DHA 2351, Graphic Design 1, 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 students have started to develop in their earlier classes. The design of series, sequences and publications will extend the potential of image/type relationships.

The class structure is primarily studio-oriented and project-based, although there will be readings assigned and some required writing. The hands-on “doing” of design will be supplemented with lectures, demonstrations, critiques, and possible field trips and guests. Exposure to the technical aspects of graphic arts production for printing will supplement the creative and problem-solving exercises.

Four distinct learning modules divide the semester:
1. Compositions combining image and type comprehensively, with the goal of persuading a public audience/market;
2. Compositions combining image and type in a series of related works to organize information utilizing grid structures, with the goal of informing end-users;
3. Compositions involving the visual display of quantitative information, with the goal of using image and type to communicate complex information clearly and rationally;
4. Compositions combining image and type in narrative sequence, with the goal of expression and entertainment.

* Written and verbal criticism, analysis, documentation and reflection, with the goal of assessing the roles image and type play in visual communications in our economy, society and culture, will also be incorporated into the course.

The course has these main objectives:

a. to increase student’s facility with image and type composition
b. to strengthen students’ conceptual abilities in using image and type to communicate visually, through the integration of form and meaning
c. to increase students’ technical facility in using various hardware and software to design and produce graphic works (this includes “low tech” tools too)
d. to expose students to the technical processes inherent in the production of printed and electronic graphic works
e. to provide experiences in solving problems, and posing questions, in a variety of formats
f. to deepen the students’ awareness of visual media, including contemporary aesthetics through critical and analytical exercises

Text
The required text is Graphic Design: The New Basics by Ellen Lupton. Additional readings will be handed out and some assigned readings may be placed on reserve at the MacGrath (St. Paul) Library circulation desk.

Materials
+ budget of approx. $150 for prints, copies
+ sheet adhesive and mounting board
+ roll or pad of tracing & layout paper
+ variety of fine, medium and thick markers
+ three ring binder
+ miscellaneous tools (ruler, x-acto knife, etc.)
+ other as needed, per assignment
+ digital media storage
PERMANENT GRADES FOR ACADEMIC WORK (from UM Senate “Uniform Grading Policy” statement)

There are five permanent grades given for a single course for which credit shall be awarded, which will be entered on a student’s official transcript. A-B-C-D-F grades include pluses and minuses, as follows, and carry the indicated grade points. The 5 grade shall not carry grade points but the credits shall count toward the student’s degree program if allowed by the college, campus, or program.

A = 4.00 / A- = 3.67 Represents achievement that is outstanding relative to the level necessary to meet course requirements.

B+ = 3.33 / B = 3.00 / B- = 2.67 Represents achievement that is significantly above the level necessary to meet course requirements.

C+ = 2.33 / C = 2.00 / C- = 1.67 Represents achievement that meets the course requirements in every respect.

D+ = 1.33 / D = 1.00 Represents achievement that is worthy of credit even though it fails to meet fully the course requirements.

For the final grade, “+” and “-” grading symbols may be used with the A-F grading system to give further indication of student performance.

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Attendance policy
Attendance is required to learn the course material and will be taken daily. Two unexcused absences are the maximum allowed before the final grade is lowered by one letter grade. Excused absences are for substantiated medical and personal emergencies only, with documentation.

Punctuality policy
Please arrive on time and plan to stay the entire session, unless notified otherwise. Being ten minutes late is equal to being absent. Assignments are also due on the specified date; late assignments will be lowered a letter grade.

Assignment policy
Assignment sheets will be handed out for each project, describing the project parameters in detail and providing interim and final due dates. Pay attention to the constraints of the assignment, so that your time and effort are used effectively. Assignments may be resubmitted once, within a week of the due date, for a maximum 5 point upgrade.

Conduct policy
A studio setting is conducive for an informal atmosphere, with student interaction an expected benefit. Please keep the focus on the task at hand too, and be respectful of your classmates and their work. Turn off cell phones; iPod use only during individual studio time!

Communication policy
There are times when I’ll need to reach the class for special announcements, due date changes, etc. It is required that you maintain a University of Minnesota email account, and check it daily, or as close to daily as is reasonable. If you prefer using an non-UMn email address, then set up your “U” account so that it forwards to the other one.

Grading policy*
Project grades are determined by the following criteria, each assigned a value between 1 and 10 (1 is low, 10 is high, x 3 for a max of 30). The numerical scores are weighted against the project percentages (24 @ 30%, 28 @ 20%, etcetera), and calculated objectively to arrive at the final course grade.

T technique (craftsmanship, neatness, exactitude, finesse)
L layout (composition, legibility, readability, spatial relationships, use of design principles and elements)
C concept (quality and originality of ideas, appropriateness, creativity)

A 29-30 outstanding
A- 27-28 excellent
B+ 25-26 very good
B 23-24 good
B- 21-22 okay
C+ 19-20 not bad
C 17-18 adequate
C- 15-16 weak
D 11-14 poor
F 6-10 failing

*DHA policy dissuades instructors from awarding grades of “A” to more than 50% of any class (this does not mean that 50% of the grades will be “A”, however). I try to use consistent language, both orally and in written feedback, that is indicative of student performance.
Weekly class schedule

**september**
9. introduction to course, each other
14. in class exercise
16. begin work on assignment 1
21. lecture/demonstration; work in progress
23. work in progress, discuss reading
28. assignment 1 rough presentation
30. work in progress

**october**
5. assignment 1 due (20%), critique
7. lecture/demonstration; begin assignment 2
12. work in progress, discuss reading
14. tentative field trip
19. work in progress
21. assignment 2 rough presentation
26. work in progress
28. assignment 2 due (20%), critique

**november**
2. lecture/demonstration; begin assignment 3
4. lecture/demonstration; begin assignment 4
9. work in progress, discuss reading
11. work in progress
16. work in progress
18. assignment 3 rough presentation
23. work in progress
25. assignment 3 due (25%), critique (assignment 3 to press)
30. assignment 4 rough presentation

**december**
2. work in progress, discuss reading
7. tentative field trip (assignment 4 to Lulu.com)
9. work in progress
14. work in progress
16. assignment 4 due (25%), FINAL critique

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**The fine print**
This syllabus is meant to provide a schedule for the semester, and is subject to change with unforeseen circumstances; reasonable notice will be given.

“It is University policy to provide, on a flexible and individualized basis, reasonable accommodations to students who have disabilities that may affect their ability to participate in course activities or to meet course requirements. Students with disabilities are encouraged to contact their instructors early in the quarter to discuss their individual needs for accommodations. This syllabus is available in alternative formats upon request.”

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Steven McCarthy, MFA Professor
DHA 2351 Graphic Design 1

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the End