# SYLLABUS

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
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<tbody>
<tr>
<td>01.20.16</td>
<td>Introduction to Design</td>
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<td>Introduction to Photoshop</td>
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<td><em>Graphic Design Essentials</em>: Skills, Software and Creative Strategies, Chapter 1</td>
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<td>01.27.16</td>
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<td>Introduction to Illustrator</td>
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<td>Graphic Design Essentials, Chapter 2</td>
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<td>02.03.16</td>
<td>Typography</td>
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<td>02.10.16</td>
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<td>Critique Project 1 First Layout</td>
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<td>02.17.16</td>
<td>Concept Development</td>
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<td>Critique Project 1 Second Layout</td>
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<td>02.24.16</td>
<td>Illustration and Photography</td>
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<td>03.09.16</td>
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<td>03.16.16</td>
<td>Logos &amp; Micromarks</td>
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<td>Submit Project 2</td>
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<td>Graphic Design Essentials, Chapter 6</td>
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<td>Visual Themes</td>
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<td>Introduction to InDesign</td>
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<td>Graphic Design Essentials, Chapter 7</td>
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<td>Critique Project 4</td>
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<td>03.30.16</td>
<td>InDesign</td>
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<td>Critique Project 4</td>
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<td>04.06.16</td>
<td>Advanced Photoshop &amp; InDesign</td>
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<tr>
<td>04.13.16</td>
<td>Digital Interface Design Strategies</td>
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<td>04.27.16</td>
<td>Final Presentation of Projects 4 &amp; 5</td>
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# DESCRIPTION

Provides knowledge and practice for effective graphic design for all media. Develops a foundation in design principles and software skills including Illustrator, Photoshop, and InDesign. Students create projects demonstrating how graphic design is used to engage an audience and enhance comprehension of all forms of mass communication from traditional print to new media.

# CONTACT

Professor Joyce Walsh | 640 Commonwealth Avenue, Room 203 D | 617.353.5967 | joycew@bu.edu
Teaching Assistant: Eve Liu eveliu@bu.edu | Lab hours: TBD
Website | people.bu.edu/joycew | The website contains the syllabus, project plans and tip sheets.
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.

REQUIREMENTS
Students will:

• 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.
• Design and produce projects using Adobe Creative Suite software on Mac computers.

Project One
Objectives: Typography, color, layout & Illustrator skills

Project Two
Objectives: Concept Development, Image selection and reproduction, typography, layout, & Photoshop, Illustrator skills

Project Three
Objectives: Brand development, logo design, micromark design & Illustrator skills

Project Four
Objectives: Concept development, Typography, Color, Illustrator skills

Project Five
Objectives: Visual Themes in campaigns or multi-page designs, imagery, type, layout, & Photoshop, Illustrator, InDesign skills

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

GRADES
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+ 89-88 | B 87-84 | B- 83-80 | C+ 79-77 | C 76-74 | C- 73-70 | D 69-60 | F 59-0

SUPPLIES
Flash drive, sketchbook, Sharpie marker, X-acto knife, rubber cement, 5 – 11”X14” display boards.

MET COLLEGE CONDUCT CODE
Student Academic Conduct Code
All students entering Boston University are expected to maintain high standards of academic honesty and integrity. At Metropolitan College, the Student Academic Conduct Review Board, composed of students, faculty, and administrators, investigates all charges of academic misconduct brought against students.
In all charges of academic misconduct against a student, the student is entitled to full procedural fairness in any disciplinary proceedings.
The Student Academic Conduct Code details the guidelines governing disciplinary proceedings. It also articulates the College’s philosophy of discipline, defines violations of the code, and enumerates penalties applicable under the code.
It is your responsibility, as a student, to be aware of the code’s contents.

The Code of Academic Conduct <http://www.bu.edu/met for students/met-policies-procedures-resources/academic-conduct-code/> on the Metropolitan College website should be read in its entirety.
TEXTBOOKS

Graphic Design Essentials: Skills, Software and Creative Strategies, Joyce Walsh Macario | Required
Color Messages and Meanings, Leatrice Eiseman, Grafix Press | Recommended
Graphic Design: A User’s Manual, Adrian Shaughnessy | Recommended

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 web site | www.commarts.com/CA

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

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 Website Design | Digital Design Strategies
Communication Arts | www.commarts.com/
Mario García’s blog on new media design: news, online and mobile | garciamedia.com/blog/
Search YouTube for tutorials | Confirm the video's accuracy by evaluating the likes vs. dislikes before playing.
User Experience Design | www.youtube.com/watch?v=v36CKj9tjl

* Required Reading