Montgomery College Rockville Campus
Media Arts & Technologies Department
Graphic Design and Illustration Program
Fall Semester 2018

Instructor: Martha Vaughan 240.567.7521
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http://www.marthavaughan.com/montgomery_college/gdes121/index.html
Office hours: Mondays and Wednesdays 9:00 am – 11:00 am
Tuesdays and Thursdays 2:00 pm – 4:00 pm
Office located in TC Room 125

GDES121—Fundamentals of Graphic Design 1

Objective

The purpose of this class is to provide an informative initiation to the discipline of graphic communication. It includes demonstration of traditional as well as digital techniques. This class will instruct the student in graphic design skills employing tools, materials and procedures traditionally used in the communication art field. Design principles, using hand lettering, typography, artwork and photography will be an integral part of the course.

Course Description: An introduction to elements of design, spatial relationships, typography and imagery as they apply to practical visual solutions for self-promotion, resumes, logo design, web design, and sequential systems. This class will instruct the student in graphic design skills employing traditional and digital tools, materials and procedures employed in the communication arts industry**.** The focus will be on combining creative visual solutions with technical skills to solve communication problems.

Objectives

Apply elements of design to graphic communication.
Apply the creative process of using visual images to express an idea.
Identify characteristics of major typographic families.
Employ traditional and digital tools to render letter forms, illustrations and graphic designs.
Employ sequential images to communicate a story.
Create page layouts using a grid.
Practice professional presentation skills.
Create a visual hierarchy of information within a given space.
Express a response to visual solutions in a critique.

Course Syllabus

Unit 1
Introduction and overview of fundamentals of graphic design
Demonstration: What is Graphic Design
Assignment 1.

Unit 2
Portfolio
Demonstration: Setting up a Portfolio template for assignment to be presented
Lab/InClass Exercise: Setting up a Portfolio template for assignment to be presented

Unit 3
Introduction to Typography
Lecture: Introduction to major type families.
Exercise: Outlining a word in a specific typeface.
Assignment 2.

Unit 4
Elements of Design
Lecture: The Golden Section.
Assignment 3

Unit 5
Designing with typography
Lecture: Continuation of typographic anatomy, terminology, readability and hierarchy
Exercise: Introduction to digital media.
Assignment 3

Unit 6
Design on a grid
Demonstration: Examining a variety of grid designs
Lab: Using thumbnails in the creative process. Creating 6 different grid solutions to a design problem.
Exercise: Incorporating elements of page design into a comprehensive unity.
Assignment 3

Unit 7
Elements of Design
Lecture: Principles of Design.
Assignment 3

Unit 8
Sequential communication
Lecture: Sequential visual storytelling used for storyboards, graphic novels, children's books, animation and multi-media presentations
Lab: Laying out a storyboard using sequential sketches
Assignment 4

Unit 9
Rendering techniques
Lecture: Color Theory: Hue, saturation and value, type and background, legibility, color choices for web graphics, RGB and CMYK.
Demonstration: Using markers, watercolor, colored pencils for storyboards
Lab: Rendering storyboard using sequential sketches
Assignment 4

Unit 10
Sequential communication
Lecture: One and two point linear perspective.
Lab: Drawing sequential sketches using one and two point perspective
Assignment 4

Unit 11
Advertising design
Lecture: Writing a design brief
Demonstration: The creative process
Lab: create a series of thumbnail sketches to solve an advertising problem with 4 different solutions
Assignment 5, 6

Unit 12
Advertising design: Designing with typography and imagery
Demonstration: *Using a photograph or illustration with typography for visual communication*
Lab: *Taking one solution to a more refined and realized presentation*
Assignment 5, 6

Unit 13
Corporate Identity and Visual Systems
Lecture: *Designing a logo or branding image.*
Lab: *Designing a logo or branding image.*
Assignment 7

Unit 14
Corporate Identity and Visual Systems
Lecture: *Digital demonstration*
Lab: *Applying the logo design to, letterhead, business card, envelope and resume package or web page for self promotion.*
Assignment 7

Unit 15 *Final Critique*

Assignment Due Dates
Please see full explanation of each assignment on following pages

Assignment 1 Online portfolio
        Due: Wednesday, August 29

Assignment 2 Creative Typography
        Due: Monday, September 24

Assignment 3 Page Layout
        Due: Monday, October 15

Assignment 4 Storyboard
        Due Monday, October 29

Assignment 5 Written critique
        Due: Monday, November 12

Assignment 6 Ad Design
        Creative Problem Solving
        Due: Monday, November 26

Assignment 7 Self-Promotion
        Due: Wednesday, December 12, 10:15 am – 12:15 pm

The above information is a working outline subject to change.
Specific information and firm critique dates will be given with each assignment.
Any changes to this schedule will be announced in class
All projects are due on critique dates.
Students are expected to work in class

GD 121 SUPPLY LIST
Notebook
Sketchpad
Marker pens
Tracing paper pad, 14" x 17"
Kneaded eraser
1" wide drafting or masking tape
X-acto knife and #11 blades
Tackle box or carrying case

Access to the following digital programs:
InDesign
Adobe Illustrator
Adobe Photoshop
Keynote or PowerPoint
Desktop Color Printer
Graphic Design students will be allowed access to the Mac Labs in TC 101, 145, 148 and 246.

Supplies can be found at
Plaz-Art on Rockville Pike behind Federal Plaza
Staples
or online at dickblick.com

GRADING POLICIES

Key elements essential to a successful completion of this course:
        Projects
        Class Attendance
        Class Participation
        Meeting Deadlines
        Understanding of material presented

Project Standards and Grades
Projects are graded using a numerical rubric
100 – 90 = A
89 = A-
88 – 80 = B
79 = B-
78 – 70 = C
69 = C-
68 – 60 = D
59 = D-
Below 58 =F

Final course grades will be assessed as follows:
Assignment 1   05%
Assignment 2   10%
Assignment 3   20%
Assignment 4   20%
Assignment 5   05%
Assignment 6   20%
Assignment 7   20%

The learner cannot pass this course if anyone of these projects are not completed.

Class Attendance
More than two unexcused absences will lower your grade by one letter. Chronic absence will result in student being withdrawn from class.
Chronic lateness will also be noted and can cause your grade to lower.
Sleeping in class is considered an absence.

Journals and Notebooks
Students are asked to keep a journal while taking my classes. This is a learning aid for the student to record visually the classroom experience as a way to practice visual recording and to reinforce principles learned.

Class Participation
Paying attention and maintaining an interest in materials presented by
instructor or classmates. This particularly applies to lectures, demonstrations
and critiques.

Meeting deadlines
Turning in assignments on time and reading required text in a timely matter is extremely important in a deadline driven industry. In a professional setting, missing a deadline can cause you to lose your job or your client. In this class it can cause your grade to lower.

Understanding of material presented
The purpose of this class is to provide you with an understanding of the subject matter being presented. Your level of understanding is determined in all the above categories. Lack of understanding can cause your grade to lower.

Ownership Rights
The Media Arts & Technologies department will recognize ownership of any work produced as a class project, with the right of the department and Montgomery College to use the work for public display or for any promotional purposes that support the Montgomery College mission.

IMPORTANT STUDENT INFORMATION LINK

In addition to course requirements and objectives that are in this syllabus, Montgomery College has information on its web site (see link below) to assist you in having a successful experience both inside and outside of the classroom. It is important that you read and understand this information. The **link below provides** information and other resources to areas that pertain to the following: student behavior (student code of conduct), student e-mail, the tobacco free policy, withdraw and refund dates, disability support services, veteran services, how to access information on delayed openings and closings, how to register for the Montgomery College alert System, and finally, how closings and delays can impact your classes. If you have any questions please bring them to your professor. As rules and regulations change they will be updated and you will be able to access them through the link. If any student would like a written copy of these policies and procedures, the professor would be happy to provide them. By registering for this class and staying in this class, you are indicating that you acknowledge and accept these policies.

http://cms.montgomerycollege.edu/mcsyllabus/

RESOURCES

Communication Arts Magazine	www.gag.org
Print Magazine	History of Graphic Design by Philip Meggs Available at amazon.com and library
Graphic Artist Guild Pricing and Ethical Guidelines. Available in MC Bookstore, amazon.com, or gag.com	Designing With Type 4th Addition by James Craig Available at amazon.com http://www.designingwithtype.com
www.illustratorsclub.org	Thinking with Type by Ellen Lupton Available at amazon.com
www.adcmw.org	Type Rules by Ilene Strizver Available at amazon.com

ASSIGNMENTS AND DUE DATES

GDES 121
Graphic Design Fundamentals 1
TC Room 239
Fall Semester 2018

Instructor: Martha Vaughan
240.567.7521
e-mail: Martha.Vaughan@montgomerycollege.edu

Assignment 1: What is Graphic Design?
PRESENTATION

Bring in 5 samples of graphic design you found yesterday presented in PowerPoint.

Due: Wednesday, August 29

GDES121 Fundamentals of Graphic Design I
TC Room 239

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Assignment 2 Creative Typography

The right typeface can create a mood or emotion, attract a specific audience, sell a product or an idea. There are hundreds to choose from and many ways to use them.

The Problem: Select a typeface from one of the five classic typefaces that helps describe a subject.

Select three words:
A place
A thing
A person

For instance: a very bold, blocky face for "tractor", a delicate face for "rose," an elaborate face for "Rio." Choose from one of the five classic typefaces, including styles, weights and widths.

•Letters should be 2"-3" high and you will cut them out of colored paper.
•Choose a paper that helps to define or describe your word.

Words will be properly aligned and letter spaced, mounted on an appropriate background and mounted on 14" x 17" black mounting board for presentation.

Due Monday, September 24

GDES121
Graphic Design Fundamentals 1

SIGNATURE ASSIGNMENT

Assignment 3: Page Layout
DESIGNING ON A GRID
Create two solutions for the same visual problem using different layouts on a grid system.
One is for print and one is for web.

The Problem: Design a magazine page and web page on a multiple column grid of assigned proportions. Choose a period in the history of Graphic Design from the following:
Art Nouveau, Arts and Crafts, Art Deco, Bauhaus, New York Style, Post-Modernism.
Resources: A History of Graphic Design by Philip Meggs, www.designhistory.org

Create a layout for a magazine article and web page using a grid system. The magazine article will be about one of the above periods in the History of Graphic Design. It will be in support of the web site and will direct the reader to the web site for more information. The web page you design will be on the same period.

Magazine Page Layout
Single Page: 8.5 x 11
Design should include
Headline
Subheads
text type
3 illustrations or photos
captions
Running head
Folio

Web Page Design
Dimensions: 1024 x 800 pixels (tablet landscape)
Design should include:
Headline
Subheads
6 buttons/rollovers
text type
3 illustrations or photos
captions
Logo or running head

Assignment process:
●Begin by researching and writing text for the historic period you chose. Collect images to support the text.
●Create several thumbnail sketches in sketch books to establish page design ideas
●Establish a grid system for each design medium (magazine and web page) on tracing paper
●Choose fonts only from the five Classic Typefaces for heads, subheads, text type and captions

Presentation: Magazine page and web page will be presented in Power Point or Keynote presentation

Deadline for Final Art and Critique Date:
Monday, October 15

Self Reflection: After the critique answer the questions on the following page

GDES 121   **NAME_____**
Fundamentals of Graphic Design I
TC Room 239

Assignment 3   SELF REFLECTION

DESIGNING ON A GRID
Communication:
How does the page layout successfully communicate your intent?

How could it be strengthened?

Composition
How many columns?

Is the composition symmetrical or asymmetrical?

Did you utilize negative space?

How could the composition be strengthened?

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Assignment #4: Storyboard
SEQUENTIAL COMMUNICATION

The Problem:
Develop a sequential plan for a three-frame sequence of pictures to drive the narrative forward and tell the entire story pictorially.

The story is "The Accident."
The first frame should illustrate the encounter.
The second frame is the accident.
The third is the resolution.

The three frames will be presented in PowerPoint or Keynote.

Due: Monday, October 29

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Graphic Design Fundamentals 1
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Assignment 5   Written critique

●Obtain a copy of the most recent Design Annual of Communication Arts Magazine (they can be found in the classroom and in the print lab)
●Choose an advertising series or campaign
OR
●Choose a web site
●Analyze the campaign or web page in terms of (one sentence each):
1. Effective Communication
2. Composition (Elements of design)
3. Typography (Readability, hierarchy)
4. Use of imagery
5. Negative space

Include a photocopy of the series or a print-out of the web site with your written paper.

Due: Monday, November 12

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GRAPHIC DESIGN FUNDAMENTALS I
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ASSIGNMENT #6:
Advertising Design
Creative Problem Solving

The Problem:
Create an effective advertising campaign for the American Egg Council.
●Begin by writing a design brief.
●Ads are created in several stages: thumbnails, small scale complete versions and complete full-scale versions called "comprehensives."
●Your assignment is to create 4 small scale and one full size comprehensive ad for the same product. Choose one of the following:

Client: American Egg Council
"The Incredible Edible Egg."

Or

Client: US Department of Agriculture
"An Apple a Day"

The small ads will illustrate specific ideas or graphic techniques:
1   Ad using a celebrity spokesperson
2   Ad featuring a large image of the product itself
3   Ad using large headline or dominant letters or numerals
4   Ad using humor in some way

Size;   Small ads: 4" x 5" VERTICAL
           Large ad: 8" x 10" VERTICAL

Small ads and large ad should be presented in Power Point or Keynote Presentation
Project due date:
Monday, November 26

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Fall Semester 2018

Assignment 7 Self-Promotion
Logo, letterhead and business card design

1. Begin by doing the exercise at http://www.designingwithtype.com/cooper12/12_intro.html
You can view examples of student work there before creating thumbnails of a logo for your own graphic design business.

●You may want to come up with a name for your studio or use your own name.

●Think about typography and graphics.

●You may use initials or create a typeface that incorporates a graphic.

2. Choose the idea that is the most successful visual communication. Use the logo in a letterhead, envelope, business card design and web page.

Logo, letterhead, envelope, business card and web page should be presented in Power Point or Keynote.

Deadline for Final Art and Critique Date:
Wednesday, December 12, 10:15 am – 12:15 pm