

# ART 291: Intro to Graphic Design

A comprehensive approach to understanding design fundamentals and the practice of graphic communications.

(Pre-requisites: None) / 3 Credits / Section 21  
Monday & Wednesday / 12:30pm -3:30pm / Building L1, Room CL 101

## Course Objective

This course will study the fundamental elements of graphic design through an exploration of layout, color theory, composition, typography and comping exercises. Students will learn to focus on form, visual awareness, graphic solutions, organization and how these can be applied to their designs. Using research, brainstorming, sketching and computer software skills, each student will develop their personal creative process.

## Mediums

Sometimes you will be asked to use specific Adobe CS software and execute specific digital elements, and other times it will be up to you. Often, creative software is dictated by what is appropriate in the design industry. I recommend that you always try to learn something new, and, if possible, try to choose software practice whenever possible that most relates to where you envision yourself in the future as a designer. You should also be honing the craft of presentation and mockup, which involves printing, mounting, cutting and assembling.

## Readings

Good design is not just about skill and creativity. It also involves thought, interpretation and society. Reading will sharpen your mind, enhance your understanding of our world and the niche of the designer. You are expected to keep up to date with all assigned readings.

## Attendance Policy

**More than three unexcused absences and /or tardiness will ABSOLUTELY adversely affect the final grade!** Students should borrow notes on lecture material and assignments covered when they are out. The University of Miami has no provision for unexcused absences. Attendance at all classes is expected. All excused days are to be submitted in writing for the instructor's approval.

## Project Evaluations & Grading

Your grades will be posted on Blackboard after the critique or project due date. Project evaluations are based on the following considerations:

- Brainstorming, organization, planning and neatness
- Completion of projects by the due date and following directions as given in the syllabus, Blackboard and lectures

### Instructor: Mariah F. Hausman

Office Hours: (Building L1, Room 109C)  
By Appointment: M/W 5:30 - 7:00  
Phone: (305) 284-2542  
Email: m.hausman@miami.edu

### University of Miami

College of Arts & Sciences  
Department of Art & Art History  
Fall Semester 2012

## REQUIRED TEXTS

Order online or obtain from the UM bookstore ASAP. Staying current with readings will ensure students a better conceptual grasp of the project exercises. Mandatory readings are posted on page 4 of this syllabus.

### THE ELEMENTS OF GRAPHIC DESIGN: SPACE, UNITY, PAGE ARCHITECTURE, AND TYPE

Alexander W. White  
Publisher: Allworth Press; 2 edition  
(November 1, 2002)  
ISBN-10: 1581157628

### TAKE A LINE FOR A WALK: A CREATIVITY JOURNAL

Robin Landa  
Publisher: Wadsworth Publishing, 1 edition  
(July 26, 2011)  
ISBN-10: 1111839220

## RECOMMENDED TEXTS

### THINKING WITH TYPE: A CRITICAL GUIDE FOR DESIGNERS, WRITERS, EDITORS, & STUDENTS

By Ellen Lupton  
Publisher: Princeton Architectural Press;  
2 Rev Exp edition (October 6, 2010)  
ISBN-10: 1568989695

### THE ELEMENTS OF TYPOGRAPHIC STYLE

By Robert Bringhurst  
Publisher: Hartley and Marks Publishers;  
3rd edition (October 9, 2004)  
ISBN-10: 0881792063

### MEGGS' HISTORY OF GRAPHIC DESIGN

By Philip B. Meggs, Alston W. Purvis  
Publisher: Wiley; 4 edition  
(December 7, 2005)  
ISBN-10: 0471699020

# ART 291: Intro to Graphic Design

- Creativity and originality
- Group participation: critiques, presentations
- Attendance and promptness
- Improvement, attitude and effort
- Technical mastery and application of learned skills
- Use of a "Process Sketchbook"

## Projects

- Each project submitted must be accompanied with separate MS Word Document citing ALL image sources. An example is on Blackboard
- Students will follow exercise options provided throughout the term as well as submit a final project instead of a final exam
- All projects must be realized and executed in a polished physical or final digital form by the end of the term (December 10)
- Missing a critique will affect the grade on that assignment
- Projects submitted late will be accepted but missing the deadline will affect the grade on the assignment
- You may ask about extra credit opportunities to raise your grade
- There will be exercise drills that must be completed on specific class days in the lab

## L1 Computer Graphics Lab Policies

- Food and drink are not allowed in any computer lab in Building L1
- Spray mount adhesive must be used outside the building
- Cutting with blades on meeting and computer tables is prohibited. Instead, use the light tables and mat cutters provided
- Clean up after yourself each time you leave the lab
- Violation of any of these L1 Lab Policies will result in the loss of your lab use privileges
- Note: The more time you spend practicing computer skills, the more proficient you will be. Your level of commitment will determine your technical fluency. Students are expected to attend all lectures and apply studio time to execute the project assignments. Students who attend class and apply lab time regularly will have an advantage.

## Honor Code

Students are expected to follow the Honor Code of the University of Miami. **ALL ASSIGNMENTS MUST BE ORIGINAL** and completed independently during the Fall 2012 semester. Plagiarism, visual or written will not be tolerated.

## Disabilities

Reasonable accommodation will be made for those with documented disabilities.

## MATERIALS

Get ASAP. Please bring sketchbook to each class and use for note taking and brainstorming. You will need the travel drive daily. These are available at Pearl Art or Utrecht (art stores near to campus), as well as office supply stores. For presentation paper, try [epson.com](http://epson.com) or [atlex.com](http://atlex.com).

- Landa creativity journal (graded at the end of the term)
- 1 GB (minimum) travel drive or Mac compatible external hard drive
- High-quality (matte and/or gloss) tabloid or larger sized Epson ink jet paper. Purchase at [atlex.com](http://atlex.com) or [epson.com](http://epson.com)
- 9 black 16"x 20" matboards
- #11 X-acto knife and extra blades
- Metal cork-backed 18-24" ruler
- Spray mount adhesive
- Variety packs of breakfast cereal

## BUILDING L1 LAB HOURS

Early in the term, official weekend and additional Find postings on bulletin boards outside the classroom doors of Building L1. There are two labs equipped with Adobe Creative Suite software (CL 145 and CL101). You may do work outside of class in either lab as long as there is no class in session or by obtaining permission from the instructor teaching at the time you wish to work. The lab hours (subject to change) are below:

Monday-Thursday	9am-9pm
Friday	12pm-6pm
Saturday	CLOSED
Sunday	TBA

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# ART 291: **Intro to Graphic Design**

## Lecture, Assignment and Studio Schedule\*

Instructor: **Mariah F. Hausman** / Fall Semester 2012

Email: [m.hausman@miami.edu](mailto:m.hausman@miami.edu)

\* Schedule subject to change as per University closures and instructor's discretion

### Overview

We will spend time reading, thinking, researching, sketching, designing on the Mac and learning to mount and cut professionally. You are expected to plan each project you work on before execution and show that development process via your sketchbook in class. We will discuss the fundamental concepts presented in the textbook as a group. You are also expected to participate in critiques on the day assignments are due and casual group feedback sessions in class. Most days, there will be open studio time in the computer lab and you will opportunities for one-on-one consultations about your work and ideas with the instructor.

### WEEKS 1-4 INTRODUCTION TO 291 & SPACE

- Aug 22  **Lecture: Intro to Design I**
- About this course, readings and your sketchbook
  - Research: industries, products, services, people, samples
  - Brainstorming and visualizing
  - Sketchbook, sketches, thumbnails, and visualizer comps
  - Workflow: the importance of time management skills and staying on track
  - Study the syllabus and course expectations
  - Ensure you can log into the ART 291 Blackboard pages
-  Do Pre-Exercise A
-  Required Reading by 8/27: THE ELEMENTS OF GRAPHIC DESIGN: Preface, Introduction (pages vi-13)
- Aug 27  **Lecture/Demo: Design Skill Refreshers**
- Media Choices: Print, web and time-based authoring and export processes, image formats, modes and file types; how they relate to each design software.
  - Intro/refresher to Mac OSX: printing, CD/DVD burning, external devices, keyboard commands, lab etiquette and using the network.
-  Casual Critique: Pre-Exercise A
-  **Lecture/demo: Binding/assembling your sketchbook cover**
-  Required Reading by 8/29: THE ELEMENTS OF GRAPHIC DESIGN: Section I - Space (pages 13-47)

### LEGEND

-  Lecture
-  Open lab studio time
-  Homework
-  Reading
-  Project due date

### REQUIRED READINGS

from THE ELEMENTS OF GRAPHIC DESIGN by Alex White

- Aug 27  Preface, Introduction (pgs vi-13)
- Aug 29  Space Chapters 1 & 2 (pgs 17-51)
- Sep 24  Unity: Chapters 4, 5 & 6 (pgs 71-105)
- Oct 23  Type: Chapters 10-13 (149-201)
- Oct 31  Page Architecture: Chapters 7-9 (109-145)

### THE GOALS OF OUR TEXTBOOK ARE TO:

- Sensitize you to seeing space
- Use space to make designs look more active
- Train your mind to see form more accurately and more critically
- Understand the principles of good page design
- Make type choices that are driven by legibility, clarity and readability
- Develop a sophisticated sense of the seven design components

### PRE-EXERCISE A

**New Cover For "Take A Line For A Walk"** (5 points)

**Due:** Monday, August 27

**Colors:** Any

**Size:** 8 7/8" x 5 1/2"

**Media:** Any, including mixed medias

This is your sketchbook for Design I this semester. While the goal of the book may be to get your ideas flowing, the cover doesn't leave you any room for self expression. Redesign the cover of this book in any way that suits you. We will print your design and recover your book with your design. There is only one rule: include all the same info that is presently there, no matter how small or abstracted it is. Add as many elements as you like. It should represent you, and without limits. Print, bring to class for a "casual crit."

# ART 291: Intro to Graphic Design

## Lecture, Assignment and Studio Schedule con't

- Aug 29  **Lecture: Space as a Shape**  
Space, Design and the 3 types of figure-ground relationships:  
stable figure/ground, reversible figure/ground,  
ambiguous figure/ground
-  **Open studio**
- Work on Exercise #1 (Space Studies)
- Sep 3  **Open studio**
- Work on Exercise #1 (Space Studies)
- Sep 10  **Lecture: Symmetry** The deliberate use of space: Symmetry,  
Asymmetry. Active, Wasted, Representational, Symbolic,  
Quality and Functional Space
-  Open studio
- Work on Exercise #1 (Space Studies)
  - Research, brainstorm and plan Exercise #2
- Sep 12  **Open studio**
- Work on Exercise #1 (Space Studies)
- Sep 17  **Demo: Cutting and Mounting** About craft, practice.
-  Open studio
- Complete Exercise #1 (Space Studies)
  - Bring ruler, spray adhesive, black boards, Xactos
- Sep 19  **Critique** Exercise #1 (Space Studies) Due
-  Required Reading by 9/24: THE ELEMENTS OF GRAPHIC  
DESIGN: Section I - Unity (pages 71-105)

### WEEKS 5-8 SPACE & UNITY

- Sep 24  **Lecture: Unity, Rhythm & Repetition**  
Examples of design unity
-  Open studio
- Plan and begin Exercise #2 (Product Info Redesign)
- Sep 26  **No lecture**
-  Open studio
- Work on Exercise #2 (Product Info Redesign)
- Oct 1  **Lecture: The seven design components;** Unity, Gestalt,  
Space, Dominance, Hierarchy, Balance and Color.
- Using the seven design components in your work.
  - Creating unity with white space and type
- Oct 3  Open studio
- Work on Exercise #2 (Product Info Redesign)
- Oct 8  Open studio
- Work on Exercise #2 (Product Info Redesign)
- Oct 10  Open studio
- Work on Exercise #2 (Product Info Redesign)

### EXERCISE #1

#### Studies of Space (10 points)

**Due:** Wednesday, September 19

**Colors:** Black, White, Grey

**Size:** Nine 8" squares

**Media:** Adobe Illustrator

Your goal is to represent each of the three figure/ground relationships. Use ONLY simple vector-based shapes (square, oval, circle, triangle, rectangle, star). Limit the color palette to black, white and shades of grey. Try to be expressive and unique in your use of space and shape. Consider patterns, organization and/or chaos. Mount your layouts 2-up on 4 black matboards for the critique.

### EXERCISE #2

#### Product Info Re-design (10 points)

**Due:** Wednesday, October 17

**Colors:** Black + misc color images

**Size:** Three 8" squares

**Media:** Adobe Photoshop (for images

only), layout in Illustrator and/or Indd

Buy a variety pack of cereal and/or gather cereal boxes from home (make sure to save all boxes, we'll use them again). Examine and take inventory of the text and image content that is used on the packaging. Create three 8" square designs which harmonize the seven design principles (see textbook page 102). Each should display identical product content, but look completely different. You may need to gather, appropriate or scan/clean up elements such as logos and bar codes in Photoshop first. Alternatively, you can "font hunt" and look for the similar/same fonts, logo marks and images online or re-create identical vector shapes. Mount your layouts on black matboard for the critique.

### EXERCISE #3

#### Typographic Personality (10 points)

**Due:** Wednesday, October 29

**Color:** Black/white

**Size:** 8" squares, one word per square

**Media:** Adobe Illustrator

**Class Warm-up:** In class, begin by illustrating the opposite words below typographically. Use only type, selecting fonts based on personality of the type style. You can duplicate, manipulate the spatial arrangements and use traditional typographic functions (baseline, kern, track, lead, etc) but NO SCALING, re-shaping or deforming of the letters. Make one square for each word. Keep it clean and clear, honoring the voice of each font you work with.

**Classwork Words:** light/dark, rough/smooth, sinister/angelic; weak/strong

**Homework Brief:** Develop a list of six words: three which help to define your personality or your unique spirit and three which don't. Submit each on a 3" x 5" card at the BEGINNING of class on October 22. On 8" x 8" artboards, manipulate your name using the themes you chose. Create one layout with a voice that represents you and a second layout with a voice that could not possibly represent you. For the casual crit, include both your name layouts, and at least two additional word treatments of your choice.

# ART 291: Intro to Graphic Design

## Lecture, Assignment and Studio Schedule con't

- Oct 15  Open studio  
 Finish Exercise #2 (Product Info Redesign)
- Oct 17  **Critique** Exercise #2 (Product Info Redesign)  
 Required Reading by 10/22: THE ELEMENTS OF GRAPHIC DESIGN: Section 4 - Type (pages 149-201)

### WEEKS 9-13 TYPOGRAPHY & PAGE ARCHITECTURE

- Oct 22  **Lecture: Intro to Typography**
- Typographic history & classifications
  - "Voices" of type
  - Display type, secondary type
  - Typographic abstraction
  - "Branding" with type
  - Typographic technicalities: classifications, legibility, readability
- 3" x 5" word cards due in class  
 Open studio
- Oct 24  Open studio  
 Finish Exercise #3 (Typographic Personality)  
 Research, brainstorm and plan Exercise #4 (Font Website)
- Oct 25 Last Day to Drop a Course
- Oct 29  **Demo: Type Tools**
- Using FontBook & Lorem Ipsum text
  - Exporting image files of your designs (PDF, JPG, EPS/AI)
-  Casual Critique: Exercise #3 Due (Typographic Personality)  
 Open studio  
 Work on Exercise #4 (Font Website)  
 Required Reading by 10/31: THE ELEMENTS OF GRAPHIC DESIGN: Section 3- Page Architecture (pages 109-145)
- Oct 31  **Lecture: Grid** Rhythm and consistency, thought processes ("chains of thought/wayfinding"), grids and structure. Space connects elements and pages. Space emphasizes direction. 3-Dimensional Space: depth.
-  Open studio  
 Work on Exercise #4 (Font Website)
- Nov 5  Open studio  
 Polish Exercise #4 (Font Website)
- Nov 12  Open studio  
 Finish Exercise #4 (Font Website)
- Nov 14  **Critique** Exercise #4 (Font Website) Open studio

### EXERCISE #4 FONT WEBSITE

**Font Website Pages:** Home, About, one page of your choice. (20 points)

**Due:** Wednesday, November 14

**Concept(s)** Typography, Grid, Visual/ Informational Clarity & Rhythm

**Color:** Any; as long as type is legible

**Medium(s)** Any Adobe

**Size(s)** 900 x 600 pixels

**Media:** Adobe Illustrator/InDesign

#### Requirements

Concept, plan and execute at least 3 web pages which implement a grid design. (home, about, plus one of your choosing)

#### Limitations

**Absolutely no dark or textured backgrounds under small type.** You must use only one font throughout the entire layout, choose from list below:

**Brief:** Note: This a 2D design project, not a functional website. You are in charge of organizing and designing an official typeface website for ONE traditional typeface, where someone can learn more about it, see examples of it, download it, and more. You must use one of the fonts listed below. To get into the mood and subject matter, research the font's history (try Wikipedia or the library.) Here is the catch: you must use only this one kind of font throughout the entire layout, making sure to explore and utilize all members of the family, including roman, italic, bold, extra bold, etc. Start with a sketch, and a print out of your alphabet which should be attached to your process notebook. Begin with the home page and perfect it before you propagate more pages. Include the following minimum info design components: Header, menu, buttons, sample display texts, body text, color palette and style.

#### Related readings

The websites below may provide information and ideas:

<http://www.emigre.com/index.php>

<http://www.houseind.com/fonts/>

[www.veer.com](http://www.veer.com)

#### Typefaces

Avant Garde

Akzidenz

Grotesk

Avenir

Bembo

Bodoni

Caslon

Cocon

Clarendon

Dax

Din

Frutiger

Futura

Garamond

Gill Sans

Helvetica

Meta

Minion

Mrs Eaves

Myriad

News Gothic

Optima

Rockwell

Rotis

Sabon

Univers

VAG Rounded

# ART 291: Intro to Graphic Design

## Lecture, Assignment and Studio Schedule con't

### WEEKS 15-16 CONCLUSION: HARMONIZE THE PRINCIPLES

- Nov 19  **Lecture: Grid** Rhythm and consistency, thought processes ("chains of thought/wayfinding"), grids and structure. Space connects elements and pages. Space emphasizes direction. 3-Dimensional Space: depth.
-  Open studio
- Work on Final Projects
- Nov 21  Open studio
- Work on Final Projects
- Nov 22-25 **THANKGIVING RECESS**
- Nov 28 Last day of class.
-  **Critical Demo:** Final Portfolio tips, compressing files, submission, and online file transfers. Cutting, gluing, scoring.
-  Studio time
- Polish and assemble Final Projects
- Dec 1 - 4 Reading Days
- Dec 10  **Final Critique @11am** (Final Project: Cereal Brochure)

### FINAL PROJECT PORTFOLIO (5 points)

**Due:** Monday, December 10 @11am

- Submit all of this semester's work to me at [m.hausman@miami.edu](mailto:m.hausman@miami.edu) in HIGH QUALITY PDF and/or image format, compressed into one folder/zip document Use my [yoursendit](https://yoursendit.com) link from your submission:  
<https://dropbox.yousendit.com/mariahfox>

### FINAL PROCESS SKETCHBOOK (10 points)

**Due:** Monday, December 10

- Submit your process sketchbook for a grade. Make arrangements to pick up sketchbooks in January at my office, or in the Rainbow Building administration offices.

### FINAL PROJECT

#### Informative, Oversized Publix Cereal Poster/ Brochure with Grid & Table Design (20 points)

One side of your brochure will be a chart, the other side, a tri-panel promotional brochure for Publix that promotes cereal as a balanced breakfast. Do your research: these types of brochures can be found in racks near the entrance to the supermarket. The main goals are to create consistency and awareness of space, and to apply grid and typographic organization. Use InDesign and research/incorporate appropriate photography and/or illustrations with lorem ipsum "filler" text.

**Due:** Monday, December 10 @11am

**Color:** Any

**Size:** Within 11" x 17"

(portrait, square or landscape)

**Folds:** Tri-fold panels (at least two scores)

**Media:** Layout in InDesign with supporting graphic elements originating in Illustrator and Photoshop

#1 First, read all directions. Then begin by examining the "Periodic Breakfast Table" example chart from page 156 of Lupton's THINKING WITH TYPE (Blackboard Assignments). Using the cereal boxes from Exercise 2, make notes on the following data found in the nutritional facts of each: shape of cereal, cereal name, maker, price per pound, serving size, calories, sugar, sodium, protein. Sketch a sample legend and/or chart in your notebook. Type the data into Word or Excel in groups by cereal name. You may form groups to share data entry tasks.

#2 Scan the cereal flakes and create .PSD documents with cereal kernels at actual size or larger, surrounded by transparency. Save them each with their respective names on the ARTServer as directed.

#3 Make a rough, folded paper hard copy dummy of your brochure. Use it to sketch and work out where information will go. Then, using InDesign, lay out all the data in an organized table format, freely filling one side of your 11" x 17" space. Be mindful of folded areas and mark them using guides in your software application. Include a legend somewhere and a title in DISPLAY TEXT above the chart.

#4 On side two, include a front panel, back panel and one misc promo panel about the benefits of cereal for breakfast. Include a photo, drawing and/or other appropriate supporting graphics. design elements (heading, Publix logo mark, website, Lorem Ipsum body text, etc)

#5 Print, glue, mount, SCORE and fold the two sides to create a realistic 3D mock up.

# ART 291: **Intro to Graphic Design** Questionnaire

Thanks for filling this out. It will help me to streamline our work and also to get to know each other.

Name \_\_\_\_\_

Email address you check regularly: \_\_\_\_\_

Age (optional) \_\_\_\_\_

Year in college \_\_\_\_\_

Degree(s) you are seeking  BA  BFA  Other: \_\_\_\_\_

Major \_\_\_\_\_

Minor \_\_\_\_\_

Where are you from? \_\_\_\_\_

Previous computer experience:  MAC  PC Have you worked on a shared network before?  Yes  No \_\_\_\_\_

Previous software experience: \_\_\_\_\_

I took the prerequisite to this course, ART 109 at University of Miami  Yes  No \_\_\_\_\_

I took ART 104 (Two-Dimensional Design)  Yes  No \_\_\_\_\_

Do you own or have access to a Macintosh outside of this classroom?  Yes  No \_\_\_\_\_

What do you want to learn in this class? \_\_\_\_\_

How do you plan to apply what you learn in this class? \_\_\_\_\_

**Please sign, date and return this agreement regarding "multitasking violations" in the CL 101 lab during lecture sessions.**

**Food/Drink:** Food and drink are not permitted in any lab in Building L1. As a courtesy and since it is a long session, I have allowed travel thermoses that are sealed and properly stored. No Starbucks, Jamba Juice, or any other takeaway food or drink containers in CL101. If you have a scheduling problem that affects your arrival time, please let me know. Always clean up after yourself and check to see if you are leaving anything behind before you leave.

**Mobile phones and internet/computer use:** During ALL lectures and critiques, you are expected to be on time, listening, taking notes or following along using Adobe CS. Mobile phones should be silenced and stowed away. During open lab time you may use headphones or leave the room to make calls. If you have an emergency, excuse yourself promptly and do what you have to do (you can explain later). If you are unable to concentrate or focus during lecture/demo sessions, please see me immediately.

**Attendance** More than three unexcused absences and excessive lateness will affect the final grade by at least one half letter.

I understand the lab rules and will not bring food, open containers or use mobile devices/computers during lecture sessions. I understand that each time I engage in multitasking violations I will lose points from my final grade.

Name \_\_\_\_\_

Date \_\_\_\_\_