

INTRODUCTION TO GRAPHIC DESIGN

Rhode Island School of Design

1.3.08 - 2.13.08

department Graphic Design

studio course GRAPH W336. WS 2008

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Course Description

This course will introduce some of the fundamental practices and processes of graphic design. The intent of the class is to understand what graphic design is and what graphic design is for. Through a series of graphic design exercises based on printed matter such as post cards, signs, posters, and books, students will learn not only basic knowledge in typography, color, and grids, but also diverse graphic forms and methods of story telling. In this course there will be slide lectures overviewing the history and concepts in graphic design as well as various contemporary examples of design. Students will apply the contents of the lectures through in-class assignments, large projects, and critiques. Short format projects are used as a means for the student to explore individually, within the classroom structure, formal design vocabulary, and the different stages of process. Student must participate by inviting and providing constructive criticism to other classmates. We will look at a diverse set of material from Korean and Cuban posters to the process materials of current designers like Catherine Zask. There will also be field trips to the RISD museum, and the Fleet Library's collection of books made by artists.

Purpose and Objectives

1. To understand and practice how to read and interpret visual elements of typography and image.
2. To understand the graphic design process.
3. To articulate one's concepts in a collaborative and open environment.
4. To offer individuals the opportunity to create stories based on their interests through graphic design.

Critique criteria

For the student, the classroom provides a unique setting for constructive and productive discourse among peers and experts in the field. For the instructor, critiques provide an opportunity to help students strengthen and develop their work, visualize their work from different perspectives, and provides another opportunity to emphasize and encourage good applications of techniques learned in class. There will be individual desk critiques with the instructor, small peer group critiques and large class room discussion of work as well.

Grading

Students will be graded according to 1) attendance, 2) effort, and 3) quality of work. Each un-excused absence will lower your grade by one level (from an A to an -A). Please email both instructors prior to your absence. Effort is demonstrated by your active participation in class, your willingness to accept and give sincere critique, as well as your adherence to deadlines. Quality is measured by your ability to complete the assignments with attention to detail, creativity, craft, personal investment, and risk-taking.

1. Postcard project, *Describing a place through a sequence of imagery* - 20%
2. Poster project, *Working with type and image* - 20%
3. Book project, *Pacing: bringing narrative, type and image together to tell the story* - 20%
4. Participation/Attendance / In-class assignments - 20%



Materials

Scissors, Exacto knife (preferably Olfa brand), cutting matt, glue stick, camera, printer (or access to one), small flash drive or cds for storing computer data, a notebook for sketching and taking notes.

This is a general supply list. There maybe more items you need as the class progresses. You do not need buy all of these things on the first day of class. See your instructor for details.

Health and saftey standards

At no time in class or outside of class should a student use spraymount.

It is incredibly hazardous to your health as particles inhaled stick to the inside of the lungs.

Please use caution when using exacto knives. When using spray paint please be respectful of buildings and hallways and only spray in areas with appropriate venhillation.

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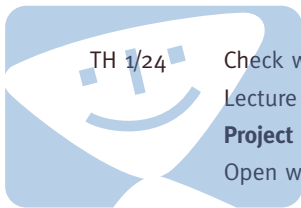
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Schedule	Techniques	Learning objectives
Week 1 TH 1/3 Introduction Lecture 01: What is Graphic Design? Movie: Charles and Ray Eames Demo: how to brainstorm Project 01: postcard project	—brainstorming, organizing and mind maps.	<ul style="list-style-type: none"> • to understand what design is. • to learn the design process.
Week 2 W 1/9 Check work: project 01, bring in images Demo: Photoshop Small group critiques TH 1/10 Check work: project 01, postcard sketches Demo: InDesign Small group critiques	—Photoshop, scanning and Indesign —reading images formally and conceptually —Indesign	<ul style="list-style-type: none"> • to learn to develop your own ideas into a design project. • narrative: how to sequence imagery to tell a story.
Week 3 W 1/16 Due: Project 01, postcards Lecture 02: book design Demo: book binding Field trip 01: library, artists books at the Fleet Library. Including works by John Baldessari, Ed Rucha, and Tom Ockerse. TH 1/17 Field trip 02: typeshop, wiro binding and guillotine demo Lecture 03: typography In class assignment on typography	—book binding glue binding and wiro binding. — tracing and copying as a tool for learning and looking. —using the hand	<ul style="list-style-type: none"> • book structure, how to consider form with concept. • to learn about the anatomy of a typeface. • how to choose a typeface.
Week 4 W 1/23 Individual meetings about book project Open working session TH 1/24 Check work: see more progress on book Lecture 04: poster design Project 03: poster assignment Open working session	—Indesign	<ul style="list-style-type: none"> • composition and grids • how to integrate type with image. • setting type for readability.
Week 5 W 1/30 Due: project 02: book Check Work: Project 03, Poster		



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on my mac

schedule continued

Schedule	Techniques	Learning objectives
Week 5 cont. TH 1/31 See printed out drafts of poster. Lecture 05: contemporary design projects 01 Moive: Helvetica Working session		
Week 6 W 2/6 Lecture 06: Contemporary Design Projects 02 Field trip 02: RISD Museum visit to see posters, including early American posters from ww1 and ww2, advertising posters from Zurich, Switzerland and France, books by Ed Rucha and Lucas Samaras, student protest posters from the 1960s in Providence. In class assignment: expressive typography Check work: posters	—using different materials to create imagery.	• experimentation
TH 2/7 Final working session		
Week 7 W 2/13 Final crit: poster, books, all projects.		

