

DEREE COLLEGE SYLLABUS FOR: GD 4823 GRAPHIC DESIGN III

(Previously GD 4623 Graphic Design III – L6)
(Fall 2021)

UK LEVEL 6
UK CREDITS: 15
US CREDITS: 3/1/3

PREREQUISITES:

CS 1070 Introduction to Information Systems
GD 2002 Research-Concept-Design
ITC/GD 2110 Digital Tools for Graphic design and Production
GD 2203 Graphic Design I
GD 3412 Graphic Design II
GD 3131 Design Approaches
GD 3313 Typography I
GD 4622 Typography II

CATALOG DESCRIPTION:

An advanced Graphic Design course with an integrated approach to print, digital, and environmental design; focus on collaboration and team-building skills

RATIONALE:

This course approaches Graphic Design as an integrated multi-disciplinary design practice. The course explores the links between print, web, and environmental design, and how they influence one another. It examines the methodologies for the creation of a meaningful and consistent visual language throughout different analogue and digital touch-points. The course prepares students for a competitive working environment with complex projects and tight deadlines. Collaboration and teamwork are key elements of this course.

LEARNING OUTCOMES:

As a result of taking this course the student should be able to:

1. Demonstrate understanding of how Graphic Design works in 3D environments, including way-finding purposes.
2. Develop a design concept and a coherent visual language across a variety of touch-points: print, digital, and spatial.
3. Compose human-centric design solutions that communicate information with clarity.
4. Create effective design solutions as a response to complex industry briefs.

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:	
In-class presentations	0
<p>The formative exercises aim to prepare students for the assessments. The first assessment tests Learning Outcomes 1, 2. The final assessment tests Learning Outcomes 3, 4. Students are required to resit failed assessments in this module.</p>	

INDICATIVE READING:

REQUIRED READING:
Katz Joel. *Designing Information: Human Factors and Common Sense in Information Design*, Wiley 2012

RECOMMENDED READING:
Calori, Chris. *Signage and Wayfinding Design*. Wiley, 2007.
De Soto Drew. *Know Your Onions: Graphic Design*. Bis Publishers, 2014.
Goodwin, Kim. *Designing for the Digital Age: How to Create Human-Centered Products and Services*. Wiley, 2009.
McCandless, David. *Information is Beautiful*. Collins, 2010.
Marc, Valli and Richard Brereton. *RGB Reviewing Graphic Design in Britain*. Actar Publishing, 2010

	<p>Mau, Bruce. <i>Life Style</i>. Phaidon, 2005.</p> <p>Poulin, Richard. <i>Graphic Design and Architecture, a 20th Century History</i>. Rockport Publishers, 2012.</p> <p>Shaughnessy, Adrian. <i>How to Be a Graphic Designer without Losing Your Soul</i>. Princeton Architectural Press, 2005.</p> <p>Victionary. <i>You are here: A New Approach to Signage and Wayfinding</i>. Victionary, 2014.</p> <p>Albinson, Ian, and Rob Giampietro. <i>Graphic Design: Now In Production</i>. Walker Art Center, 2011.</p>
<p>INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)</p>	<p>REQUIRED MATERIAL: Different materials depending on the needs of each project. Computer with design software.</p> <p>RECOMMENDED MATERIAL:</p>
<p>COMMUNICATION REQUIREMENTS:</p>	<p>Ability to present and discuss work in front of an audience.</p>
<p>SOFTWARE REQUIREMENTS:</p>	<p>Adobe InDesign, Adobe Illustrator, Adobe Photoshop.</p>
<p>WWW RESOURCES:</p>	<p>Blueprint http://www.blueprintmagazine.co.uk/ http://www.designboom.com/eng/</p>
<p>INDICATIVE CONTENT:</p>	<ol style="list-style-type: none"> 1. Print vs. Web. 2. Environmental graphics and signage. 3. Design as a system 4. Data-driven design 5. Consistency vs. variety. 6. How to work in a team. 7. Managing large projects: planning and management