

Principles of Visual Design

Catalog Code: LMC 2720

Location: Skiles #326

Time: Tuesday, Thursday (10:05-11:55 am)

Instructor: Joshua A. Fisher

Office Hours: By Appointment

Office Location [REDACTED]

Contact [REDACTED]

Course Description

Principles of Visual Design is a studio course in which students develop skills to visually represent and critique their ideas in various visual forms and media. The course will offer lectures, readings and in-class activities and discussions to cover the following areas to show how we think and communicate through visual means.

- Principles and elements of art and design: How to analyze visual design in formal ways
- Media, techniques of art and design: How materials and techniques define what we do and communicate through art and design
- Visual language in the 21st century: History of art and design, how they have influenced approaches to design

Students will learn how to be critical of their own work, the work of others, and learn how to analyze designs from various historical and theoretical perspectives.

Course Goals

- Understand principles and elements of visual art and design
- Get experienced with various materials, skills, and techniques to develop a variety of visual collateral
- Gain the ability to represent and communicate ideas in various visual media
- Develop skills using graphic programs in the Adobe Creative Suite (Photoshop, InDesign, and Illustrator)

Textbooks, Readings, and Materials

- No textbook purchase is required. All readings and other resources that are required for the course will be uploaded to T-Square "Resources" folder.
- This course is inspired and informed by the following readings. Selections will be distributed in class. You are encouraged to purchase them you find them to be helpful.
 - Lauer, David, and Stephen Pentak. *Design basics*. Cengage Learning, 2011.
 - Lupton, Ellen, and Jennifer Cole Phillips. *Graphic Design the New Basics*. Princeton Architectural Press, 2008.
 - Lupton, Ellen. *Thinking with Type: A critical guide for designers, writers, editors, & students*. Princeton Architectural Press, 2010. <http://www.thinkingwithtype.com/>
 - McCloud, Scott. "Understanding comics: The invisible art." *Northampton, Mass*, 1993.
 - Sturken, Marita, Lisa Cartwright, and Marta Sturken. *Practices of looking: An introduction to visual culture*. Oxford: Oxford University Press, 2001.

- Meggs, Philip B., and Alston W. Purvis. *Meggs' history of graphic design*. John Wiley & Sons, 2011.
- Drucker, Johanna, and Emily McVarish. *Graphic design history: a critical guide*. Pearson, 2013.

Art Supplies and Materials

- Flash/USB Drive
- Drawing Materials (Pencil, Pen)
- A sketchbook (at least a letter size) or a Binder to hold sketches

Course Requirement

- Maintaining a process book of how your design mature over the period of the course. This helps me as an instructor understand your creative process.

T-Square

- All assignments, resources, and notes will be handled via T-square.

Devices

- Cameras, scanners (You should be taking photos or scanning your projects for submissions. Photos taken by cellphones will not be accepted.)
- Portable flash drive for saving files

Graphic Programs

- Adobe Photoshop, Adobe Illustrator, Adobe InDesign
- You can use graphic programs in the lab computers or the multimedia lab in the library. (If your card is not activated for the lab 318 in two weeks, please send me an email.)
- More tutorials on graphic programs can be found at <http://www.lynda.gatech.edu/>
- e-Books (Safari Tech Books online) at GT library are free for Georgia Tech students. "Adobe CS5 Classroom in a Book" series for Illustrator, Photoshop, InDesign are recommended.

Assignments

No	Assignment (80 points)	Due Date (5:00 pm)
1	Composition with formal elements (15 pt)	2 nd week Tue May 23rd
2	<i>Writing</i> - Ways of representation (5 pt)	3 rd week Mon June 1st
3	Design with everyday materials (15 pt)	5 th week Mon June 13th
4	Informative Icons (15 pt)	7 th week Thu June 29th
5	<i>Writing</i> -Critique of classmate's icon design (5 pt)	8 th week Thu July 6th
6	Print design for Wikipedia Article (5pt)	9 th week Tue July 13th
7	Poster design (15 pt)	10 th week Thu Aug 3rd

Assignments with 5pt will be graded as pass/fail, resulting in 5 points or 0 point. Assignments with 15 points will be graded under the instructor's rubric.

Points will be awarded based on your design process as displayed by your process books. The rubric is broken into three categories:

- **Excellent:** Exceeds class expectations
- **Good:** Meets expectations
- **Poor:** The student does not meet class expectations

Resubmissions

You may resubmit your assignments to reflect the critiques. However, resubmission is not required, and resubmissions do not necessarily guarantee a higher grade.

Late Submissions

Be sure to hand in your work in time. If you deliver your project later than the due date, your grade on the project will fall 5% of the points each day, and 25% each week. (Assignment submitted two weeks after the due date or later will receive a 0)

Grading

- **Inclass participation** 10%
- **Attendance** 10%
- **Assignments** 80%

Policies

Attendance

Due to a significant amount of in-class material and work, prompt attendance and active participation in class discussions and group critiques is required.

- Up to two absences will be excused.
- Each additional absence will result in a 4% reduction in the attendance grade. If further absences occur, 4% will be deducted from the participation grade.
- Some of the technical sessions on Thursdays will be exempt from attendance if you pass a skills test online.
- If you are sick, you should provide a doctor's note when you come to the next class.
- Any emergency cases should be informed to the instructor prior to the class.

ADAPTS Info

Please visit <http://www.adapts.gatech.edu/>

Georgia Tech Honor Code

Please visit <http://www.honor.gatech.edu/>

Class Schedule

This is the schedule for the Summer semester. Please be aware that this schedule is subject to change until June 20th. Always check T-square the night before class for potential announcements.

Week 1

May 16-18

Introduction to Design & Composition

Design Elements: Points, Lines, Plane, Line Drawings

Design Principles: Balance, Hierarchy, Emphasis & Contrast, Harmony,

Reading: Understanding Comics Chp5

- Week 2**
May 23-25
Representation
 May 23: Assignment 1. Composition with formal elements Due
 May 25: Critique assignment 1 Composition with formal elements
- Week 3**
*May 30 -
 June 1*
Image Collage
 Reading: Selected from Practices of Looking Chp 1, Chp 2
 June 1: Assignment 2. Writing- Ways of representation
- Week 4**
June 6-8
Typography
 Reading: Ellen Lupton, "Thinking with Type"
 Technical session: Adobe Photoshop
 Watch Helvetica
- Week 5**
June 13-15
Critique Assignment 3
 Technical session: Adobe Photoshop
 June 13: Assignment 3. Design with everyday materials due
 June 15: Critique Assignment 3
- Week 6**
June 20-22
Iconography & Symbolic Communications
 Reading: Understanding Comics Chp2, 6
 Reading: Ellen Lupton, "Modern Hieroglyphs"
- Week 7**
June 27-29
Color
 Technical session: Adobe Illustrator
 Reading: Understanding Comics Chp8
 June 29: Assignment 4 is due
- Week 8**
July 6
Iconography
 July 6: Critique of Assignment 4 & 5 are due with the process book.
 Technical Session: InDesign
- Week 9**
July 11-13
Grid Systems and Web Design
 July 13: Assignment 6 - Wikipedia Design
- Week 10**
July 18-20
Helvetica & Poster Design
 Technical Work Day - Visual Styles
 Assignment 7 - Assigned
- Week 11**
July 25
Reading Week
 July 25: Assignment 7. In-class critique. All outstanding resubmissions sent in.
- Week 12**
Aug 3
Poster Design presentation
 Aug 3: Assignment 7. Poster design due w/ process book.