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WELCOME TO DES 222 : GRAPHIC INFORMATION DESIGN

DESCRIPTION

Beginning and intermediate techniques for the professional and artistic practice of graphic/information design. Includes instruction in appropriate computer applications. Typographic and series design solutions will be stressed. Open to majors only. This course presents the next steps in the learning of the design process using professional level software for digital image creation and editing, typesetting and typography, page layout and design in preparation for advanced course work. Students produce course projects that demonstrate creativity, design concepts, critical thinking, aesthetic principles and basic technical competence.

COURSE OBJECTIVES

The outcomes of this course include but are not limited to:

> The creation and production of a design journal and presentation portfolio

> Fluency and practice with the vocabulary of design

> Training in visual acuity

> Critical-thinking with communication devices

> Informed application of two-dimensional design basics

> Proficiency and understanding of best practices in design processes and craftsmanship

> Introduction to semiotics and meaning-making

> Practice/proficiency/competence with image creation and alteration software

and

> Knowledge of careers in graphic design

This course will seek to familiarize students with the Graphic Design field in general and assign hands-on experience with the creation and design of communications projects. While learning the professional level software applications in the field, students will develop their aesthetic values, conceptual, critical skills as media creators and producers. This process will prepare students for further studies by giving them a basic understanding of the digital design process as applied to graphic design. Throughout the course, the instructor will give workshops on key concepts and techniques to support on-going project work.

COMPUTER LAB

Each workstation in the lab has all the software needed to complete required course works. Adobe Creative Cloud includes the software we use: InDesign, Photoshop, Illustrator, and Acrobat. Students opting to major or minor in Design may wish to purchase Adobe Creative Cloud.

ATTENDANCE POLICY

Attendance at all class meetings is essential to the learning process. Missing three or more classes will result in a 5-point decrease in your final grade. Three late arrivals will equal one absence. If you must leave class early or arrive late for any reason, notify me in advance. You are responsible for collecting any instructions or assignment details you miss due to absence.

You are expected to be in class ready to work at the beginning of the scheduled class time. Attendance for the last class meeting scheduled during Finals Week is required.

There is no distinction between "excused" or "unexcused" absences—missed course work, content and class participation are an issue in any absence and can negatively impact the rest of the class. In the case of extenuating circumstances, such as an ongoing illness or the death of a loved one, the professor should be consulted as soon as possible, and documentation from the Student Affairs office may be required. In such circumstances the faculty and student can negotiate the possibility of granting an "Incomplete." In rare cases where a student is allowed to take an "Incomplete" as the result of extenuating circumstances, the student must follow the guidelines and time lines stipulated by the University.

COMMUNICATION ETIQUETTE

Email is an official means of University communication and I encourage students to access me through their CCSU email to set up an appointment during my office hours. I send class announcements regularly so check CCSU email daily. Always use subject lines and proofread your message. Don't write your email as though you're texting a friend. I will try to reply to emails within 24 hours, during daytime hours, except on weekends when I will reply within 72 hours.

PROJECT 4

CONCRETE ZINE

Review the Concrete Poetry folder in Blackboard. Follow the links to other media about this topic.

In everyday life—as well as in films and motion graphics—sounds, images, conversations, and stories unfold simultaneously around us. For this project, you will begin by collecting all the content you will use within an uninterrupted interval of precisely 5 minutes using a range of devices: video, audio, paper and pencil to draw, write, doodle what you see and hear. Document the beginning and end of the five-minute interval by photographing a clock, your phone's time, or a watch.

STEP 1

Begin the project by sitting in a public space. Look around and document all the sounds you hear and information you encounter and within the five-minutes: conversations, signage, advertising, sounds, music, etc. Next, transcribe and edit down your content (images, video, audio, drawings, etc) to 10-15 simple moments or instances of text. You decide. The instructor will provide you with an object that you will turn into content by drawing, scanning, etc. Most importantly, you must use it as inspiration—as a "lightening rod"—to create context with.

STEP 2

Using either a portrait or landscape orientation, create a 10 x 16 inch, 8-page InDesign document with the following attributes: facing pages, zero margins, and a .125 bleed on three-sides—the top, bottom, and outside. Incorporate the following into the layout design: the numbers 5, 4, 3, 2, 1; a scan, photographic image or drawing of your object at high-resolution to use in whatever way you'd like.

STEP 3

Next, in your journal, make thumbnail layouts of the 8-pages with all the edited content (page 1–front cover, pages 2+3-spread, pages 4+5-spread, pages 6+7-spread, and page 8–back cover). Allow the content to unfold, build, and activate the spreads. Interpret your personal response to the 5 minutes: How did it begin, what surprised you, how did it end? Use color, transparency, hierarchy, and space to create a visual system that differentiates or levels your content into typologies or classes. Use ONLY typography and your object. Apply scale and position to organize the content and create visual interest. Use the numbers to show a progression, express movement, motion, and time. Whether the final piece is an easy-to-follow transcription, a poetic depiction, or a new narrative entirely, construct distinct layers or visual channels for the content. You must use paragraph styles, color swatches, and object styles in this project.

STEP 4

Once you are done, make a PDF with crop marks selected and also check to use the document bleed settings. Proof print in grayscale using tabloid size paper. Final print to color using the same specifications. Assemble, trim and make a mock-up "zine" as demonstrated by the instructor.

STEP 5

Use InDesign's "package" function (FILE>PACKAGE) to create a folder containing a multi-paged PDF, INDD (this is a new copy of your document), IDML (can be opened in older versions of InDesign), the fonts (may be needed once the document isn't on the same machine) AND all the links (a collection of all the document assets copied into this sub-folder). Zip the folder and submit on Blackboard.