SYLLABUS

09.06.17  Introduction to Design
          Introduction to Photoshop
          Graphic Design Essentials: Skills, Software and Creative Strategies, Chapter 1

09.13.17  Elements of Design
          Introduction to Illustrator
          Graphic Design Essentials, Chapter 2

09.20.17  Typography | Homework Critique
          Graphic Design Essentials, Chapter 3

09.27.17  Typography Workshop | Advanced Illustrator
          Critique Project 1 First Layout

10.04.17  Concept Development | Gallery Visit
          Critique Project 1 Second Layout

10.11.17  Illustration and Photography | Photoshop
          Submit Project 1
          Graphic Design Essentials, Chapter 4

10.18.17  Layout | Integrate Type & Image | Illustrator
          Critique Project 2
          Graphic Design Essentials, Chapter 5

10.25.17  Logos | Advanced Illustrator
          Submit Project 2
          Graphic Design Essentials, Chapter 6

11.01.17  Visual Themes | Introduction to InDesign
          Critique Project 3 | Begin Project 4
          Graphic Design Essentials, Chapter 7

11.08.17  InDesign
          Submit Project 3 | Critique Project 4 | Begin Final Project 5

11.15.17  Advanced Photoshop & InDesign | Critique Project 4 & 5

11.22.17  No Class | Happy Thanksgiving!

11.29.17  Digital Interface Design Strategies | Critique Project 4 & 5

12.06.17  Final Presentation of Projects 4 & 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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Website | people.bu.edu/joycew | Office Hours Drop-in: Mon 2:00-5:00
Teaching Assistant: Tianen Chen tianen@bu.edu | Lab hours: Friday 2-5
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
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 website | www.commarts.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

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 Farrellly and Mike Dorrian, Laurence King Publishing

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://www.youtube.com/watch?v=O8zmUjqrng

* 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
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 1:45 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, five display boards 11”X14”

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

RECORDING POLICY
Please note that classroom proceedings for this course might be recorded for purposes including, but not limited to, student illness,
religious holidays, disability accommodations, or student course review. Note also that recording devices are prohibited in the
classroom except with the instructor’s permission.

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.
There is absolutely no texting, email or browsing allowed during class, doing so 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 CM741 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.