DESCRIPTION

This course is a continuation of Graphic Communication: the investigation into the process of visual communication where the requirement to communicate on various levels is contrasted by the designer's need to invent, personalize and investigate. Students explore the topics of nature, music, architecture, and statistical data as stimuli for producing graphic images.

4 Credits • 6 Contact Hours/Week

EVALUATION CRITERIA

70% Projects and Exercise
30% Final Portfolio

Each project will be evaluated in a timely manner. Critiques, group critiques, presentations are designed for additional feedback. Students work toward completing a semester electronic and print portfolio of all their work.

COURSE OBJECTIVES

• Identifying tenets for conceptualization, transformation and the transmission of the visual message
• Application of the basic design principles (symmetry, repetition, accent, line, figure/ground, proximity, closure and similarity)
• Exploration into methodologies of graphic communication (theory-process-implementation)
• Examination into the dynamics of form- the combined effects of composing selected elements that form a cohesive graphic design statement
• Formulation of techniques for visual thinking- making multilateral connotations
• Examination of visual signs and symbols
• Development of one's personal dynamic potential for visual communication implicit in the growth of visual literacy
• Visual Communication as Graphic Interface

INSTRUCTIONAL UNITS

Music- rhythm and movement
Nature- from representation to abstraction
Architecture- form and function and style
Art- style and influence
Language- articulation, sound and slang

ASSIGNMENTS TOPICS

• Nature- from representation to abstraction
• Music- rhythm and movement
• Architecture- form and function and style
• Art- style and translation
• Language- articulation, sound and slang

SUPPLIES

For this course the student will be provided a Macintosh computer in the lab to complete all his/her assignments.

There are few specific supplies required for this course. Work will be generated on a computer, and files will be turned in electronically. Assignments require final printing. Purchase a printing card at the Cashier's office. A final custom made portfolio will be made by each student.

Other supplies such as foamcore, paper, sketching pencils and pens, drafting tools, etc. are advised.

USB storage stick, jump drive, flash drive

TEXT RECOMMENDATION

Graphic Design Sources, Ken Hiebert, Yale Press, 2000 (Required) -ISBN 0-300-07461-1

CONTACT

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