CORONAVIRUS PANDEMIC EDITION (PROJECTS 4 & 5)

FINA-S250

GRAPHIC DESIGN 1

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SCHOOL OF ARTS & LETTERS
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4201 Grant Line Road,
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SPRING 2020
Tuesdays & Thursdays
6:00 P.M. – 9:00 P.M.

Office hours:
Mondays and Wednesdays
10:00 AM – 12:00 noon or by appointment

GENERAL COURSE DESCRIPTION

Pre-requisite: FINA-F100 or D210
Graphic Design 1 is an introduction course that is primarily concerned with creating and managing visual forms (combined with type) to communicate meaning and values to influence an intended audience across a wide variety of media in informative, systematic, symbolic, intuitive, and sometimes, unconventionally provocative ways. The course is primarily concerned with equipping the students to learn about the design process: i) ideation; ii) production; and iii) delivery. In ideation, students give form to an idea through sketching and refining the idea which leads to the next step: production where they will use relevant techniques, methods, and tools necessary to realize their ideas in digital or physical forms. Finally, in delivery, students learn not just how to present their work verbally but more importantly, how to "package" their ideas into a presentable format, both digitally and physically. Due to the pre-requisite for this course, you are deemed to have learned the skills necessary in using relevant software.

COURSE OBJECTIVES

- To develop the ability to **rationalize** (sketch, analyze, and revise ideas based on feedback and evaluate of outcomes through a rigorous feedback process), **visualize** (create and develop visual forms that correspond to communication problems) and **execute** (generating solutions, prototyping; and presenting ideas manually and digitally in persuasive manners);
- Identify applicable elements and principles of graphic design for tackling specific design problems; and
- To solve problems in graphic design using appropriate elements and principles of design via relevant knowledge, techniques, and tools.

ONLINE REFERENCES

General information about design
American Institute of Graphic Arts: www.aiga.org
Design is History: www.designishistory.com
Design Trend and News: www.designobserver.com | www.underconsideration.com
Information about famous Graphic Designers: http://www.famousgraphicdesigners.org
Design inspirations: https://www.grainedit.com

Stock photography/visuals
Unsplash, Photos for everyone: http://www.unsplash.com
Pixabay, free high quality images: https://pixabay.com
Library of Congress: https://www.loc.gov
Getty Images: http://www.gettyimages.com
iStock by Getty Images: http://www.istockphoto.com

Mockup
Graphic Burger: https://graphicburger.com
Graphicpear: https://www.graphicpear.com
Mockupworld: https://www.mockupworld.co/all-mockups
Pixaden: https://www.pixeden.com/icons-set

Type sources
Free vector: http://all-free-download.com/font
Émigré Fonts: www.emigre.com
Learn about fonts & typography: https://www.fonts.com/content/learning
Movie fonts: https://www.linotype.com/7903/current-movie-fonts.html
Fonts by Hoefler & Co.: www.typography.com

ASSESSMENT	A+ 100% - 98%	A 97% - 93%	A- 92% - 90%	
	B+ 89% - 87%	B 86% - 83%	B- 82% - 80%	
	C+ 79% − 77%	C 76% - 73%	C- 72% - 70% (Failing for Fine-Arts majors)	
	D+ 69% - 67%	D 66% - 63%	D- 62% - 60%	F 59% - 0%

- You are expected to keep a documented process showing evidence of the evolution of your ideas from sketches, refined sketches, and color explorations to final product collectively in a binder. You may also document screen shots showing your ideas as they evolve.
- Unless specified, all exercises/projects are due at the beginning of the class at a designated date and they can be turned in only on class days.
- Digital submissions are required for every assignment, project, and discussion. You may be required to submit printed work, but this will always be in addition to the digital submission.
- The deadline will not be extended for any projects unless there are circumstantial factors that affect the progress of the course.
- **There will be no "make up" opportunities for missed projects/pop quiz/exercises unless you provide immediate documentation/notification within a week.** Exercises/projects that are more than a week late will not be accepted.
- There may be additional smaller assignments, discussions, and in-class activities you will be expected to complete. If so, these maybe included as part of your grade.
- Opportunities to earn extra credits are announced in class and full participation to fulfill the extra requirement must be fulfilled before the extra credit can be tallied and added towards/on top of the final score.
- Incomplete exercise/project will be marked down by a letter grade drop from the overall grade earned.

Grading Criteria

Criteria	Points
Professionalism - Attention to details which includes accuracy in spelling and grammar (5 pts) - Prepared and being pro-active in approaching the tasks (5 pts) - Demonstrates time management skills (5 pts) - Receives and processes feedback well (5 pts) - Reliable in completing assigned duties and tasks (5pts) - Punctual and overall attitude (5 pts)	30 pts
Creative Problem Solving - How well visual and communication problems are identified and solved using critical and design/creative thinking-analysis, open-mindedness, problem solving, organization, and communication (10 pts). - The ability to perceive patterns that are not always obvious (5 pts) - The ability to communicate one's idea effectively so that people can appreciate your creative idea (5 pts)	20 pts
Typographic and visual elements - The ability to effectively communicate or convey information using typographic elements such as font selections, point size, line length, leading, tracking, kerning, alignment, etc. (10 pts) - In the case of visual elements such as line, space, color, texture, shape, scale, and principles such as balance, harmony, dominance, and rhythm maybe used instead (10pts)	20 pts
Completion & Craftsmanship - Quality of Work (5 pts) - Quantity of Work (5 pts) - Completion of the project or assignment (5 pts) - Craftsmanship &/or Quality of the final submission which also includes physical craftsmanship such as mockup (5 pts)	20 pts

Overall Impressions & Design Aesthetic - The overall impression of the work (5 pts) - Design sense and aesthetic (5 pts)	10 pts
TOTAL	100 pts

TOOLS

No Rule, Blank 8.5" x 11", 50 or more white sheets of paper.	Vinyl ½" 3-Ring black binder with a sleeve in the front cover.	Sharpie Permanent markets. Style: Pen style. Tip: Fine-point assorted colors pack of 12 from Office Depot. $9.99	X-Acto #11 Precision knife with safety cap ($3.29) or snap-off blade knife ($9.49) from Office Depot.	2B or higher pencils preferred.

ATTENDANCE AND TARDINESS

Class attendance is required as attendance will be recorded at the beginning of the class. In order to be recorded as present: You must come to class: on time, prepared with materials, and stay for the entire period. **The professor tolerates up to two absences and three tardy or early departure**. **Three tardy constitute one absence.**

The penalty for tardiness and absences are as follows**:**

3rd absence = $^1/_3$ letter grade reduction in your final grade (e.g. An 'A' becomes 'A-') [one drop]
4th absence = $^2/_3$ letter grade reduction in your final grade [two drops]
5th absence = A full letter grade reduction in your final grade [3 drops]
6th absence = $1^1/_3$ letter grade reduction in your final grade [4 drops]
7th absence = $1^2/_3$ letter grade reduction in your final grade [5 drops]
8th absence equals an automatic failure of the course.

PROFESSIONAL-ISM: STANDARDS OF EXCELLENCE FOR FINE ARTS STUDENTS

- Students actively contribute to critiques and class discussions by offering thoughtful perspectives and constructive criticism.
- Students demonstrate curiosity and enthusiasm for the discipline and subject matter of study.
- Students are willing and active learners and researchers who seek information for building context and content for artistic practice, and engage in scholarly discourse relating to the discipline.
- Students are committed to continuous self-evaluation and personal improvement.
- Students respond analytically and proactively to assessments given by faculty, advisors, or others by making changes to address legitimate concerns.
- Students actively solicit feedback for purposes of making quality improvements to work and practice.

OTHER STANDARDS OF CONDUCT

- **Stealthily showing up late without notifying the professor may not constitute your presence to be recorded.**
- If you show up after class has started, you will be considered tardy. It is your responsibility to find out what you have missed.
- **The professor is not obligated to repeat the delivery of course materials as missed information can be obtained from your classmates.**
- If you expect an interruption in your schedule, notify the professor in advance. A doctor's note or a note from your employer will be considered a legitimate reason to be late or missing from class.
- Sending a notification email or an employer/doctor's note does not exempt you from your obligations.
- Despite having the legitimate notes, you are still considered to have missed the class. However, it may be considered for "buying" you extra time for a renegotiated due date.

- Turning in your project in absentia is not acceptable without prior approval.
- It is your responsibility to find out what you have missed. The professor is not obligated to repeat the delivery of course materials as missed information can be obtained from your classmates.
- Losing your work due to failed technology or media is not an excuse for late work as you are expected to develop an effective backup strategy for all your digital files.
- Allow at least 48 hours for a response to a voice message, text, or email. If you send a text, please state your name and what course(s) you are referring to in your text. Always address the recipient of your message accordingly and end every communication with a thank you.
- At the end of class, the room must be returned to order before you leave.

IUS ACADEMIC DISHONESTY

The Student Code of Conduct prohibits activities and prescribes penalties for academic dishonesty. According to Indiana University Southeast Policy, adopted by the President's Cabinet and printed in the IUS Student Handbook, students found guilty of any form of academic dishonesty, including (but not limited to) cheating, fabrication, facilitating academic dishonesty, plagiarism, and collusion, may receive an F on the project and/or an F in their course(s) from the instructor and may be suspended from the university by the administrative action. Furthermore (where applicable):

- The work you submit for assessment in this course must be your own individual work (or of your group, if applicable).
- Works from other classes may not be turned in as a substitute. If violated, you may receive an F for the project.
- Submission in absentia is prohibited without prior arrangements. If violated, you may receive an F for the project.
- It is your responsibility to familiarize yourself with university and school policies and to uphold the values of academic integrity such as the Standards of Excellence for Fine Arts Students.

In each Fine Arts area, there are specific ways for students to appropriately acknowledge the role of others' words, images, concepts, or ideas in their projects and coursework. Familiarize yourself with the IU Cheating and Plagiarism policy here, and talk with your course instructor about best practices to responsibly use and credit sources. **More about cheating and plagiarism here**https://policies.iu.edu/policies/aca-72-cheating-plagiarism/index.html

STUDENT WITH DISABILITIES

Students who have a disability that requires accommodations in the classroom should contact the Office of Disability Services by phone (941-2243) or email (mtspring@ius.edu) early in the semester so that their learning needs may be appropriately met. The student will need to provide documentation of the disability and if further documentation is needed, recommendations can be provided from the Office of Disability Services. **Additional information about the Office of Disability Services may be obtained at: https://www.ius.edu/disability-services/**

FINE ARTS GRIEVANCE POLICY

If you have any issues or concerns pertaining to this course, you must discuss it with the instructor first. If you are unable to reach a resolution, you may then contact the Area Head. (For Graphic Design, you may contact Kok Cheow Yeoh: yeohk@ius.edu.) If the issue remains unresolved, contact the Fine Arts Coordinator before taking the matter further to the Dean of the School of Arts and Letters.

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BE INSPIRED: Learning from the masters

In his lifetime, Paul Rand (1914-1996) had designed some of the most recognizable trademarks such as ABC, Westinghouse, and IBM while his European counterpart, Max Miedinger, the designer of Helvetica, has created one of the most widely used typefaces in the world. We have all heard of the phrase, 'imitation is the sincerest form of flattery.' This project is about to put that to the test by drawing inspirations from the 'superstars' of graphic design. You will research and study from a list designers provided here https://www.canva.com/learn/famous-graphic-designers/ and by basing your idea on their design philosophies, propose a project. Consult your professor to determine your project outcome.

Objectives:
- To enhance the students' creativity by getting inspirations and insights from a highly successful graphic designer.
- To provide introspection where the students can reflect on their own design direction which is crucial in making decisions.

Deliverables:
- You will work with the professor to define the area and scope of the project. By default, a vertical 24" [w] x 36" [h] poster but the eventual deliverable is a discussion between you and your professor, as long as your work is derivative from one of the masters that you've been assigned to.

Other useful references:
Typography Poster Design in Adobe Photoshop: https://design.tutsplus.com/courses/typography-poster-design-in-adobe-photoshop/lessons/introduction
Design Is History: http://www.designishistory.com/2000

Paula Scher: https://www.pentagram.com/about/paula-scher
Marian Bantjes: http://bantjes.com/work/category/portfolio/
Ellen Lupton: http://www.elupton.com
Bruce Mau Design: http://www.brucemaudesign.com/work
Stefan Sagmeister: http://sagmeisterwalsh.com/work/
Milton Glaser: https://www.miltonglaser.com/the-work/
Ken-Tsai Lee: https://www.behance.net/kentsailee
Alan Chan: http://167.71.210.11/project/
Ahn Sang-Soo: http://ideasondesign.net/speakers/speakers/ahn-sang-soo/
Shigeo Fukuda: https://www.sessions.edu/notes-on-design/designer-focus-shigeo-fukuda/

Grading criteria (100 points): Refer to pages 2 & 3

Schedule:

3/10 Tue	Project assigned and explained. Research the masters of graphic design.
3/12 Thu	To research for ideas and presented after the spring break.
Spring Break	3/16 – 3/22/2020 Extended to 3/29 due to the Covid-19 pandemic. **Those with solid ideas, produce at least 15 sketches to discuss on 3/31. Read the options below.**
3/31 Tue	**Product identified. Produce at least 15 sketches for next online discussion** *Log on Canvas at 6:00 PM. Look for 'Discussions' on the left.* This particular online session is meant to guide any student who want to discuss their ideas as well as those who may have some sketches ready. **If you are need further guidance**, be ready to discuss your ideas and since we are relying on Canvas, you need to be able to succinctly describe your idea visually or through written words. It is best that you can combine the two methods and produce some thumbnail sketches on a single file of PDF or JPG. Upload your sketches to 'Discussions' with the title of **'Corona 3/31/20 – Guidance.'** Feedback will be provided in the 'Discussions.' By next meeting on 4/7, you should have picked 3 best ideas out of 15 sketches. **If you have sketches ready**, upload 3 best ideas out of 15 on a single file of PDF or JPG in **'Corona 3/31/20 – Three sketches.'** Feedback will be provided in the Discussions.' If you wish to pick project 5 for extra credits (up to 2 pts), you should have decided by now or any time before the due date on 4/23. You are to work on this on your own. Manage your time accordingly.
4/2 Thu	Work offline to finalize both items for online discussion next week.
4/7 Tue	*Log on Canvas at 6:00 PM. In 'Discussions' on the left,* upload either your digitally refined ideas (from the discussion on 3/31) or 3 best sketches (from those who need further guidance) on a single file of PDF or JPG in **'Corona 4/7/20 – Refinement.'**
4/9 Thu	Work offline to finalize both items for online discussion next week.
4/14 Tue	*Log on Canvas at 6:00 PM. In 'Discussions' on the left,* upload your final, digital ideas on a single file of PDF or JPG in **'Corona 4/14/20 – Refined'** for feedback.
4/16 Thu	Project due at the beginning of the class. Submitting digital work in Canvas (4th project – Be inspired). We may have to alternative methods if we can't get Discussions to upload. A possible alternative is to create a BOX. If so, to be uploaded in both Canvas and BOX.

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D.I.Y (Decide It Yourself) IF YOU PICK THIS OPTION, AN EXTRA (up to) 2 NUMERICAL CREDITS TO BE ADDED TO YOUR FINAL AVERAGED GRADE.

A final project is a broad-based approach that provides an opportunity to exercise your own judgment and decision-making skills. Consult with your professor ahead of time and to obtain guidance/approval to begin. In order to avoid any mad rush towards the finals, please discuss your decision for this final project at least 2-3 weeks before the 4th project's due date.

Here are several options which require you to discuss them with the professor for the deliverables:

1. EXPANSION OF PROJECT

2. CLIENT-BASED

3. PROCESS DOCUMENTATION

4. CONTEST

Overall grading criteria:
- Quality of the proposed project (10 pts)
- Feasibility of the proposed project (10 pts)
- The comprehensiveness of the idea (10 pts)
- Visual elements (image, color, texture) for an effective reinforcement of the idea (10 pts)
- Typographic or graphical elements for communicable effectiveness (10 pts)

1. EXPANSION OF PROJECT, these apply:
- Marketability of the proposed idea (10 pts)
- Displays a great deal of creativity and originality in expanding the project (10 pts)
- Exhibits sincere and noticeable efforts so as to avoid a convenient (lazy) project (10 pts)
- The overall idea is successfully executed from concept to completion (10 pts)
- The comprehensiveness of the idea to enhance the entire project (10 pts)

2. CLIENT-BASED, these rubrics apply:
- Proposed idea solves the client's main problem (10 pts)
- Considers aspects of the targeted audience (age, geographic location, gender, etc.) (10 pts)
- Attention to detail pertaining to solving the client's problem(s) (10 pts)
- Exhibit an understanding of a targeted audience with an intended message through the use of phrase, theme, motif, or other relevant marketing techniques/gimmicks (10 pts)
- The overall idea is successfully executed from concept to completion (10 pts)

3. PROCESS DOCUMENTATION, these rubrics apply:
- Research, sketches, refinement, selection, end product (20 pts, 4 pts each)
- Professional and complete in its final form (digital or physical) (10 pts)
- Uses materials or present ideas in unique ways (10 pts)
- Shows exceptional attention to detail (10 pts)

4. CONTEST, these rubrics apply. *You are discouraged from using a previously completed or one of the projects from this course for submission.* *You must show proof of submission.*
- Adheres to the requirements of the competition (10 pts)
- Final presentation and/or quality of the submitted piece (10 pts)
- Proof of submission (10 pts)
- Listens to feedback and incorporate them well into the final solution (10 pts)
    - The quality of the final submission (10 pts)

Schedule:

4/21 Tue	Depending on the number of interested students, this online discussion, may or may not be needed. If needed, *log on Canvas at 6:00 PM. In 'Discussions' on the left,* upload your finalized, digital ideas on a single file of PDF or JPG in '**Corona 4/14/20 – Refined**' for feedback.
4/23 Thu	Submit your work in Canvas in "Assignments" under '5th project – DIY (OPTIONAL).' We are not meeting online. Just submit your work by 11:59 PM to earn the extra credit. No late work will be accepted.