

SYLLABUS FOR COM232
GRAPHIC COMMUNICATION

Semester 1 AY 2011-2012

General Information

Lecturer : Dr Yeoh Kok Cheow
Office : # 03-17
Contact : 6790-8816; kcyeh@ntu.edu.sg (E-mail is preferred)
Office Hrs: By appt only
Lecture : Wednesdays 9:00 - 10:00
Tutorial : Tuesdays 13:00 - 16:00

Assigned Texts

Evans, P. & Thomas, M. A. (2008). Exploring the elements of design (2nd ed): An introduction to the essential principles, elements & concepts of visual communication. Clifton Park, NJ: Thomson.

Additional readings:

Lidwell, W., Holden, K., & Butler, J. (2003). Universal Principles of Design. Gloucester: Rockport Publishers.

Course Description & Objectives

This course prepares you for basic knowledge in applying the visual elements of communication into creative strategies. You will conceptualize and realize projects associated with art direction, various visual techniques where colour, layout, and compositions of text and images are used and integrated in a variety of media formats. Students of Graphic Communication should have basic skills in Adobe Photoshop, InDesign and Illustrator. This course will examine the basic visual elements of the art side of advertising, PR and marketing communications through effective creative strategies, planning, and applying a wide array of visual techniques through compositional and visualization skills such as illustration, graphics, and photography, and other plays to a wide range of media and formats.

If you are planning a career on the art side of advertising, PR or marketing communications, this course should prove invaluable. Even if you have no intention to be an art director, photographer, creative director, illustrator or designer, it is likely that you will be making decisions or working with those who make decisions that involve graphic communication. Specifically, this course prepares you for design strategies and principles to craft more functional and creative projects related to marketing communications. You will view award-winning advertising campaigns, outdoor work, agency reels and collateral publications that will widen your knowledge in graphic communication strategy. It is hoped that you will be inspired and challenged to produce truly creative work for your portfolio.

Please note that although there is a pre-requisite requirement of COM 206 and students are expected to have some layout, graphics and image-editing knowledge as well as access to computers and printing peripherals/facilities in order to fulfil project requirements throughout the course.

The objectives are for students:

- i) To understand and apply the essential characteristics of graphic communication that shape our perception and identity that are often recontextualized and represented within our commercial and social environment.

- ii) To learn visualization and conceptual skills necessary for the many aspects of integrated marketing communications (IMC).
- iii) To improve creative thinking.
- iv) To learn the basics of design and layout.

Goals:

- i) To learn the basics of design.
- ii) To learn typography, type specification and how type affects communication.
- iii) To learn visual ways to think and convey information in reaching an audience.
- iv) To improve your understanding of the visual realm and apply the nuances of composition, color, spatial logistics and design.
- v) To understand the importance of creative strategy and thinking in fresh, insightful ways.

Lecture and Work Schedule

The course is structured under lectures, tutorials, and class discussions format with one hour of lecture and three hours of tutorials. Lecture sessions are meant to provide you with grounding in theories, followed by the tutorials which will give a practical application and understanding of the course. Class participation is expected in discussions, brainstorming sessions, as well as other presentations. When working in groups, peer evaluations are expected where every member has been assigned with specified tasks. Good studentship such as active participation in offering suggestions, constructive comments as well as timely completion of projects is also expected.

Assessment Components

All in all, you will explore different ideas to communicate a message to an intended audience by using applicable techniques and proper materials throughout the entire process of planning, developing, and executing your ideas to achieve the end result.

Assignment 1 (including exercises/documentation):	25%
Assignment 2 (including exercises/documentation):	30%
Assignment 3 (including exercises/documentation):	30%
Attitude:	10% (Keeness to learn, involvement and contribution to a positive learning environment)
Attendance:	5% (Punctuality in lecture and tutorial sessions)

Course Policies

The following are some of the policies that you are expected to observe to maintain the decorum of the classroom. Others may be added to this list as the semester progresses and a need arises.

1. You are expected to attend all lecture and tutorial sessions. This is particularly important because of the nature of this course and the group assignment. Absenteeism will affect your grade. Group members should note this and consider it during peer evaluation purposes as well.
2. You are expected to be punctual to class. If you expect an interruption in your schedule, please notify the lecturer in advance. You are expected to find out from your classmates what you have missed. Your absence is by no means, an excuse for a late submission, unless it has been arranged with the lecturer.
3. You should expect that the lecturer needs a reasonable time to respond (at least two working days).
4. The deadline will not be extended for any assignments. There will be no "make up" opportunities for missed assignments. You will receive 0 for missed assignments. **Unless specified, assignments are at the beginning of tutorial sessions. In cases when a lecture session is substituted as tutorial, all assignments are due at the beginning of the lecture session. Unless specified, no assignments will be accepted after the due date.**

5. Due to the combined hours of lecture and tutorial, the penalty for tardiness and absences for lecture and tutorial sessions are as follows:
15 minutes after the start of the class is considered late.
30 minutes and beyond is considered an absent.
6. Three unexcused absences equal a letter grade drop in the final grade. Note that sending a notification email or a doctor's note does not necessarily exempt you from your obligations required by the course.
7. Your behavior in the classroom affects the environment as well as those around you. All hand phones are to be switched off during class sessions and kept away from sight (inside a bag, for example). Using hand phones while the class is in session (receiving or making calls or reading/sending SMS messages) is considered disruptive behavior. You will be dismissed from the class meeting if you engage in such disruptive behavior without warning.
8. Any reference material, the source, including the Internet, must be properly credited. All the work presented in the class must be the product of your own effort. Any student caught in presenting others work will face disciplinary action, which may include a zero for the assignment, or an F grade for the class. This applies to all works submitted, either through oral presentation, or written work, including outlines, briefings, group campaigns, evaluations, etc.
9. In preventing mishaps to the hardware and your artwork, please refrain from eating or drinking when in class. Do not make any offensive remarks, read inappropriate materials, sleep or engage in other forms of distraction such as talking while the professor is teaching, chitchatting, and so forth.
10. If you do not ask a question or seek clarifications, the lecturer assumes that you understood what has been presented.
11. Your engagement and participation is expected. Unless necessary, sites like YouTube are helpful to the course but social networking sites like Facebook are frowned upon.
12. During the lecture and/or tutorial sessions, permission must be obtained from the lecturer if the student wishes to record any presentation via any electronic or digital devices of any sort.
13. All written work such as creative strategy, analyses, and citations must be typed (word-processed) as hand-written materials will not be accepted unless they pertain to sketch-related explorations. Assignments may be delivered in a variety of ways - via PDF, Power Point, sketches, print-outs, portfolio binders, or web-based applications.
14. Always check for typos, misspellings, grammatical mistakes, and that your work is tightly executed as it is a reflection of you. Portfolios should be as flawless as possible.
15. Works from other classes may not be turned in as a substitute for this class. Apart from assigned chapters, lecture notes and handouts, you are encouraged to keep up-to-date with current news and to contribute and share information actively in class discussions since the lectures alone do not comprehensively cover all materials.
16. All the works explored must be kept as the importance of process is not to be underestimated. In preparing students for professional practice, the class is geared towards project-based assignments as students engage in the process of learning by doing. Therefore, you are encouraged to keep a separate scrapbook/journal to document your design process. A scrapbook may consist of mainly sketches of ideas, research data as well as any visual or written notations.

Policy on Plagiarism

The plagiarism statement is separated from other course policies to (a) draw particular attention to plagiarism, and (b) to allow for specification of penalties, etc. All work presented in this class must be the product of your own effort. Your work should not be copied without appropriate citation from any source, including the Internet. Any student caught presenting work which is not his or her own will face disciplinary action, which may include award of zero marks for the assignment, receiving a failing grade for the class, or being expelled from the university. This policy applies to all work submitted, either through oral presentation, or written work, including outlines, briefings, group projects, self-evaluations, etc. You are encouraged to consult us if you have questions concerning the meaning of plagiarism or whether a particular use of sources constitutes plagiarism. If you borrow artwork that is not your own for your artwork, cite it clearly in your accompanying creative brief or on the back of the work itself. All works must be clearly labeled with your full name, course code, date, project name, credits as well as other relevant information on the lower right side on the back of a mounted project, with at least half an inch for the margin on the edge.

CS232: GRAPHIC COMMUNICATION
 Course Outline & Assignments*: Semester 2, AY 2010-2011

Week	LECTURE	Date	TUTORIAL	Date	Readings
1	<p>Introduction: course overview, getting to know each other, expectations, and Q & A.</p> <p>Reading assignment: http://scholar.lib.vt.edu/ejournals/JDC/Spring-2003/learningstyles.html</p>	Wed Aug 10	No tutorial	Tue Aug 16	None
2	<p>COLOR AND THE DESIGN PROCESS</p> <p>Color systems Color psychology Color terminology Theory and interaction Color in design</p>	Aug 17	<div style="border: 1px solid black; padding: 5px;"> <p>Assi1: TESSELLATED POSTCARD Design a postcard measuring 4" x 6" with double sided with postal information. You must apply knowledge of figure and background information and use tessellation with visual images that contradict yet complement each other.</p> <p>Create repeated tessellating images first by trying out geometric patterns and the final one by using graphical images which could be objects, animals, plants, nature etc. Turn in an actual mock-up showing both sides of the postcard.</p> <p>For starters, use tracing paper on top of the original image to try out form variations and to do your initial sketches. You could Xerox your creation or use illustration software application like Illustrator to draw your final solution.</p> <p>Due week 5</p> </div> <p>Exercises in class to assist the assignment.</p>	Aug 23	Chapter 4, 106 - 147
3	<p>COLOR AND THE DESIGN PROCESS</p> <p>Visual organization Eye movement Theme and motif Visual relationships</p>	Aug 24	Assignment 1 in progress Critique in class	Aug 30	Chapter 5, pp. 155 - 183
4	<p>COLOR AND THE DESIGN PROCESS</p> <p>Problem solving.</p>	Aug 31	<p>Assignment 1 in progress. Due next week. Critique in class.</p> <p>Don't forget to bring the</p>	Sep 6	Chapter 6, pp. 202 - 211

	Visual intelligence. Design as a process.		supporting materials such as your documented processes.		
5	TYPOGRAPHY IN DESIGN <i>Principles and elements of design</i> <i>Rhythm and movement</i> <i>Typography</i>	Sep 7	Assignment 1 due. All supporting materials due. <div style="border: 1px solid black; padding: 5px;"> <p>Assi 2: TYPOGRAPHIC CD CASE SLEEVE Design and fabricate a mock-up removable sleeve to cover an individual jewel case for a CD set of music intended for meditation. Using typographical patterns, it must reflect the soft, repetitive and soothing music and nature sounds designed for relaxation, stress relief and meditation.</p> <p>The back of the CD should include text describing the contents of the specific CD. The back of the CD should have an area reserved for a bar code and other "small print" such as the running time (approximately 2 hours per set), copyright info, etc. A fabricated name for the CD as well as a company's name must appear on the front and side panels.</p> <p>Due week 9</p> </div> <p>Exercises in class to assist the assignment.</p>	Sep 13	Chapter 1, 1 - 30
6	TYPOGRAPHY IN DESIGN Hierarchy Using type to create theme and variation Typographic conventions	Sep 14	Assignment 2 in progress Critique in class Exercises in class to assist the assignment.	Sep 20	Chapter 2, pp. 38 - 66
7	TYPOGRAPHY IN DESIGN Legibility vs expression Using type expressively Using type expressively	Sep 21	Assignment 2 in progress Critique in class Exercises in class to assist the assignment.	Sep 27	Chapter 2, pp. 38 - 66
RECESS WEEK Sep 26 - 30					
8	TYPOGRAPHY IN DESIGN Type as design element	Oct 5	Assignment 2 in progress. Due next week. Critique in class. Don't forget to bring the supporting materials such as your documented processes.	Oct 4	
9	IMAGERY IN DESIGN Representational imagery Informational imagery	Oct 12	Assignment 2 due. All supporting materials due. <div style="border: 1px solid black; padding: 5px;"> <p>Assi 3: INFOGRAPHICS POSTER The idea of an infographics is to communicate complex data into</p> </div>	Oct 11	Chapter 3, pp. 72 - 100

			<p>information that can be easily understood in visual forms. Using publicly available data, choose a topic of interest to a lot of people so that the audience for the infographic could be diversified. Many issues may be discussed such as the history of the PAP, Singapore's educational system, Singapore's COE cost, etc, create an A2 poster.</p> <p>Refer to www.coolinfographics.com</p> <p>Due week 13</p>		
			Exercises in class to assist the assignment.		
10	IMAGERY IN DESIGN E-learning week	Oct 19	E-learning week Respond to a set of questions posted in EdveNTure based on chapter 7	Oct 18	<i>Chapter 7</i> , pp. 218 - 242
11	IMAGERY IN DESIGN Symbols & logos	Oct 26	Assignment 3 in progress Critique in class Exercises in class to assist the assignment.	Oct 25	Chapter 3, pp. 72 - 100
12	IMAGERY IN DESIGN	Nov 2	Assignment 3 in progress. Due next week. Critique in class. Don't forget to bring the supporting materials such as your documented processes.	Nov 1	None
13	Consultation for assignment.	Nov 9	<i>Final assignment presentation</i>	Nov 8	None