

## ART 324-01: GRAPHIC DESIGN II

Tuesdays & Thursdays, 8:00–10:50am, Whipple 105 (10 minute break at 9:15ish)

Professor Nancy Bockbrader | nbockbrader@ric.edu

Art Center Main Office: 456-8054

### COURSE DESCRIPTION

ART 324 is the second of the five semester concentration sequence in graphic design. In this course, students investigate conceptual and visual problem solving through expanded graphic design projects with a major emphasis on typography. Projects, lectures and demonstrations will involve conceptual development, historical/theoretical aspects of typography and its use as a communication tool, grid systems, prototype building and use of software. Studio, 3 credit hours; 6 in class hours per week plus outside class work.

*Prerequisite: ART 224: Graphic Design I*

### COURSE GOALS

#### **Students will be expected to:**

conduct research, analysis and refinements in producing creative solutions to problems through well designed and crafted projects.

attend class, participate in class discussions, demonstrations and critiques.

use the elements of art, principles of organization/composition, information hierarchy, symbolic representation, rules of typography and aesthetics in their project assignments.

develop an understanding of basic and digital tools used to give ideas form.

develop an understanding of typography history and theory.

learn basic bookbinding skills to create the final book project.

### GRADING

Project grades are based on typography skills, design, concept, process (*research, sketching, analysis, refinements leading to the final solution*) technical skills, project execution and deadlines.

The final course grade will be based on project grades, class participation, attendance and observance of class policies.

### TEXT BOOK

*Thinking With Type, A Critical Guide For Designers, Writers, Editors, & Students* by Ellen Lupton, Princeton Architectural Press, 2004, ISBN 10: 1-56898-448-0

Books or tutorials on software techniques are OPTIONAL. If you have some experience with Adobe InDesign and Illustrator the class demonstrations will be easier to understand. I recommend the following resources for students who want or need additional technical training. Knowing software won't necessarily (or magically) produce better ideas or make you more creative. However, using software properly to generate type and organize compositions will make a difference in the quality of your work and make the transition into professional practice much smoother.

Utrecht Art Supplies  
200 Wickenden Street  
Providence, RI  
(401) 331-3780

Jerry's Artarama  
14 Imperial Place  
Providence, RI  
(401) 331-4530

Hunt's Photo  
86 Point Street  
Providence, RI  
(401) 751-5190

PaperWorks  
544 West Avenue  
Pawtucket, RI  
(401) 728-0414

## **Online Resources**

Lynda.com allows professors to set up online learning centers with access to 5 titles. This would cost students \$10.00 per month. For three months of access the charge will be \$30.00, payable in advance to Lynda.com. If students are interested in this, I will create an online learning center for ART 324. Students who do not own computers, InDesign or Illustrator may purchase headphones for use in the College's open labs in Whipple 102 and the Horace Mann Tech Center. Some tutorials have optional sub-titles so they can be viewed with the sound off—but sound is better.

## **Books**

*Real World Adobe InDesign CS4* by Olav Martin Kvern and David Blatner

*InDesign CS3 One on One* by Deke McClelland

*Real World Adobe Illustrator CS4* by Mordy Golding

*The Adobe Illustrator CS4 Wow! Book* by Sharon Steuer

## **SUPPLIES**

### **Have as needed throughout the semester:**

*Students should be prepared to work in class. I recommend keeping a supply case and portfolio with you. You may store art supplies in a locker in the Art Center or in the closet of Whipple 105.*

**USB Storage:** a.k.a. Flash or Thumb Drive/s: *All digital work must be saved on the computers AND backed up on a Thumb Drive. I recommend backing up to 2 drives to prevent lost work. Students may email files to themselves if need be—please be careful not to lose work.*

Sketch book, pencils, markers, erasers, etc.

Tracing paper pad

Illustration or museum board (black & white)

Studio Tac® adhesive pad

Rubber cement & rubber cement pick up

Glue stick

Dry adhesive dispenser

X-Acto knife and a supply of fresh blades (*never use dull blades*)

Metal ruler with a cork backing (24 inch is good)

Cutting Mat (*we have two large cutting mats for students to use in the labs, but students may prefer their own*)

Tape (*Masking and/or Drafting*)

Paper for flapping projects and book making

Inkjet paper to use with the Epson printers, such as Epson Premium Presentation Paper Matte; *50 sheet pack is approximately \$13.00, 100 sheet pack approximately \$20.00; do not purchase the cheap 500 sheet reams. Students may use the laser printer to proof projects—paper for the laser printers is supplied by the College. Professional quality inkjet paper can be found at Paperworks, Hunt's Photo and other locations.*

Any other supplies necessary to create a project as assigned. Students should invest in supplies in order to successfully give their ideas form.

#### **ATTENDANCE POLICIES**

Attendance is required for full exposure to course materials.

Students are responsible for materials missed due to an absence. Copies of handouts (*if there are any*) from a missed a class may be requested. Lectures and demonstrations are usually not repeated.

Poor attendance (*missing 3 or more class meetings during the semester*) may result in a lower course grade. Students who are on the roster but do not attend the first week of classes or miss six class meetings before mid-term will be withdrawn from the course. A student who misses a sixth class meeting any time after mid-term may fail the course.

#### **INCOMPLETE GRADES**

An incomplete grade may only be granted if the majority of course work has been completed and if the student has attended class regularly.

#### **CLASS CANCELLATION**

Students should be aware of the College's Class Cancellation Policy. For the latest update on any decision to cancel classes, please call 456.9500. Typically, if the College is open, we will have class. If the College is open and I can't be here, I will notify students via their RIC email account as soon as possible.

Students may supply the College with their cell phone number via the RICconnect system for a text notification of a cancellation.

#### **IF I AM LATE**

Students should wait 15 minutes if I am late. After 15 minutes they are not obligated to wait. I will attempt to contact students via their RIC email account if I find that I can't be here or will be late.

#### **STUDENTS WITH DISABILITIES**

Students with a disability must register with the Student Life Office, and make any necessary arrangements with me the first week of classes.

#### **EMAIL**

Students should check their RIC email periodically for updates and information from me, other professors and the College. This is now the official means of communication at RIC.

#### **OTHER**

NO cell phones. NO iPods, etc. No headphones. NO work for other classes during our class time.

## **SPRING 2010 TARGET SCHEDULE** (*Subject to change*)

### **Lab & Software Techniques**

NOTE: *Lab use and software techniques will be part of many class meetings throughout the semester.*

### **Lectures**

NOTE: *Topics such as type history, anatomy, classifications, layout techniques, theory, etc. will be part of many class meeting throughout the semester. Lectures will typically follow a reading assignment and precede projects—but not always.*

### **Week 1: LETTERS**

Introduction | Review of syllabus & schedule

Create course folders on Mac workstations: *Use this folder to store all digital work done during the semester. Back up all work on USB Drive/s.*

Project: Type Prototype (See Project Sheet)

*Reading for next week: Letter Chapter (to page 59)*

### **Week 2: LETTERS**

Printing demonstration for Laser Printer & Inkjet Printers

Project presentation demonstration

Complete Type Prototype

### **Week 3: WORDS**

Critique: Type Prototype Project: Turn in for grading

Project: Word Compositions (See Project Sheet)

### **Week 4: WORDS**

Complete Word Compositions

*Reading for next week: Text Chapter (to page 109)*

### **Week 5: TEXT**

Critique: Word Compositions: Turn in for grading

Project: Text Compositions (See Project Sheet)

### **Week 6: TEXT**

Complete Text Compositions

*Reading for next week: Grid Chapter (to page 162)*

**Week 7: Mid-Semester Week: GRIDS & HIERARCHY**

*Critique:* Text Composition: Turn in for grading

*Project:* Grid/Hierarchy Layouts (See Project Sheet)

**Thursday: 03.11—NO CLASS TODAY** (*A optional make-up day will be provided*)

**MONDAY: 03.15—MONDAY: 03.22: SPRING RECESS**

**Week 8: GRIDS & HIERARCHY**

Complete Grid/Hierarchy Layouts

Friday: 03.26: 8:00–10:50 am: OPTIONAL MAKE-UP DAY

**Week 09: BOOK**

*Critique:* Grid/Hierarchy Project: Turn in for grading

*Project:* Type Specimen Book (See Project Sheet)

Friday: 04.02: 8:00–10:50 am: OPTIONAL MAKE-UP DAY

**Week 10: BOOK**

**Bookbinding Workshop** (See Supply list)

Continue Type Specimen Book

**Week 11: BOOK**

Continue Type Specimen Book

**Week 12: BOOK**

Continue Type Specimen Book

**Week 13: BOOK**

Continue Type Specimen Book: Due next week

**Week 14: BOOK**

*Critique:* Book Project

**Tun in ALL Projects for final review**

**Week 15— Finals Week**

Students will meet with me individually. Please sign up for a ½ hour appointment during Finals Week. (Monday – Friday). Sign-up sheet will be posted in Whipple 105.