

## **Art 221**

Introduction to Graphic Design, Studio II

## **Typography and Design Process**

**FALL 2008**

ART DEPARTMENT

St. Cloud State University

Kiehle Visual Arts Center

720 Fourth Avenue South

St. Cloud, MN 56301-4498

## **Syllabus**

Rm. 104, 10-12

MON/WEDS/FRI

AUG 25-DEC 15

INSTRUCTOR: KEITH CHRISTENSEN

OFFICE: 104A

Office Phone: 320/308-4807

Email: [kc@stcloudstate.edu](mailto:kc@stcloudstate.edu)

Office Hours:

Mon: 12/ Weds: 6 + additional times

Please confirm a meeting appointment

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## Syllabus

### COURSE DESCRIPTION

This studio course will study typography and design principles. It will include readings and exercises that will be applied to the processes involved in individual project work. The course work will enhance the ability to use computer applications for print as well as the web. Design topics will be investigated in the course. Completed projects will be presented for critique.

### COURSE OBJECTIVES

- To develop a solid knowledge of typographic forms and use
- To gain a fundamental understanding of design principles and methods and to apply them effectively and creatively to logo, print and www design.
- To enhance knowledge and skills with Macintosh computer operations including the use of design software.
- To gain understanding of the graphic design field and career opportunities.
- To develop and practice a professional design process.  
Class members will learn and practice a process that involves:
  - a. research; understanding of client needs, purposes, also design models and other relevant information
  - b. conceptualizing; exploring of visual and creative ideas, creative play with various approaches in order to accomplish original, effective solutions
  - c. refinement; developing concepts to completion
  - d. effective presentation; crafted, organized and clear communication
- Class members will gain an understanding of the historical and contemporary context, as well as conceptual skills through:
  - a. study of design and typography in the course texts
  - b. each will be researching and presenting a focused report on a specific design topic

### PREREQUISITES

- Graphic Design Majors: Completion of foundation courses and acceptance to BFA Graphic Design Major
- Graphic Design Minors: Completion of foundation courses and acceptance to the Graphic Design Minor
- Others: Permission of instructor

### ONE SYSTEM, SEVERAL PROJECTS

The course is structured around the use of graphic design for a single client organization. There will be several projects related to it in an identity system.

### PARTICIPATION

There will be various assignments, critiques and activities that will be evaluated for the quality of participation. There will be online discussions, readings and information that will require the use of SCSU's course management system D2L for this purpose. Preliminary project critiques will be important because it will be the point in the process where feedback and direction will be given. The contribution to critiques and discussions are highly encouraged. There will be a midterm grade assigned of 10 pts as well as an end of term grade of 10 pts (20 pts total)

## RESEARCH

Project research will be conducted for a client organization, a main focus of the course. This will include fact finding, critical descriptions of related models, interviews, and other appropriate information gathering. This will be presented as research and as a brief of the material. 5 pts

**TEXT: THINKING WITH TYPE/GRAPHIC DESIGN THE NEW BASICS (LUPTON ET AL.)** There will be various assignments with the course texts. These take an applied approach to design and we plan on using them as the theory and as preliminary exercises for the project work. Coursework, exercises evaluated as part of the participation grade (20 pts) and in an exam (5 pts)

## PROJECTS

There will be 4 distinct design projects in the course. Each will be related to the one organization chosen.

PROJECT 1: LOGO-10 pts

PROJECT 2: NEWSLETTER-10 pts

PROJECT 3: WEB-10 pts

PROJECT 4: POSTER-10 pts

A notebook is required for the process documentation. It is to be presented for a professional viewing. It is important that the materials be presented well. Criteria will be project specific.

## REPORT: ON A DESIGN TOPIC

There will be a report related to design topic such as typography, design principles, history or contemporary trends. It will integrate information from the class textbook. It will be presented to the class and will involve a written paper (2-3 pp).  
and/or

## REPORT: ON A DESIGN VOCATION

There will be a report related to design field vocations and how design is applied. It will be presented to the class and will involve a written paper (2-3 pp).  
10 pts

## GRADING AND EVALUATION

The assessment grades are intended to affirm and challenge each individual. The quality of participation, process and the completed work are the key factors. The grade will be based on points earned from the following areas:

• Participation	20 pts
• Research	5 pts
• Exam	5 pts
• Typographic Study	20 pts
• Design Topic	10 pts
• Projects (4)	40 pts
TOTAL:	100 pts

• Assignments may be revised and resubmitted in order to improve a grade. Instructor pre-approval is required. A one week extension will be the usual time allowed.

### GRADE SCALE

A: 90-100

Excellent performance. Represents achievement that is outstanding relative to the level necessary to meet course requirements.

B: 80-89

Very good performance. Represents achievement that is significantly above the level necessary to meet course requirements.

C: 70-79

Average performance. Represents achievement that meets the basic course requirements in every respect.

D: 60-69

Below average, yet passing. Represents achievement that is worthy of credit, even though it does not meet the basic course requirements in every respect.

F: -59

Represents performance that fails to meet basic course requirements and unworthy of credit.

## PERSONAL CLASS NOTEBOOK & BACKUP

- A notebook or folder is to be kept to include all class assignments, project research, notes etc.
- It is each class member's responsibility to backup project work regularly to safeguard work. This can be done with a flash drive or to the server account that is provided to each SCSU student.

## ATTENDANCE POLICY

Attendance is seen as a part of professional practice. Everyone is expected to arrive on time and stay throughout the class. The Art Department policy is: More than three unexcused\* absences from regularly held studio classes will make a student ineligible for a grade of "A." More than four unexcused absences from regularly held studio classes will make a student ineligible for a grade higher than a "C." More than five unexcused absences from regularly held studio classes will make a student ineligible for a grade higher than a "D." An excused absence is one caused by an emergency, such as a death in the family, verified illness or injury, or a University approved field trip.

## ALL ASSIGNMENTS

There will be assignments that are expected to be handed in on time and to meet the stated or written criteria. If criteria isn't met or the submission is late the grade will be lowered. Assignments will not be accepted after one week.

- A high level of presentation quality will be emphasized and practiced for all assignments. Notebooks are to be well organized, understandable and neat. Spelling and grammar errors are not acceptable. Mounted work is to be bur-nished flat, positioned straight and the appropriate board color is to be used.
- There will be an emphasis on creativity for the course so writing and images are to be self-created for the project solutions. If images are not self-created it is expected that there will be pre-approval from the instructor. Images that are substantially reinterpreted and altered may be used in some cases. If other source material is used it needs to be credited.

## MATERIALS AND SUPPLIES

- presentation notebook: 3 ring binder
- flash drive for backup
- xacto knife and/or razor blades
- metal rule for measurement and cutting
- mounting boards for presentations
- photomount spray adhesive\* or alternative means for mounting printed material

\* There are spray booths in Kiehle for this use.

## LAB POLICY

- Please follow posted lab policies

## COURSE TEXTS

### REQUIRED

Lupton, Ellen, *Thinking With Type, A Critical Guide for Designers, Writers, Editors and Students*, Princeton Architectural Press, 2004/ [www.thinkingwithtype.com](http://www.thinkingwithtype.com)  
Lupton & Phillips, *Graphic Design The New Basics*, Princeton Architectural Press, 2008/ <http://gdbasics.com>

### RECOMMENDED

Clair, Kate, *A Typographic Workbook, A Primer to History, Techniques and Artistry*, Wiley & Sons, c. 2004

Arntson, Amy, *Graphic Design Basics*. New York: Harcourt Brace, 1997, 2005.

Peachpit Press publishes a wide range of affordable computer application books and design books ([www.peachpit.com](http://www.peachpit.com)) including on Macromedia Flash, Dream-weaver, Adobe Illustrator, Phtoshop, InDesign which will be the software used in the course. Students are highly encouraged to have a source reference book for each of these. They will be useful for this class and the others in the Graphic Design program.

Carter, Rob, et al., *Typographic Design: Form and Communication*. New York: Van Nostrand Reinhold, 1985.

Craig, James, *Designing with Type*. New York: Watson Guptill Publications, '92.

Graphic Artist Guild Handbook: Pricing and Ethical Guidelines. New York: Graphic Artist Guild. 1996.

Meggs, Philip, *A History of Graphic Design*. New York: Van Nostrand Reinhold, '92.

Spiekerman, Erik & E.M. Ginger, *Stop Stealing Sheep and find out how type works*. Mountain View, CA: Adobe Press, 1993

Zimmerman, Eric & Salen, Katie, *Rules of Play-Game Design Fundamentals*. MIT Press, Cambridge, Massachusetts, 2004

#### PERIODICALS AND WEBSITES

The following periodicals are listed for your reference as well as to encourage you to become familiar with them. They are the source for much of current art and design information, research and discussion. All have websites that serve as graphic design resources (use a search engine for the web addresses).

Ad Busters, AIGA MN Insite, Art in America, Communication Arts, Emigre, Eye, Graphis, How, ID, MacWorld, Print

#### PROFESIONAL ORGANIZATIONS

AIGA, American Institute of Graphic Arts  
<http://www.aiga.org/>

The national leading professional organization has a very valuable website that is a resource on many subjects for designers including educational issues, activities, links, opportunities etc.

AIGA MINNESOTA  
(<http://www.aigaminn.org>)

The MN chapter is one of the most active regional groups in the country and has a useful website. "Our goal is to be an invaluable resource to our members. We hope you will return to this site as a quick connection to the many opportunities that AIGA Minnesota offers: Discussion, Publications (The Sieve), Links and Downloads"

GRAPHIC ARTISTS GUILD FOUNDATION ([www.gag.org](http://www.gag.org))  
Committed to improving conditions for all creators of graphic art, and to raising standards for the entire industry.

SOCIETY FOR ENVIRONMENTAL GRAPHIC DESIGN ([www.segd.org](http://www.segd.org)) This international nonprofit educational organization providing resources for design specialists in the field of environmental graphic design, architecture, and landscape, interior, and industrial design.

#### **OVERVIEW**

#### **DESIGN FRAMEWORK**

The framework serves as the basis from which the design solutions emerge. The design framework includes knowledge, methods, technologies, creativity, aesthetics, history, ethics and cultural awareness. Developing the framework is a life long process.

##### Design practices

Graphic design, industrial design, architecture, fashion design, game design, textile design, urban planning, information architecture, design planning...

##### Design products

Posters, logos, identity systems, web sites, publications, advertising campaigns, information, communication, games, maps...

##### Related work

Marketing, architecture, illustration, programming, cartography...science, economics, linguistics, performance et cetera

#### **ON DESIGN...**

Definitions from various perspectives:

Design can be an idea, knowledge, a practice, a process, a product, a way of being

Design is a good idea (slogan of design magazine Emigre)

Design solutions are developed from a process of thinking that is both visual and conceptual. The work involves research about content as well as meaning

Design involves understanding, creativity, expression and interpretation

Design professionals provide solutions for a client that are functional and for effect

Design is something for people. It may be a product, communication, an experience or plan

Design is organizing information for purpose

Making sense of something

Design is the conception of visual form

Emphasizes the visual appearance of products

Design is a social communication

Design transforms by exploring the tensions between the existing and the potential

Design is the conceptualizing, planning of instances of the artificial world

Game Design is the process by which a designer creates a context to be encountered by a participant, from which meaning emerges. (from Rules of Play)

...It's all true but you have to make it work for you.

# CALENDAR

TYPOGRAPHY AND DESIGN PROCESS, Art 221 INTRODUCTION TO GRAPHIC DESIGN, STUDIO II

SCSU • FALL 2008 • KVAC, RM 104 • M W F • CHRISTENSEN

<p>WEEK 1</p> <p>Mon/ Aug 25</p> <p>Weds/ Aug 27</p> <p>Fri/ Aug 29</p>	<p>WEEK 2</p> <p>Mon/ Sep 1-Labor Day Holiday, no class</p> <p>Weds/ Sep 3</p> <p>Fri/ Sep 5</p>	<p>WEEK 3</p> <p>Mon/ Sep 8</p> <p>Weds/ Sep 10</p> <p>Fri/ Sep 12</p>	<p>WEEK 4</p> <p>Mon/ Sep 15</p> <p>Weds/ Sep 17</p> <p>Fri/ Sep 19</p>
<p>WEEK 5</p> <p>Mon/ Sep 22</p> <p>Weds/ Sep 24</p> <p>Fri/ Sep 26</p>	<p>WEEK 6</p> <p>Mon/ Sep 29</p> <p>Weds/ Oct 1</p> <p>Fri/ Oct 3</p>	<p>WEEK 7</p> <p>Mon/ Oct 6</p> <p>Weds/ Oct 8</p> <p>Fri/ Oct 10</p>	<p>WEEK 8</p> <p>Mon/ Oct 13</p> <p>Weds/ Oct 15</p> <p>Fri/ Oct 17</p>
<p>WEEK 8</p> <p>Mon/ Oct 20</p> <p>Weds/ Oct 22</p> <p>Thurs/ Oct 23-Fall Break Fri/ Oct 24-Fall Break, no class</p>	<p>WEEK 9</p> <p>Mon/ Oct 27</p> <p>Weds/ Oct 29</p> <p>Fri/ Oct 31</p>	<p>WEEK 10</p> <p>Mon/ Nov 3</p> <p>Weds/ Nov 5</p> <p>Fri/ Nov 7</p>	<p>WEEK 11</p> <p>Mon/ Nov 10</p> <p>Weds/ Nov 12</p> <p>Fri/ Nov 14</p>
<p>WEEK 12</p> <p>Mon/ Nov 17</p> <p>Weds/ Nov 19</p> <p>Fri/ Nov 21</p>	<p>WEEK 13</p> <p>Mon/ Nov 24</p> <p>Weds/ Nov 26</p> <p>Thurs/ Nov 27-Thanksgiving Fri/ Nov 28, no class</p>	<p>WEEK 14</p> <p>Mon/ Dec 1</p> <p>Weds/ Dec 3</p> <p>Fri/ Dec 5</p>	<p>WEEK 15</p> <p>Mon/ Dec 8</p> <p>Weds/ Dec 10</p> <p>Fri/ Dec 12 Final projects due</p>

FINALS  
WEEK

Mon/ Dec 15  
Last Class: 10-12  
Final paper due

Sat/ Dec 20:  
SCSU Commencement

# SCHEDULE

TYPOGRAPHY AND DESIGN PROCESS, Art 221 INTRODUCTION TO GRAPHIC DESIGN, STUDIO II  
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	Projects/Assignments	<b>Thinking with Type</b> Readings:	<b>Graphic Design New Basics</b> Readings:
Week 1			
Week 2		Letter; pp 11-58	
Week 3	Research		Figure Ground, p 84 Framing, 100 Point Line, 12 Texture, 52
Week 4	Logo project		
Week 5		Text; pp 80-97	
Week 6			Grid, 174 Scale, 40
Week 7		Grid; pp 138-152	
Week 8	Poster project		Hierarchy, 114 Layers, 126
Week 9	Design Topic reports		
Week 10		Text; Web Hierarchy, ACC pp 98-100	
Week 11			Color, 70 Modularity, 158 Time, 214
Week 12			
Week 13	Web project		
Week 14	Exam		Rythm, 28 Diagram, 198
Week 15			
Week 16	Newsletter project		
Final session	Reflection paper		

# Q u e s t i o n s

Name \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Major \_\_\_\_\_ Minor \_\_\_\_\_ Expected graduation date \_\_\_\_\_

Please give short answers to the following questions in order to help understand your interests, concerns and goals. Use the back if necessary.

Have you taken all the prerequisites for this class? \_\_\_\_ Please indicate the courses that you HAVE NOT taken.

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Art 101-Drawing 1           | <input type="checkbox"/> Art 105-Computer Studio      | <input type="checkbox"/> Art 331-Art History Survey II |
| <input type="checkbox"/> Art 102-2D Design and Color | <input type="checkbox"/> Art 106-Critical Frameworks  |  |
| <input type="checkbox"/> Art 103-Drawing             | <input type="checkbox"/> Art 107-Combined Media       |  |
| <input type="checkbox"/> Art 104-3D Design           | <input type="checkbox"/> Art 330-Art History Survey I |  |

Please indicate if you have had experience with the following design project work:

- |                                     |                                   |                                     |
|-------------------------------------|-----------------------------------|-------------------------------------|
| <input type="checkbox"/> Logo       | <input type="checkbox"/> Signage  | <input type="checkbox"/> Brochure   |
| <input type="checkbox"/> Symbol     | <input type="checkbox"/> Poster   | <input type="checkbox"/> Calendar   |
| <input type="checkbox"/> Newsletter | <input type="checkbox"/> Magazine | <input type="checkbox"/> Web Design |

Did you transfer from another educational institution? If you answered yes, please indicate the name and the length of time.

a. Background; Where are you from? Name a life experience that has been important (i.e. sports, hobby, travel etc.)

f. Name a design project that you've done before that was valuable for you.

b. What interests you most as a career possibility in the field of design?

g. Do you have any suggestions for ways class critiques and discussions would be most helpful to you and the class?

c. Please indicate if you are familiar with and can use the following computer applications:

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Macromedia Dreamweaver
- Macromedia Flash

h. What would you like to see changed for the better in the Art Dept. and SCSU?

i. Name a favorite artist or designer.

d. What do you want to learn about in this class?

j. What are favorite things to do for fun?

e. What is your preferred learning style?

• • •  
Please write anything else that you want the instructor to know about yourself.