

GDES 2351: Graphic Design 1 Text and Image

FALL 2010
336 McNeal Hall
3:00–5:10pm
MW, 3 credits

Instructor

Angela Tank, MFA
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Office hours:
McNeal 250
Wednesday, 2–3pm
Tuesdays, by appt

Text

There is no required text. The book each of you chose to purchase will be your main reference; you are expected to bring this to each class session. Additional readings will be handed out and some assigned readings may be placed on reserve at the Magrath (*pronounced "magraw"*) Library.

Materials

sketch book!
variety of drawing pens
sheet adhesive and cutting board
large metal ruler
Exacto knife and replacement blades
reliable form of digital storage
printing and materials budget (~\$150)
fresh thinking and a good attitude!

GDES 2351, Graphic Design I – Text and Image, is a mid-level studio course in the graphic design program, with a focus on using images and type to communicate visually. The course will build on typographic, compositional, and imaging skills that you have started to develop in earlier studio classes.

The class structure is primarily studio-oriented and project-based, although there will be reading and writing assignments and possible field trips. The hands-on “doing” of design will be supplemented with lectures, demonstrations, critiques, and guests. Exposure to the technical aspects of print and web production will also be included.

Course Objectives

- increase your facility with image and type composition
- strengthen your conceptual abilities in using image and type to communicate visually, through the integration of form and meaning
- increase your technical facility in using various hardware and software to design and produce graphic works (including “low tech” tools and materials)
- expose you to the technical process inherent in the production of printed and electronic graphic works
- provide experiences in solving problems and posing questions in a variety of formats
- deepen your awareness of visual media, including contemporary aesthetics through critical and analytical exercises

Learning Outcomes

Upon course completion, students...

...can identify, define, and solve problems. (e.g., by applying the elements and principles of design through the iterative design process; by proposing solutions, incorporating feedback and refining design proposals; by experimenting, innovating and testing ideas involving image and text compositions.)

...can communicate effectively. (e.g., by making oral and visual presentations; by participating in critiques; by developing a critical vocabulary; by concurrently considering message content and visual form.)

Attendance

In a studio-based class, attendance is key. In order to learn the course material and get the most out of communicating and critiquing with your classmates, you must be present. For this reason, attendance will be taken daily. Two inexcusable absences are allowed before the final grade is lowered by one letter grade (i.e., on the third missed class, an A- becomes a B-). Excused absences are for substantiated medical and personal emergencies only, with documentation. An email alerting me to your expected absence will help us both prepare for missed work. Absences on critique days will impact your class participation grade. **Absences on due dates must be excused for the work to be accepted.** Students will contract with the instructor as to the revised due date.

Punctuality

Class begins at 3:00 pm and ends at 5:10 pm. Out of respect for your fellow classmates and instructor, please arrive on time and plan to stay the entire session, unless otherwise notified. Arrival more than 10 minutes late will be considered an absence.

Communication

General communication will occur in class, which is why it is imperative that you attend each session. However, at times I may need to contact you with announcements or other class changes, which I will do through UMN email. You are responsible for checking your email daily and forwarding your UMN account to another address if you prefer.

Critique

Critique is a critical part of the design process and essential to producing quality work that clearly communicates your ideas. Being able to critically examine a peer's work and communicate its strengths and weaknesses to fellow designers is beneficial to all parties involved. On critique days it is crucial that you come prepared and ready to present your work and critique others'. **If you are ill-prepared, it will degrade the quality of your presentation grade for that assignment.**

GD1.posterous.com

The class blog will be used to post items that were discussed in class, as well as supplementary information (i.e., design events in the cities, relevant news articles, local materials resources) that will heighten your awareness as a designer and elevate your experience in this course. Each of you is able to comment on the blog. I suggest you bookmark its location and check it at least weekly.

Facebook/Twitter

I am available on Twitter as @angetank. I do not respond to Facebook friend requests for current students—for both your sake and mine!

Assignments and Grading

Each assignment will be introduced in class and will be accompanied with an overview sheet describing the project in detail. Please pay careful attention to deadlines and ask questions if something is unclear. Assignments are due at the beginning of class on the date specified. **Unexcused late work will not be accepted.** Projects will be returned in a timely manner.

In order to pass the class, you are required to complete all class assignments; any missing assignment will result in an “F” in the class. Your design work will be evaluated on concept, idea development, research, design process, execution, and craftsmanship. Final grades will be determined on a point/percentage system. Unless otherwise noted, project grades are determined by the following criteria, each assigned a value between 1 (low) and 10 (high):

Concept: Your designed work is a slave to the content and conceptual quality of your ideas. Those ideas are a slave to the needs of your company. Appropriateness, quality and originality of ideas and creativity are paramount to the success of your projects.

Content: Composition, legibility, readability, spatial relationships, use of design principles and elements (type, image, color).

Presentation: Craftsmanship, neatness, exactitude, finesse are important in the final design of your work as well as in its presentation during class critiques.

The class will consist of the following, subject to change with advance notice:

Book review	10%
Persuasive poster	20%
Informational series	20%
Community promotion	15%
Production piece	15%
Process blog / website	10%
Participation/critique	10%

Total	100%
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The grading breakdown is as follows:

A	94-100%	Outstanding
A-	90-93%	Excellent
B+	87-89%	Very good
B	83-86%	Good
B-	80-82%	Okay
C+	77-79%	Not bad
C	73-76%	Average
C-	70-72%	Weak
D	60-69%	Poor
F	< 60%	Failure to meet the course requirements



Course Workload

According to the University Senate, one credit represents, for the average University undergraduate student, three hours of academic work per week (including lectures, laboratories, recitations, discussion groups, field work, study, and so on), averaged over the semester, in order to complete the work of the course to achieve an average grade. It is expected that the academic work required of Graduate School and professional school students will exceed three hours per credit per week.

Academic Honesty

As designers, it is imperative that you have a strong set of core professional values instilled within you and your design process. This ranges the gamut from creating only original work and understanding copyright laws, to working through a concept from start to finish despite the many obstacles that will present themselves along the way. I expect that the work you submit is your own. Programming and code samples may be copied, but should be understood and customized to your specific projects needs.

Sexual Harassment

“Sexual harassment” means unwelcome sexual advances, requests for sexual favors, and/or other verbal or physical conduct of a sexual nature. Such conduct has the purpose or effect of unreasonably interfering with an individual's work or academic performance or creating an intimidating, hostile, or offensive working or academic environment in any University activity or program. Such behavior is not acceptable in the University setting. For additional information, please consult Board of Regents Policy: <http://www1.umn.edu/regents/policies/humanresources/SexHarassment.html>

Equity, Diversity, Equal Opportunity, and Affirmative Action

The University will provide equal access to and opportunity in its programs and facilities, without regard to race, color, creed, religion, national origin, gender, age, marital status, disability, public assistance status, veteran status, sexual orientation, gender identity, or gender expression. For more information, please consult Board of Regents Policy: http://www1.umn.edu/regents/policies/administrative/Equity_Diversity_EO_AA.html.

Disability Accommodations

The University is committed to providing quality education to all students regardless of ability. Determining appropriate disability accommodations is a collaborative process. You as a student must register with Disability Services and provide documentation of your disability. The course instructor must provide information regarding a course's content, methods, and essential components. The combination of this information will be used by Disability Services to determine appropriate accommodations for a particular student in a particular course. For more information, please reference Disability Services: <http://ds.umn.edu/Students/index.html>.

Mental Health Services

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance and may reduce your ability to participate in daily activities. University of Minnesota services are available to assist you. You can learn more about the broad range of confidential mental health services available on campus via the Student Mental Health Website: <http://www.mentalhealth.umn.edu>.

Class schedule

**This schedule is to be used as a rough guide.
It is subject to change with advance notice.**

September

- 8 Course introduction / Process blog: intro / Book review: intro
- 13 Book review: selection due / Process blog: URL due / Book review: in process
- 15 Book review: in process / Text and image lecture / Reading: assignment
- 20 Book review: presentations / Poster: intro
- 22 Persuasion lecture / Poster: in process / Reading: discussion
- 27 Poster: in process / Blog: in process check-in
- 29 Poster: in process critique / Readings: assignment

October

- 4 Poster: in process / Readings: discussion
- 6 Poster: presentations / Series: intro
- 11 Series and grid lecture / Series: in process
- 13 Series: in process critique / Blog: in process critique
- 18 Community promo: intro (guest)
- 20 Series: in process / Community promo: in process
- 25 Series: in process / Community promo: in process critique (class)
- 27 Series: presentations

November

- 1 Community promo: in process critique (guest)
- 3 Community promo: in process / Blog: in process check-in
- 8 Community promo: presentations (guest)
- 10 Production piece: intro
- 15 Field trip: Printing Services
- 17 Production piece: idea check-in / Blog: in process check-in
- 22 Printing/collaboration lecture / Production piece: in process
- 24 Production piece: in process / Flexible scheduling day
- 29 Production piece: in process / Flexible scheduling day

December

- 1 Production piece: in process critique / Flexible scheduling day
- 6 Production piece: production deadline / Flexible scheduling day
- 8 Production piece: production / Flexible scheduling day
- 13 Production piece: production / Flexible scheduling day
- 15 Final presentations / Flexible scheduling day

- 20 Final exam: 1:30pm – 3:30pm; All work and revisions are due