

GRAPHIC DESIGN one

sophomore requirement 3 credits

GD 200.02
Brockett Horne
bhorne@mica.edu
773 354 5095
W 8:30am - 2pm
Brown 304

course description

Students become familiar with the broader discipline of graphic design through the construction of images, symbols, and sequential systems. Conceptual thinking and the integration of typography with imagery are explored throughout the course.

course overview

This course will focus on developing and expanding your vocabulary as a designer by exploring basic design elements (line, shape, texture, type) and principles (contrast, balance, composition, color) to create form and concept. You will become familiar with the discipline of graphic design by producing images, symbols, and systems and by investigating the use of research and writing as tools for visual communication.

fall 2007

***Maryland Institute College of Art
Graphic Design***

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- expectations** The course will involve substantial visual investigations that inspire your graphic vocabulary. Projects will be composed of weekly exercises, independent work, a sketchbook (process), verbal critiques, and a final presentation of the term's work. The library will be used as a resource to augment reading assignments and studio projects.
- At the end of the course, each student will participate in a final review of all projects. Reviews will be conducted in front of the class, a guest critic (visual professional), and the instructor. Do not toss finished projects, now or ever!
- attendance** Students that miss classes will be expected to make up all studio work in addition to homework assignments. Students with unexcused absences will not be granted extensions to project deadlines. Missing more than four classes will result in no credit for the course.
- course readings** Periodically, photocopies will be shared. For inspiration, consider *Design for Communication* by Elizabeth Resnick and *Inside / Outside* by Malcolm Gear
- materials**
- > xacto knife and #11 blades, scissors
 - > metal straight edge for cutting (18 inches is best)
 - > self-healing cut mat 12 x 18 or larger do not cut directly on tables
 - > adhesive: studio tac; rubber cement + pick up, spray mount
 - > black matte board and/or paper for presenting projects
 - > StudioTac adhesive
 - > black three-ring binder (at least 2 inches thick) and plastic inserts
 - > flashdrive, rewritable CD or data storage system
- Other materials may be necessary but will be discussed ahead of time. Consider sharing or using reasonable substitutes.
- projects** The course will consist of five projects of varying complexity. Each project will involve research and ideation, design development, group and individual critiques, independent work, and a presentation. In addition to the five project grades, you will receive a class participation grade and a process book grade.
- studio time** For the most part, we will meet in two shifts: 8:30–11 and 11:30–2. Final presentations will be with the large group. Classtime might involve lectures, demonstrations, critiques, field trips, or work time. Regarding the myriad of ways we may digitally communicate with one another—please practice the utmost respect for classmates, professors, and your own intellectual development during these designated course times.

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evaluation

Each project will be evaluated by the following criteria:

- objectives** ability to meet stated objectives that exhibits learning through risk-taking, failure, and pushing one's limitations.
- presentation** level of finish achieved in final presentation design, and clarity of project presentation.
- participation** ability to articulate thoughts and ideas in a group setting and with instructor, in a professional and respectful manner, daily and in critique.
- process** consistent effort, ability to follow a logical and thorough path from concept, refinement to completion.

Take advantage of the opportunity to revise any projects (for grade revisions) before the final presentations.

creative integrity

With respect and consideration given to master studies, plagiarism of any kind will not be tolerated. Any project discovered to have its origins other than your imagination will result in a failure.

ada compliance

In order to provide the highest quality educational experience for every student, MICA is committed to compliance with the ADA and Section 504. Any student who has (or suspects he or she may have) a physical, cognitive, or psychological disability and who wants to request accommodations must immediately schedule an appointment to meet with the Director of the Learning Resource Center, by calling the LRC at 410-225-2416. The LRC is MICA's designated department for determining reasonable accommodations based on legal requirements and will provide the eligible student with an official Accommodation Verification letter for their instructors. Each semester the student must formally request accommodations from the LRC, the format of the Verification letters change each semester to ensure currency. NOTE: Students with disabilities who want assistance during emergency evacuations must register with the LRC within the first week of each semester.

health + safety

MICA has developed policies and practices to ensure a healthful environment and safe approaches to the use of equipment, materials, and processes. It is the mutual responsibility of faculty and students to review health and safety standards relevant to each class at the beginning of each semester. Students should be aware of general fire, health, and safety regulations posted in each area and course specific policies, practices, and cautions. Students who have concerns should contact the Environmental Health and Safety Coordinator, Quentin Moseley, at 410 462-7593 or qmoseley@mica.edu.

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tentative schedule of projects

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<i>one: visual vocabulary</i>	8.29	Welcome! introduction + overview, research and ideation
	9.5	design development
	9.12	presentation
<i>two: visual application</i>	9.19	research and ideation
	9.26	conceptualization / development
	10.3	presentation
<i>three: visual identity</i>	10.10	research and ideation
	10.17	conceptualization / development
	10.31	presentation
<i>four: visual gestalt</i>	11.7	research and ideation
	11.14	conceptualization / development
	11.21	TURKEY! no class
<i>five: visual hierarchy</i>	11.28	research and ideation
	12.5	conceptualization / development
	12.12	final reviews