next class: Revise and prepare presentaion of Project 4
11.13.19   InDesign | Submit Project 4 | Begin Project 5
            Homework due next class: Prepare first draft of Project 5 cover
11.20.19   Critique Project 5 | Advanced Photoshop & InDesign
            Homework due next class: Prepare first draft of Project 5 poster, revise cover
11.27.19   No Class | Happy Thanksgiving
12.04.19   Digital Interface Design Strategies | Critique Project 5
            Homework due next class: Final revisions and prepare presentations for Project 5
12.11.19   Presentation of Project 5

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

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Office Hours Mondays 2-5 | Website for syllabus, project plans and book pdf | people.bu.edu/joycew
Teaching Assistant: Amanda Sakkari | amsakk@bu.edu | Lab hours Tues 5-6 rm310 & Wed 5:30-6:30 rm206

TEXTBOOK

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

ADDITIONAL READINGS

Week 1 Introduction to Design
* *Graphic Design Essentials: Skills, Software and Creative Strategies,* Chapter 1
* Joyce Walsh website for syllabus, project plans, and book pdf | people.bu.edu/joycew

Week 2 Elements of Design
* *Graphic Design Essentials,* Chapter 2
  The Complete Color Harmony Pantone Edition, Leatrice Eiseman, Rockport
  Communication Arts | www.commarts.com/

Class 3 Typography
* *Graphic Design Essentials,* Chapter 3
  Elements of Typographic Style, Robert Bringhurst, Hartley & Marks Publishers
  Never Use Futura, Douglas Thomas, Princeton Architectural Press
  Free Fonts | https://www.dafont.com/

Week 5 Concept Development and the Creative Process
  Debbie Millman | Podcasts about design | https://www.designmattersmedia.com/designmatters
  Abstract | Documentaries about Creativity in Design | https://www.netflix.com/title/80057883
  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/ | Free Hi-res photography: https://unsplash.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
* *Graphic Design Essentials,* Chapter 6
  Logo, Michael Evamy, Laurence King Publishing
  Pentagram Design Identities | https://www.pentagram.com/work/discipline/brand-identity
  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
  Beauty, Sagmeister & Walsh, Phaidon

Week 12 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://youtu.be/I0-vBdh4sZ8 | https://www.youtube.com/watch?v=O8zmUJqxrng
  * Required Reading

LAPTOPS | SOFTWARE

Students use their own laptops in class. Before the first class, apply for free Adobe Illustrator, InDesign and Photoshop here: http://www.bu.edu/tech/services/teaching/digital-multimedia-production/adobe-creative-cloud/request/
Load and test Illustrator, InDesign and Photoshop before the first class.

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

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 2:00 on the day they are due.

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

PRINTING

To print in the lab: http://www.bu.edu/comtech/students/laptop-information/how-to-print-from-a-laptop/

SUPPLIES   Sharpie marker, sketchbook, Flash drive, X-acto knife, rubber cement, 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.