2014

442-01 Graphic Design IV: Advanced Typography

Jonathan Gibson
gibsonj1@xavier.edu

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The Complete Manual of Typography, James Felici

TEXT

OTHER REQUIREMENTS

$50 Membership to AIGA

COURSE DESCRIPTION

The Graphic Design 442 Course builds on skills acquired in the ARTS 242 & 342 Graphic Design courses. Students learn and apply advanced typography skills to a variety of applications. Students also learn the basics of Adobe AfterEffects through a motion design project. The course completes the graphic design sequence with a culminating portfolio project. Projects include: magazine, motion design project, information graphics, and final portfolio. Students are introduced to readings that are both technical and conceptual as they begin to formulate their own creative vision.

COURSE OBJECTIVES

- Have an ability to solve graphic design problems in traditional and nontraditional ways.
- Have a proficiency in using Adobe Illustrator and Adobe InDesign.
- Have a proficiency and understanding of typography.
- Understand basic page layout.
- Articulate both verbally and with written assignments about aesthetics and content.
- Have a proficiency in using Illustrator, InDesign and AfterEffects.

Assessment is based on the following objectives:

RESEARCH & DEVELOPMENT
Depth and variety of research
Evolution and development of idea

BRAINSTORMING & CREATIVITY
Diverse brainstorming and multiple approaches [sketches]
Historical, social, and contextual awareness [other classes]

FORMAL
Compositional structure & 2D understanding
Synthesis of subject matter and form

TECHNICAL
Presentation & craft
Additional Collateral

COMMUNICATION
Class Participation
Responsive, pro-active, and motivated

CLASS PROJECTS

1] Letter Mark & Magazine
2] Motion – Opening Credits
3] Double sided Poster/Information Visualization
4] Portfolio
5] Elective

Each project involves 6 pages which includes 2 pieces of collateral. [see following page]
You will implement each project into your portfolio which you turn with each project.
THE DESIGN PROCESS

1 PAGE
Creative Brief
CREATIVE BRIEF (DAY 1)

100
Research
ORIENTATION (DAY 1)

9
Mood Board
ANALYSIS (DAY 2)

30
Sketches
CONCEPTS (DAY 3)

3+
Roughs
DESIGN (DAY 4)

1+
Finals
FINAL DESIGN (DAY 5)

2
Implementation and Collateral

PORTFOLIO (DAY 6)
COURSE MATERIALS

1. Sketchbook
2. Paper Folder for turning in Projects
3. Metal Ruler
4. White and Kneaded Erasers
5. Pencils, Pens, and Markers for rendering and sketches
6. Adhesive (Tape, Glue stick, Rubber Cement)
7. *Spray Adhesive [3M is best]
8. XACTO Knife #11 with #11 Blades
9. USB drive to store files.
10. Black Illustration Board 20”x30”

OPTIONAL:
C-Thru Pica Ruler
Triangle
Marker Paper [Graphis is good]
Bone Folder
Tracing Paper

Students will have access to: Printers [Color and B&W], Basic White Paper, Secured Computer Studio

If a student uses the computer studio, the student must agree to its proper use. By signing the access card form on the first day of class, you agree to its policies.

SUPPLEMENTARY TEXTS AND RECOMMENDATIONS

- Get a Student Subscription to CommArts, its $39 for a year subscription.
- **Become a member of the AIGA chapter. This is critical if you want a job.
- Buy a Mac and Adobe Creative Suite 5

ATTENDANCE POLICY

Attendance will be taken daily. Arrive on time. If you do have to miss a class, find out from a classmate what we went over. Although most of the assignments will be online, check with a classmate - things can change. Emails are on Blackboard.

Students are allowed a maximum of 2 absences - NO EXCEPTIONS! *Every absence after this will result in a one letter grade deduction from the final grade.

2 tardies = 1 absence. If you are more than 5 minutes late, then you will be marked as tardy.

Even if you are absent you are still responsible for turning in assignments on that day.

GRADING SCALE & POLICY

A = 90 – 100%
B = 80 – 89%
C = 70 – 79%
D = 60 – 69%
F = 59% and Below

1] PROJECTS: 75%. See the “Project Evaluation Form” on the class website.
2] QUIZZES/TESTS = 25% There will be 3 tests, each including multiple chapters.

ADDITIONAL RULES AND POLICIES

Late work is 10 pts. a day, not per class. Don’t expect any leniency with this.
No extensions and no Incompletes are possible.
No cell phones, no texting. Students caught texting will be docked points. I won’t tell you, I’ll just deduct the points from your grade. And yes, I can tell when you’re texting.

Note: The right to add to or delete from this syllabus is reserved by Professor Gibson.