

GDES 1315.002

Foundations Graphic Studio

Spring 2020

McNeal Hall 144

11:45AM-2:45PM

4 Credits

No Final Exam

OVERVIEW

Foundations Graphic Studio is an entry level course that will introduce the student to the medium of graphic design. At its core graphic design is a method of enhanced communication. The base elements that comprise this method of communication are text and image. Text and image communication does not emerge from or exist within a vacuum. Instead it is created by a privileged author for a particular audience to fulfill a particular purpose or agenda. As educated designers and citizens, understanding these contexts is of great importance.

Spoken language is the most common form of communication. As such it is a powerful tool for persuading, inspiring, educating and enlightening our fellow human beings. When language in the form of words is committed to physical form by way of writing or typing onto a page it becomes *text*.

A pictorial element that forms a mental representation, idea or concept is an *image*. Visual elements including photographs, illustrations and graphic elements of color, line and form also have the power to communicate: the color red is hot, the color blue is cool, an ellipse is feminine, a triangle is masculine, a rectangle is rational, a straight line communicates directness, a wavy line is irresolute.

Text and image are combined and arranged purposefully in a given space. This space can be physical, mental, geographical or cultural and is referred to as *context*. The relationship suggested in the pairings listed above aren't hard-and-fast truths as much as they are subjective associations that are largely accepted as "truth" within a Western, European cultural context. Words, pictures, things and even people exist within multiple contexts simultaneously.

If we accept the saying that "a picture is worth a thousand words" then the communicative value of a picture (image) combined with words (text) arranged purposefully in space (context) must increase exponentially. As graphic design *authors* this class will better enable you to harness the power of this form of communication for your own purposes. At the same time you will become more astute and sophisticated *readers* of our culture's text and image messaging.

COURSE DESCRIPTION

This class will provide an overview of the design communication process including conceptualization, creative processes, terminology, and technology. The assignments will introduce the most current computer applications used in the graphic design profession. Students will gain skills in digital illustration, page layout, image-scanning and image manipulation. Graphic design elements of typography, production, color separation, digital printing processes and photography will also be addressed.

OBJECTIVES

In this course, students will:

> learn about the cultural and technological contexts in which the designer works

Daniel Jasper

Associate Professor

Graphic Design

College of Design

University of Minnesota

Office Hours:

246-D McNeal Hall

Wednesday, 2:45PM-3:45PM

or by appointment

Email: djasper@umn.edu

GDES 1315.002

Foundations Graphic Studio

Spring 2020

McNeal Hall 144

11:45 AM-2:45 PM

4 Credits

- > participate in introductory studio exercises in graphic design
- > gain a basic understanding of different design application software and apply them interchangeably while becoming proficient in design & production related tasks.

UNIVERSITY OF MINNESOTA STUDENT LEARNING OUTCOME

Upon graduation, students can communicate effectively using a method of enhanced communication called graphic design. The fundamental elements that comprise this method of communication are text and image. This class will enable the student to better utilize these tools. By harnessing the power of this form of communication the student will increase their visual, verbal and cultural literacy for both the edification of the student and for the betterment of society.

Through a series of assignments of increasing complexity students will explore the text & image relationship as it exists within popular culture and news media. Additionally they will test their ability to manipulate and re-author meaning using technology as well as straight-forward methods. Through hands-on processes the student will analyze a variety of messages, deconstructing them to begin a process of re-assemblage to create enhanced *truths*. By combining text and image with elements of time, sequence, materiality and context the student will directly experience communication in this infinitely malleable form. Assessment will occur using a variety of methods including both small and large group critique, peer review, formal presentations of research, individual meetings and detailed written instructor evaluation.

PROJECT SCORE MATRIX

Students will be required to complete all class assignments. Design work will be evaluated on concept, idea development, research, design process, class participation, execution, and craftsmanship. Final course grades will be distributed on a point/percentage system. Project grades are determined by the following criteria, each assigned a value between 1 and 10 (one is low, ten is high).

Technique: Craftsmanship, neatness, exactitude and finesse are important in the final design of your work as well as in its presentation during critique.

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

Concept: Appropriateness, quality and originality of ideas and creativity are paramount to the success of your projects.

- A 100-93
- A- 92.99-90
- B+ 89.99-87
- B 86.99-83
- B- 82.99-80
- C+ 79.99-77
- C 76.99-73
- C- 72.99-70
- D+ 69.99-67
- D 66.99-63

GDES 1315.002

Foundations Graphic Studio

Spring 2020

McNeal Hall 144

11:45 AM–2:45 PM

4 Credits

D- 62.99-60

The numerical scores are weighted against the individual project percentages and calculated objectively to arrive at the final course grade.

PARTICIPATION

Designated class hours are intended for graphic studio work, discussion, and critique. Your ideas and your designs will thrive in an atmosphere of open interchange, so: have fun, share your ideas and your opinions respectfully. Behavior issues can influence your grade. These include active engaged participation in critiques and discussion, attendance, and timeliness. As a participant in this class you are expected to attend all classes. Class participation includes contributing to discussions and critique of your own and others' work, as well as diligently working on your own projects during the class period.

COURSE POLICIES

E-Policy: When working on the computer it is your responsibility to stay on task. When in the lab, the myriad opportunities, responsibilities, and distractions of the digital world are at your fingertips. You must resist. In other words, no internet exploration that is not directly related to graphic studio project research—and absolutely no e-mail, instant messaging, text messaging, phone usage, headphone usage or work from other classes.

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. Each absence beyond those two will continue to erode your grade. Six absences will result in a failing grade for the course. Excused absences are for substantiated medical and personal emergencies only. Absences will only be excused with documentation. Tardiness beyond ten minutes counts as an absence. When your absence is unexcused you are responsible for all materials missed during that class period and you should not contact me asking me to fill you in on what you missed.

Punctuality Policy: Please arrive on time and plan to stay the entire session, unless notified otherwise. Tardiness in excess of ten minutes counts as an absence. We will take a brief break during the class session, usually around the halfway point. Assignments are also due on the specified date; late assignments will be lowered one entire 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.

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, and be respectful of your classmates and their work.

Critiques: There will be regular critiques. You are required to

attend whether or not your own work is ready for presentation. You are expected to critique your own work as well as the work of your peers. Critiques provide important ongoing feedback and support throughout the design process and help students refine their work and develop a constructive critical eye and increased vocabulary. Designers must be able to talk about, explain and defend their work in an articulate, competent manner.

Late Projects: The student is required to complete all class assignments, and present them on time. Projects, which are one class period late, will be marked down one letter-grade point (i.e., an A becomes a B). After that time, projects will not be graded except for extraordinary circumstances. Work not presented at critique will be considered late. Late work will be accepted at the class meeting immediately following the initial deadline only. Please note that thumbnail sketches, digital comps, journal entries, or other work that is not presented on time will also be deemed late and will adversely effect your grade.

If you have a problem completing the work on schedule, please see your instructor about alternative means of meeting your course obligation. Should such arrangements be made, it does not release you from any of the assignments required by this course. You will be given as much class time as possible to work on your assignments with your instructor in class.

Permanent Grades for Academic Work:

The University of Minnesota Senate "Uniform Grading Policy"

1. 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 S 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.

2. These definitions apply to grades awarded to students who are not enrolled in graduate programs, but the grade points are the same no matter the level or course of enrollment.

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

GDES 1315.002

Foundations Graphic Studio

Spring 2020

McNeal Hall 144

11:45 AM–2:45 PM

4 Credits

D = 1.00

Represents achievement that is worthy of credit even though it fails to meet fully the course requirements.

CLASSROOM EXPECTATIONS GUIDELINES*

Credits & Workload Expectations: For undergraduate courses, one credit is defined as an average of three hours of learning effort per week (over a full semester) necessary for an average student to achieve an average grade in the course. For example, a student taking a three credit course that meets for three hours a week should expect to spend an additional six hours a week on course work outside the classroom.

Academic Dishonesty: Academic dishonesty in any portion of the academic work for a course shall be grounds for awarding a grade of 'F' or 'N' for the entire course.

Academic Misconduct: Academic misconduct is defined as any act that violates the rights of another student with respect to academic work or involves misrepresentation of a student's own work. Academic misconduct includes but is not limited to: cheating on assignments or examinations, plagiarizing pieces of work, depriving others of necessary course work, and sabotaging another's work. Discovery of academic misconduct is grounds for an 'F' or 'N' for the course.

Harassment: The University of Minnesota is committed to providing a safe climate for all students, faculty, and staff. All persons shall have equal access to its programs, facilities, and employment without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status, or sexual orientation. Reports of harassment are taken seriously, and there are individuals and offices available for help.

Access: 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.

EXPECTATIONS OF STUDENTS

Students are responsible for all class meetings and materials, including any information contained in the syllabus.

Students are responsible for being on time and preparing for all class sessions.

Students are responsible for meeting all course requirements, observing all deadlines, examination times, and other course procedures.

Students are responsible for seeking help when needed. Students who need special accommodations are responsible for working with the instructor and the relevant University offices.

Students may not make commercial use of their notes of lectures or University-provided materials without the express written consent of

GDES 1315.002

Foundations Graphic Studio

Spring 2020

McNeal Hall 144

11:45 AM–2:45 PM

4 Credits

the instructor.

You are expected to be attentive during class, ask questions if you do not understand something, and to offer your opinion. You are also expected to listen respectfully to other students and your instructor when speaking. Racism, sexism, homophobia, classism, ageism and other forms of bigotry are inappropriate forms of expression in this class.

*Approved by the University Senate, April 20, 2000. To view the entire 'Classroom Expectations Guidelines' go to: www1.umn.edu/usenate/policies/classexpectguide.html

Statement on Climate of Inclusivity:

You are expected to be attentive during class, ask questions if you do not understand something, and to offer your opinion. You are also expected to listen respectfully to other students and to me when speaking. The University of Minnesota is committed to providing a safe climate for all students, faculty, and staff. All persons shall have equal access to its programs and facilities without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status, or sexual orientation. Racism, sexism, homophobia, classism, ageism and other forms of bigotry are inappropriate to express in this class. Reports of harassment are taken seriously, and there are individuals and offices available for help.

(http://regents.umn.edu/sites/regents.umn.edu/files/policies/Equity_Diversity_EO_AA.pdf)

Availability of Disability and Mental Health Services:

The University of Minnesota is committed to providing all students equal access to learning opportunities. The Office of Equity and Diversity has a Disability Resource Center (DRC) that works with students who have disabilities to provide and/or arrange reasonable accommodations.

- Students who have, or think they may have, a disability (e.g. mental health, attentional, learning, vision, hearing, physical or systemic), are invited to contact DS to arrange a confidential discussion at 612- 626-1333 (V/TTY) or drc@umn.edu.
- Students registered with DRC, who have a letter requesting accommodations, are encouraged to contact the instructor early in the semester to discuss accommodations outlined in their letter.

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 or reduce your ability to participate in daily activities. University of Minnesota services are available to assist you with addressing these and other concerns you may be experiencing. You can learn more about the broad range of confidential mental health services available on campus via www.mentalhealth.umn.edu or contact Counseling/Consulting Services at 612-624-3323. For additional information visit: <https://diversity.umn.edu/disability/>

Academic Services:

If you would like additional help, please contact one of the offices listed below.

GDES 1315.002

Foundations Graphic Studio

Spring 2020

McNeal Hall 144

11:45 AM–2:45 PM

4 Credits

Student Writing Support: <http://writing.umn.edu/sws/index.html>

Student Academic Success Service: <http://www.uccs.umn.edu/>

MATERIALS

The first five (5) of the following items will be needed immediately, before Monday 01/27. Items are available in the S.P.S.C. Bookstore across the street. Alternative brands or sources are possible.

- black matte mounting board: no texture, one side black, other side white, sold in two sizes – 15"x20" or 20"x30"
- UHU glue stick or mounting adhesive (re-positionable)
- cutting mat
- steel ruler or straight edge
- X-acto knife and #11 blades
- pencil, eraser
- multi-gigabyte flash drive or ample server space like GoogleDrive
- a good camera

There will be significant additional resources required for a book-making project around mid-semester, which we'll discuss more as that project approaches.

DIGITAL RESOURCES

We will use Adobe Illustrator, InDesign, Photoshop and PowerPoint in this class. All are available in the computer labs in McNeal and some other labs across the University. If you choose to purchase software for your own computer, Adobe CS6 is available through the University Techmart at a deeply discounted price.

You will need digital print services available throughout the University computer labs (including McNeal 69), paid for with cash value on your UCard. Plan on 50-60 color and black and white printouts and 6 to 8 large format prints. There are alternative printing locations such as St. Paul Student Union, Coffman Memorial and Rapson Hall.

Students understand that enrollment in this course grants consent for their work to be selected for inclusion in college or departmental publications (online or in print). Your instructor may select to use your work to represent her/his skills as an instructor in a teaching portfolio (online or in print).