

DEREE COLLEGE SYLLABUS FOR: **GD 2203 GRAPHIC DESIGN I**

(Fall 2021)

UK LEVEL 4
UK CREDITS: 15
US CREDITS: 3/1/3

PREREQUISITES:

CS 1070 Introduction to Information Systems
 ITC/GD 2110 Digital Tools for Graphic Design and Production

CATALOG DESCRIPTION:

An introduction to Graphic Design and its basic principles.

RATIONALE:

The course provides students with solid foundations for their Graphic Design studies. The basic concepts in the application of Graphic Design are introduced: the importance of form, the construction and usage of grid, the principles of layout, the role of type, color and image within a composition. The students are also introduced to design and communication theories such as Gestalt Theory and Semiotics.

LEARNING OUTCOMES:

- As a result of taking this course the student should be able to:
1. Make use of Graphic Design terminology.
 2. Relate communication theories with Graphic Design practice.
 3. Identify the different formats available for print purposes (industry standards and custom).
 4. Design compositions and layouts with the use of shapes, forms, and images based on a structured grid
 5. Construct design projects with clear visual hierarchy.

METHOD OF TEACHING AND LEARNING:

- In congruence with the teaching and learning strategy of the college, the following tools are used:
- Classes consist of lectures, demonstrations, and problem solving sessions, applied projects, class critiques and discussions.
 - Visits to companies and/or production sites.
 - Attendance of lectures/workshops by professionals offered on campus and/or in companies.
 - Studios: students are encouraged to use studio facilities for the completion of their works.
 - Media labs: students use media labs for the completion of projects and portfolios.
 - Office hours: students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture and reading material.
 - Use of Blackboard, where instructors post assignments, instructions, announcements, as well as additional resources.

ASSESSMENT:

Summative:	
First assessment: Submission of project	40%
Final assessment: Submission of project	60%
Formative:	
Multiple assignments	0
<p>The formative exercises aim to prepare students for the assessments. The first assessment tests Learning Outcomes 1, 2, 3. The final assessment tests Learning Outcomes 4, 5. Students are required to resit failed assessments in this module.</p>	

INDICATIVE READING:

- REQUIRED READING:**
- Ambrose, Gavin, and Paul Harris. *Basics Design 02: Layout*. AVA Publishing, 2011.
- RECOMMENDED READING:**
- Andel, Jaroslav. *Avant-Garde Page Design 1900-1950*. Delano Greenridge Editions, 2001.
 - Crow, David. *Visible Signs: An Introduction to Semiotics in the Visual Arts*. AVA Publishing, 2010.
 - De Saumarez, Maurice. *Basic Design: the Dynamics of Visual Form*. London: Herbert, 1983.

	<ul style="list-style-type: none"> • Elam, Kimberly. <i>Geometry of Design: Studies in Proportion and Composition</i>. Princeton Architectural Press, 2001. • Jury, David. <i>Letterpress: the Allure of the Handmade</i>. London: Rotovision, 2004. • Lidwell, William, Kritina Holden, and Jill Butler. <i>Universal Principles of Design</i>. Rockport Publishers, 2003. • Samara, Timothy. <i>Design Elements, a Graphic Style Manual: Understanding the Rules and Knowing When to Break Them</i>. Rockport, 2014. • Michael Bierut. <i>How to. Harper Design, 2015.</i>
<p>INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)</p>	<p>REQUIRED MATERIAL: A list of supplies will be provided by the instructor depending on needs of each project. These supplies may include sketchpads, different kinds of paper, used magazines, glue, color pens, etc.</p> <p>RECOMMENDED MATERIAL:</p> <p>JOURNALS</p> <ul style="list-style-type: none"> • Baseline (UK) • Emigré (USA) • Eye(UK) • Graphis (USA) • Print (USA) • Communication Arts (USA) • Creative Review <p>VIDEOS:</p> <ul style="list-style-type: none"> • Netflix, documentaries for Graphic Designers (Abstract: The Art of Design, Minimalism: A documentary about the important things, The toys that made us, Struggle: The life and lost art of Szukalski, Print the Legend, Jeremy Scott: The People’s Designer) • Design is History
<p>COMMUNICATION REQUIREMENTS:</p>	<p>Ability to present and discuss work in front of an audience</p>
<p>SOFTWARE REQUIREMENTS:</p>	<p>Adobe Illustrator</p>
<p>WWW RESOURCES:</p>	<ul style="list-style-type: none"> • https://abduzeedo.com. Abduzeedo is a collective of individual writers sharing articles about design, photography, and UX. • https://eyeondesign.aiga.org/ • https://www.itsnicethat.com/ • https://identitydesigned.com/
<p>INDICATIVE CONTENT:</p>	<ol style="list-style-type: none"> 1. Shapes and colors. 2. Composition. 3. Use of type. 4. Use of imagery. 5. Paper and other materials. 6. Constructing and working with a grid. 7. Visual hierarchy. 8. Gestalt theory. 9. Semiotics