

Department of Art Syllabus

- I. ART 215 *Graphic Design I*, 3 Credit Hours
- II. PREREQUISITES
ART 101 and ART 102, ART 205 and/or department chair approval.
- III. TEXTBOOK
Arntson, A. (2011). *Graphic design basics* (6th). Belmont, CA: Wadsworth Publishing.

Bringhurst, R. (2013). *Elements of typographic style* (4th). Vancouver, Canada: Hartley Marks Group.

Strizver, I. (2013). *Type rules! : Designer's guide to professional typography* (4th). Hoboken, NJ: John Wiley & Sons.
- IV. COURSE DESCRIPTION
This course explores typographic forms and their relation to images and print production. Emphasis is placed on design history, principles or visual design, and digital media. Projects in this studio class will emphasize application of graphic design principles to typography and page layout. (Lab fees required)
- V. RATIONALE
This course is designed to meet individual needs for professional fulfillment in the graphic design field. Design concepts, layout, typography, illustration, and reproduction processes are to be learned according to course level and student achievement.
- VI. LEARNING OBJECTIVES AND OUTCOMES
The major goal of this class is to provide the student with a working knowledge of the graphic design process: idea inception, development, and execution, the basic spacial relationships of letterform construction, the proper (accepted) typesetting protocols, and the use of type as a graphic element in its own right.
- VII. COURSE TOPICS
 - A. The evolution of typography
 - B. The anatomy of typography
 - C. Syntax and communication
 - D. Legibility
 - E. Typographic grid and its use
 - F. The message of typography

- G. Technology
- H. Screen typography
- I. Typographic design process
- J. Classroom and personal typographic discovery and exercises

VIII. INSTRUCTIONAL METHODS AND ACTIVITIES

- A. Lecture/demonstration/discussion
- B. Practical learning activities involving research, replication of examples both by hand-drawn and computer methods, and development of group and individual projects.
- C. Evaluation: critiques, both one-on-one and as a class group.

IX. GRADING SCALE

See Department of Art Syllabus Addendum for Grading Scale and Evaluation.

X. LIST OF MATERIALS

Materials list will be provided by the instructor.

XI. REFERENCES

Airey, D. (2015). *Logo design love: A guide to creating iconic brand identities*. San Francisco, CA: New Riders.

Carter, R. (2012). *Typographic design: Form and communication*. Hoboken, NJ: John Wiley & Sons.

Flood, C. (2012). *British posters: Advertising, art, & activism*. London: V & A Publishing.

Glitschka, V. (2011). *Vector basic training: A systematic creative process for building precision vector artwork*. Berkeley, CA: New Riders.

Jackson, P. (2013). *Cut and fold techniques for promotional materials*. London: Laurence King Publishing.

Jefferson, M. (2005). *Breaking into graphic design: Tips from the pros on finding the right position for you*. New York: Allworth Press.

McCormick, L. (2013). *Playing with type: 50 graphic experiments for exploring typographic design principles*. Beverly, MA: Rockport Publishers.

- Meggs, P. B. (2012). *Meggs' history of graphic design*. Hoboken, NJ: John Wiley & Sons.
- Mehl, R. (2013). *Playing with color: 50 graphic experiments for exploring color and design principles*. Beverly, MA: Rockport Publishers.
- Müller-Brockmann, J. (2012). *Grid systems in graphic design: A visual communication manual for graphic designers*. Zürich, Switzerland: Niggli.
- Pipes, A. (2011). *How to design websites*. London: Laurence King Publishing.
- Samara, T. (2014). *Design elements: Understanding the rules and knowing when to break them*. Gloucester, MA: Rockport Publishers.
- Smith, C. (2012). *Adobe Indesign CS6 digital classroom*. Indianapolis, IN: John Wiley & Sons.
- Smith, J. (2012). *Adobe Photoshop CS6 digital classroom*. Indianapolis, IN: John Wiley & Sons.
- Strizver, I. (2014). *Type rules! : The designer's guide to professional typography*. Hoboken, NJ: John Wiley & Sons.
- Williams, R. (2007). *Robin Williams design workshop*. Berkeley, CA: PeachPit Press.