

SYLLABUS

Course: MDAR 235 Graphic Design I

Semester: Fall 2007

University/Curriculum: Tulane University School of Continuing Studies, Media Arts

Time: Thursday, 6 PM – 8:40 PM

Prerequisites: None

Instructor: Rebecca Carr

Email: rcarr2@tulane.edu

Phone: 504.319.1994

Office Hours: By appointment and after class

Course Description:

This course introduces the field of graphic design to students who have little or no design knowledge. Topics include basic design principals, color theory, typography, poster and logo design. To complete the class assignments, students will be introduced to Adobe Indesign software.

Course Objectives:

Upon successful completion of this course, students will have a basic understanding of design principals and typography. Student will learn to analyze a design problem, use conceptual thinking to derive a solution, and use typography, design fundamentals and design software to execute the solution.

Attendance:

Students are expected to attend every class and turn in all assignments when due. Late work will be automatically downgraded. Students must notify the instructor by email PRIOR to missing class.

Required text:

Graphic Design Basics, Amy E. Arntson

Recommended texts:

Visual Quickstart Guide: Adobe Indesign CS2, Sandee Cohen

Thinking with Type, Ellen Lupton

Grading:

In addition to projects, students will be graded on exercises, participation and a short research assignment. The final grade will be an average of all graded projects.

Assignments/Values:

10%: Participation in class critiques and discussions

20%: Exercises and Research Paper (5% each)

70%: Projects

Project 1: Poster Design (20%)

Project 2: Multi-Page Project (20%)

Project 3: Identity Project (20%)

Final Project (10%)

A: 100 - 96

A-: 90 - 95

B+: 89 - 87

B: 86 - 84

B-: 83 - 80

C+: 79 - 77

C: 76 - 74

C-: 73 - 70

D+: 69 - 67

D: 66 - 64

D-: 63 - 60

F: 59 - 0

All major projects will be graded on the following criteria. Each component is worth 25 pts. for a total of 100 pts.

- 1. Research/Analysis/Process:** Did the student research the subject matter and explore more than one solution in the planning stage? Did the student follow all steps identified on the project sheet and show work at all critiques?
- 2. Concept:** Did the student solve the design problem? Is the message clear and effective? Does the solution address the identified target audience? Did the student challenge himself/herself?
- 3. Design and Execution:** Are the design principals covered in the class used effectively? Is there a clear visual hierarchy? Are color and type choices appropriate for subject matter and audience?
- 4. Presentation & Craftsmanship:** Did the student present his or her design to the class on the due date? Did the student clearly present his/her objectives to the class during critique? Is the project free of spelling errors/typos? Is there an overall attention to detail?

Required course materials:

- CDs or portable hard drive for storing work
- Sketchbook or sketch paper
- Black boards for mounting
- Mounting adhesive (3M spray mount or rubber cement)
- Metal 18" ruler
- Xacto knife and blades
- Miscellaneous design supplies: markers, pens, pencils

Academic Honesty:

All students must adhere to the Tulane University Honor Code.
http://www.uc.tulane.edu/rules_requirements/honor_code.htm

Center for Educational Resources & Counseling:

Students requiring special accommodations or services should contact the Center for Educational Resources & Counseling.
www.erc.tulane.edu | 504.865.5113

SCHEDULE OF CLASSES

This schedule is subject to change. If necessary, revised schedule will be posted. When time allows, software demos will be given during a working session at the end of class.

Week 1 | August 30

Introductions
Review Syllabus
Questionnaire
Lecture: What is Graphic Design?
Assign: Bring in examples of design
Readings: Read Ch. 3 (p. 45-53) and Ch. 5 (p. 78-84)

Week 2 | September 6

Review design examples
Lecture: Graphic Design Principles
Assign: Exercise 1 (Square Exercise)
Readings: Ch. 3 (p. 54-56) & Ch. 6

Week 3 | September 13

Exercise 1 due | Critique
Lecture: Type
Assign: Exercise 2 (Word Exercise)
Readings: Ch. 4 & Ch. 7

Week 4 | September 20

Exercise 2 due | Critique
Lecture: Type & Image, Page Layout
Assign: Exercise 3 (Text Exercise)

Week 5 | September 27

Exercise 3 due | Critique
Lecture: Poster Design
Assign: Project 1 | Poster
Readings: Ch. 8

Week 6 | October 4

Critique | Project 1 concept sketches
Lecture: Color
Readings: Ch. 9

Week 7 | October 11

Critique | Project 1 computer roughs
Lecture: Photos & Illustrations

Week 8 | October 18

Project 1 Due | Critique
Lecture: Graphic Design History
Assign: Paper/Presentation on Designer
Readings: Ch. 7 (p. 122-126))

Week 9 | October 25

Lecture: Type Grids
Assign: Project 2 (Multi-Page Design)

Week 10 | November 1

Project 2 | Critique Roughs/Sketches
4 student presentations
Readings: Ch. 5 (p. 85-90), and Ch. 10 (p. 186-187)

Week 11 | November 8

Project 2 Due | Critique
Lecture: Logos & Branding
Assign: Project 3 (Identity System) & Final

Week 12 | November 15

Critique | Project 3 sketches
4 student presentations
Lecture: Stationery Systems
Readings: Ch. 11

Week 13 | November 22

NO CLASS THANKSGIVING HOLIDAY

Week 14 | November 29

Critique | Project 3 Roughs
4 student presentations
Lecture: Production

Week 15 | December 6

Critique | Final Roughs
4 student presentations
Work in class on Final

Week 16 | December 13

FINAL EXAM:
Project 3 & Final Due | Critique