

Graphic Design 1

Course Description

This is a studio course in which students will be introduced to the core principles of typography and typographic design. Students will learn the fundamentals of typography and its application by analyzing, synthesizing, and developing effective typographic solutions for assigned projects in this course.

Primary Software Used: **Adobe Photoshop, Illustrator & After Effects.**
Levels: Undergraduate

Overview

This course provides an introduction to the theory and practice of letterforms and typography as they apply to graphics and visual communications. Projects will cover principles of typography, letterforms, typographic layout, legibility, and expressive and dynamic typography. Each topic will be covered through lectures, demonstrations, critiques, and individual studios.

Objectives

- Understand the basic terminology and principles of typography
- Explore the history of typography
- Identify letterform anatomy, typestyle, and classification
- Use structural systems such as grids and modules to create a typographic layout
- Understand the design process from research and concept through execution
- Gain a basic understanding of the creative problem-solving process
- Use appropriate digital technology as related to the design process
- Apply technical, aesthetic and conceptual understanding of typography in the evaluation of one's own work and the work of others

Materials

- Blackboard access *
- An external drive for backup (Plus Additional online storage for backup of files: Flash drives, Student account One Drive, SharePoint, and/or Google Drive)
- Headset or earbud
- Sketchbook (preferred with grid) & Tracing Paper pad
- Black felt-tip pen/marker

Recommended Reading

Lupton, Ellen., and Ebrary, Inc. **Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students.** 2nd Rev. and Expanded ed. New York: Princeton Architectural Press, 2010.

Samara, Timothy. **Typography Workbook: A Real-world Guide to Using Type in Graphic Design.** Gloucester, Mass.: Rockport Publishers, 2011.

Cheng, Karen. **Designing Type.** New Haven, CT: Yale University Press, 2005.

Spiekermann, Erik. **Stop Stealing Sheep & Find out How Type Works.** Third ed. San Jose: AdobePress, 2014.

Bringhurst, Robert. **The Elements of Typographic Style.** 4th Ed. (version 4.0). ed. Seattle, WA; Vancouver, BC: Hartley & Marks, 2012.

Airey, David. **Logo Design Love: A Guide to Creating Iconic Brand Identities.** 2nd ed. Voices That Matter. San Francisco, CA]: New Riders, 2015

<https://letterformarchive.org/>

<https://www.fonts.com/>

<https://visme.co/blog/type-anatomy/>

Revisions To Syllabus

The information contained in this syllabus is subject to revision at the discretion of the instructor. Students will be notified of any changes that will be made.

Grading

Your grade is based on Course Assignments (80%-Projects 60, Assignments 40), in-class exercises (10%), and attendance (10%). Readings(if there are) are due before the beginning of class for the date assigned so that you are familiar with the topics and prepared for discussion. Assignments are due at the beginning of class unless otherwise notified by the instructor. **Late submissions will be dropped up to 5 points out of 100 per day.**

In professional practice, graphic designers solve client problems that often have tight time requirements. You will be given as much time as possible to work during the studio, but discussion and critiques will consume a significant amount of the time. One-third of the work for this class is expected to be accomplished outside of class. **Use the Webb 410 General Computer Lab and FAIC 330/327 Open Lab, 313 Digital Resource Room** (available with instructor permission for classwork only), online help, and textbooks(if applicable)—including associated websites—as reference tools to complete work and to practice techniques.

The primary objective of the course is to provide creative solutions to design problems, not to learn design software from the beginning. You should have basic skills in design software and use it as a design tool with certain proficiency. Evaluation of Individual works is based on a **creative problem-solving approach, use of elements/principles, craftsmanship/professionalism, and improvement/growth.**

A 100–95 90% | B 89 85 80% | C 79 75 70% | D 69 65 60% | F 59% or below (A grade of C, 75% is the minimum grade which counts toward your major.)

A. Superior execution; maximum originality; excellent concentration and initiative; cooperative with peers; excellent judgment; superior attitude and dedication; highly imaginative, original, and experimental; very consistent in work ethic; a significant improvement

B. Strong execution and originality; adequate concentration and initiative; cooperative with peers; good attitude, dedication, and judgment; imaginative and experimental; consistent in work ethic; noticeable improvement.

C. Average execution, concentration, organization, and attitude; some imagination and

originality; lacks some consistency in work ethic; some improvement.

D. Poor execution and improvement; limited originality; little concentration and organization; poor judgment; evades responsibility and cooperation; lacks work ethic, concentration, and organization

F. Fails to execute to minimum standards, insignificant improvement; no originality; minimum concentration and organization; evades responsibility and cooperation; no work ethic.

Attendance Policy

You are required to attend each class in its entirety. More than 2 absences, 2 late arrivals or early departures will affect your grade negatively unless you have a doctor's note. Attendance will be taken at any moment in class. It is your responsibility to see me during class if you arrive after attendance is taken. Email me ahead of time if you cannot attend class, if you will be late for class, and if you need to leave early for class. This does not constitute an excused absence, it is a professional best practice.

Class Rules

No food or drink in the Computer Lab. Smart-phones: no cell calls and no earbuds during lectures or demonstrations. Do not use the Internet for anything other than related class subjects. Use break time instead.

Assistance at the Writing Center

The Eastern Writing Center, located in the ASC and staffed by trained peer tutors, is available to help all students with their writing. The Writing Center supports the liberal-arts mission of Eastern by helping students with their writing from any class, at any stage, from brainstorming and drafting to revision to proofreading and editing. We help students do their own work and do it more comfortably and confidently. Any student can and should use the Writing Center. The process of talking with readers about writing and getting feedback on student writing is something all writers do and can benefit from. Students can either drop into the Center or make an appointment by going to the "Useful Links" column on the Current Students webpage and selecting "GradesFirst" (<http://www.easternct.edu/index/current-students/>). Students are asked to

bring copies of any assignment sheets to the Writing Center, so tutors know what is expected of the assignment. Assistance with Academic Advising and Subject Tutoring at the Academic Service Center Students are encouraged to use the support services offered by the Academic Services Center (ASC) located on the ground floor of the Library. Advising Services and tutoring in math, writing, and other subjects are available. The ASC also offers assistance with study techniques, time management, and "Eastern in 4" graduation planning.

Accommodations for Students with Disabilities

Americans with Disabilities Act (ADA) of 1990, the ADA Amendment Act of 2008, and Section 504 of the Rehabilitation Act of 1973, as amended in 1998. If you are a student with a disability (or think you might have a disability) and require accommodations or assistance evacuating a building in the case of an emergency, please contact the Office of AccessAbility Services (OAS) at 860-465-0189 to discuss your request further. Please note that accommodations are not retroactive and must be communicated through a Letter of Accommodation, which is drafted by the OAS. Please visit the Office of Accessibility Website at <https://www.easternct.edu/accessability/index.html> for more information on how to register with our office.

Diversity Statement

Eastern Connecticut State University values the diversity of its students, faculty, and staff. Differences in race, ethnicity, national origin, class, religion, learning styles, gender, gender identity and expression, sexual orientation, age, ideology, and other aspects of human variation and characterization, including but not limited to those protected by law and CSCU policies, enrich the educational experiences and social and intellectual development of students and create a rich cultural environment. Eastern is committed to ensuring that regardless of their differences, all members of the Eastern community are challenged to achieve their full potential and are supported in their pursuit of that goal in a campus environment that is free from discrimination and harassment.

Student Sexual Misconduct Policy

Title IX of the Education Amendment of 1972, as well as the Board of Regents Policy on Sexual Misconduct Reporting, Support Services, and Processes, prohibit acts of sexual misconduct – sexual harassment, sexual assault, sex-based discrimination, dating violence, domestic violence, stalking, and inappropriate relationships between employees and students. If you or someone you know has been or experienced harassment or assault, resources are available within the Title IX Office and with the Sexual Assault & Interpersonal Violence Response Team (SAIVRT). Alleged violations should be reported to the Title IX Coordinator in the Office of Equity and Diversity at 860-465-5012. Reports to law enforcement can be made to Eastern Connecticut State University Police Department at 860-465-5310. To receive support and advocacy, please contact the Co-Chair of the Sexual Assault & Interpersonal Violence Response Team (SAIV-RT) at 860-465-4314. You may also visit the SAIV-RT website at <https://www.easternct.edu/sexualassault-and-interpersonal-violence/index.html> for more information including a list of confidential resources.

Counseling and Psychological Services (CAPS)

Mental Health and Wellness: Eastern Connecticut State University faculty and staff recognize that mental health concerns can impact academic performance and interfere with daily life activities. Please notify your faculty member or academic advisor for academic assistance, as needed. Counseling and Psychological Services (CAPS) can also provide support if you're feeling stressed, overwhelmed, anxious, depressed, lost, or struggling with other personal issues.

Please call or visit the Counseling and Psychological Services (CAPS) website for more information. These professional services are free and confidential and support nontraditional, graduate, and undergraduate students. Call 860-465-0181 to schedule an appointment. Same-day urgent hours are M-F, 1-3.

Students in crisis and/or experiencing suicidal thoughts, free 24/7 crisis support in the US, call:

Suicide & Crisis Lifeline at 9-8-8

Suicide Prevention Lifeline at 1-800-273-8255

Text HOME to the Crisis Text Line at 741 741

Trevor Project 1-866-488-7386 for LGBTQ youth

211 (mental health emergency)

Course Outline

WEEK 1 8/30, T		COURSE INTRODUCTION - SYLLABUS REVIEW *Materials for the next class <ul style="list-style-type: none"><input type="checkbox"/> Sketchbook or Notepad with grid<input type="checkbox"/> Black felt-tip pen/marker
WEEK 1 9/1, R	Exercise] Assignment	LECTURE - BRIEF HISTORY OF TYPOGRAPHY LECTURE - ANATOMY OF LETTERFORM DUE EXERCISE 1 - DRAWING LETTERFORM Overview & Specifications This exercise will let you be familiar with the shape and structure of letterforms by carefully rendering (not tracing) the sample letters provided in freehand. Pick and Render 6 sets of characters out of the templates provided. Use the templates as an aid and sketch the outlines of the letters in pencil first, then fill in the shapes with a fine black felt-tip pen. Add at least 5 labels from the list of words below for each character set: <ul style="list-style-type: none">• baseline • x-height • median • cap-height • spine • stroke• stem • serif • shoulder • arm • leg • ear • tail • spur • crossbar • cross stroke • counter • bowl • finial • terminal • apex • vertex • crotch • ascender • descender
WEEK 2 9/6, T	Assignment] DUE	ASSIGNMENT 1 - COMBINATIONS OF LETTERFORM Overview & Specifications Using letterforms, you will create three compositions that will investigate some basic design principles and concepts. For this Assignment, you are supposed to use no more than two typefaces from this class. Each composition is supposed to be printed on Oversize Tabloid paper. You might start the composition from several pencil sketches, but the final outcome has to be digitally produced and submitted as a multi-page single PDF file. Composition 1: POSITIVE, NEGATIVE, LEGIBILITY, AND AMBIGUITY Make a composition using an Initial from your name. One Alphabet should be black and the other should be the background color, which is white. Keep in mind the space relationship on the page. The size of the two alphabets can be different. Composition 2: DISTORTION, LEGIBILITY, AND AMBIGUITY Make a composition using an Initial from your name. This time, both alphabets are in black. Combine them to make one shape. Distort the original letterform, but keep in mind the legibility. Composition 3: REPETITION Using the composition2 and pattern tool in Adobe Illustrator, create a pattern and fill the page.

WEEK 2 9/8, R	Assignment 2	LECTURE - CLASSIFICATION OF TYPE ASSIGNMENT 2 - TYPE SPECIMEN SHEET Overview & Specifications You will pick two fonts from the list below(one each from Serif and San Serif) and create a type specimen sheet for both of them in a portrait document 12X18 in Adobe illustrator. Each poster should showcase the essential visual characteristics of the font with letters of capital, lowercase, bold, and Italic. You can also include the history or any interesting fact in the font.
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WEEK 3 9/13, T	Assignment 2 DUE Exercise 2 DUE Project 1	PROJECT 1 - PERSONAL LOGO Overview & Specifications This project will introduce you to the design process of identity and brand. You are going to use yourself as a subject to create a static & dynamic logo as an outcome. This project consists of several exercises and assignments. EXERCISE 2 - SCAPING YOURSELF Overview & Specifications In this exercise, we are going to proceed with initial research on the design subject, which is yourself by creating a mind map. On a blank paper, write down your name in the middle of the page. Then try to branch out words that come to your mind associated with you. It can be about your look, personality, favorites, or hobby. Grow a map until the number of words reaches at least 25. Highlight a few words according to their significance. You can either upload a scan of a sketch or a file of a digital drawing in jpg or pdf.
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LECTURE - EXPRESSIVE TYPOGRAPHY
ASSIGNMENT 3 - MEANING OF A WORD

Overview & Specifications
 Create 2-4 page letter-size documents in Adobe illustrator. On each page, choose a word and place it, then replace one character in a word with a graphical image(Vector image) to enhance the legibility. On the other pages, you may choose your own modification methods onto the text(word).

STUDIO FOR ASSIGNMENT 2

WEEK 3 9/15, R	Assignment 3 DUE Project 1	LECTURE - LOGOTYPE ASSIGNMENT 4 - ANALYSIS OF WELL-KNOWN BRAND LOGOS Overview & Specifications Choose a well-known brand with its logo then perform research on the logo design. Create a 12x18 infographic poster on the logo of your choice including the anatomy of the logotype. Please perform deep research on the company brand logo, brand design guideline, or design history. Indicate at least three terms from the list of words below or distinctive visual features of anatomy you found: <ul style="list-style-type: none"> • baseline • x-height • median • cap-height • spine • stroke
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- stem • serif • shoulder • arm • leg • ear • tail • spur
- crossbar • cross stroke • counter • bowl • finial • terminal
- apex • vertex • crotch • ascender • descender

STUDIO FOR ASSIGNMENT 3

WEEK 4	Assignment	STUDIO FOR ASSIGNMENT 4
9/20, T	4	
	DUE	
	Project	
	1	

WEEK 4	Exercise	EXERCISE 3 - WORD CLOUD
9/22, R	3	
	DUE	
	Assignment	
	5	
	Project	
	1	

Overview & Specifications

Using the mind map you created in Exercise 3, create a word cloud on a 12x18(Oversize Tabloid) landscape document in Illustrator. Choose an appropriate font(s), weight, and direction to express a hierarchy of words. Use between 3 - 5 colors on a white or colored background.

ASSIGNMENT 5 - PERSONAL SYMBOL

Overview & Specifications

Use a mind map or a word cloud in exercises 3 & 4 as a reference, create three symbols (graphic image) of yourself. Start from more than 6 idea sketches on the tracing paper or illustrator layers, then narrow them down to three choices and elaborate(simplify) each design. Finalize three symbols digitally in illustrator each on a letter-size artboard in one file. You should be able to save it as one 3 page-pdf.

WEEK 5	Assignment	STUDIO FOR ASSIGNMENT 5
9/27, T	5	
	DUE	
	Project	
	1	

WEEK 5	Exercise	LECTURE - SPACING LETTERFORMS
9/29, R	4	EXERCISE 4 - KERN TYPE
	Project	Overview & Specifications
	1	Visit https://type.method.ac/ and complete the kern type exercise.

Create 20 equal rectangles on a Tabloid size artboard. Choose a font from. In each rectangle, place 2 alphabet letters(form Assignment 2) and find out(highlight) a unique shape between them. Try best to make the area of shape between letters be equal or close to each other for all 20 combinations.

MID CRIT ON PROJECT 1: EXERCISE 3 &

ASSIGNMENT 5

ASSIGNMENT 6 - NAME AS LOGO

Overview & Specifications

Use previous assignments as a reference and basic materials, create your own logo including symbol image and logotype. Generate more than three different idea sketches before finalizing one. Submit 3 sketches and 1 final design as a multi-page PDF document.

WEEK 6 Assignment
10/4, T 6
DUE
Project 1

STUDIO FOR ASSIGNMENT 6

WEEK 7 Exercise
10/11, T 5
DUE
Project 1

EXERCISE 5 - AFTER EFFECTS TUTORIAL

<https://helpx.adobe.com/after-effects/tutorials.html>

Get to know After Effects
Create and animate text
Keyframe animation
Animate an object to follow along a path
Create shape layers
Convert Illustrator layers into shape layers
Add animation properties to shape layers
Save and submit modified after effects files.

WEEK 7 Exercise
10/13, R 7
DUE
Project 1

LECTURE - MOTION PLAN / STORYBOARD

EXERCISE 6 - LOGO ANIMATION RESEARCH

Research logo animations on the web. Find a Gif animated log that is inspirational for own your logo animation) and analyze it by writing 3 -5 cut storyboard. Submit it as a free size pdf together with original animation gif file.

EXERCISE 7 - DYNAMIC LOGO MOTION PLAN

We are going to create a 5 to 10 second animated logo from assignment 5. First, create two 2 to 5 cut storyboard/motion plans for the final logo. Make sure both symbol and logotype have dynamic elements.

PROJECT 1 - DYNAMIC LOGO

Finalize one motion plan out of three with research and refinements. Work on after effects to create a dynamic logo. Export your animation *.gif. The size of the image should not exceed 1,920x1,080.

file(<https://www.youtube.com/watch?v=KWj0f1nz1YA&t=90s>). Submit your final personal Logo(*.pdf), final motion plan(*.pdf) and Dynamic Logo(*gif).

WEEK 8

10/18, T

Project

1,3

PROJECT 3 - WALK FOR WARMTH**Overview**

Please visit the WAIM website first:
<https://waimct.org/>
<https://mobile.twitter.com/waimwalk>

In this project, we will create a Fact (Lawn) Sign along with an event Flyer with unified color and typographic design skill.

You are welcome to use Expressive Typography or Information graphics.

a. Fact Sign (18 x 24-inch pdf)

Your fact sign can contain facts like :

Connecticut has the highest average electricity retail price among the Lower 48 states.

The average household bill is now about \$199 per month
65% of WAIM's Emergency Assistance Funds go to energy-related payments

CT has the 7th highest rent in the country

9.3 million Americans are beneficiaries of housing assistance

The average employee increase in 2022 is 4.8%

Energy costs have increased by 10% since 2021

Average U.S. housing rent is 12.6% higher than in 2021

Approximately 13.7 million U.S. Households experience food insecurity at some point

Windham's Poverty Rate is 14.4%

What is hunger? Hunger is not caused by scarcity of food, but rather by the continued prevalence of poverty

Did you know? 1 in 6 American children may not know where their next meal is coming from

b. Flyer Design (Letter size pdf)

Design 1 - Update color and text.

Design 2 - In addition to Design 1, change the composition (change - font styles, size, and arrangement)

WEEK 8

10/20, R

Assignment

7

Project

1,3

STUDIO FOR PROJECT 1, 3**CRIT ON PROJECT 1**

WEEK 9

10/25, T

Project

1

DUE

Project

2,3

PROJECT 2 - DVD COVER DESIGN**Overview**

This project is a project identifying digital data contents to the audience. Digital content can be any type of cultural production stored in data storage.(i.e, CD, DVD). Examples of content can be music albums, movies, audiobooks, and games, but we will focus on the music album. Feel free to suggest any other types of content if you have your own content. We are creating an illusional image of intellectual these properties and branding them by making at least one typeface, logo, and finally a CD(or DVD) Cover (Front & Back)

ASSIGNMENT 7 - DESIGN SPECIFICATION**Overview & Specifications**

In this assignment, you become a company that wants to hire a designer. Your responsibility is to provide information on this project to a designer.

Describe the project professionally. Think about the target audience and marketing point of this content as well as the visual properties. Study similar contents that visually satisfy you and show them to your designer. You might want to suggest a design sample to your designer. You can use any type of software to make this presentation.

WEEK 9

10/27, R

Exercise

8

DUE

Assignment

7

DUE

Project

2,3

LECTURE - DISPLAY TYPE DESIGN

EXERCISE 8 - SKETCHING DISPLAY FONT

Overview & Specifications

Based on the visual concept from Assignment 7, design a Font for your DVD cover. Choose 8 alphabets and make Two font concept sketches on grid paper. If needed, use tracing paper to refine sketches.

WEEK 10

11/1, T

Exercise

9

DUE

Assignment

8

Project

2

LECTURE - HIERARCHY IN TYPOGRAPHIC LAYOUT

EXERCISE 9 - LAYOUT OF GIVEN TABLE OF CONTENTS

Considering the elements of typographic layout design, design a Contents page using the given texts

ASSIGNMENT 7 PRESENTATION

ASSIGNMENT 8 - DESIGN A DISPLAY TYPE

Overview & Specifications

Finalize the characteristic of the type to be used for the DVD title for Project 2 then using the font design tool(<https://www.calligraphr.com/en/>) introduced in the class, design a display font. After designing please upload the TTF file and a pdf(Letter Size) document containing the DVD title and your name(Lastname, Firstname) in your own font.

CRIT ON PROJECT 3

WEEK 10

11/3, R

Assignment

8

Project

3

DUE

Project

2

STUDIO FOR ASSIGNMENT 8

WEEK 11

11/8, T

Assignment

8,9

Project

2

ASSIGNMENT 9 - TWO CONCEPT DESIGNS ON DVD FRONT COVER

Overview & Specifications

Carefully choose or create Images, color & font choices to convey the design specification. You should be able to explain your design concepts

relevant to the DVD contents. Submit 2 designs for the DVD front cover.

WEEK 11 Assignment
11/10, R 8,9
Project
2

STUDIO FOR ASSIGNMENT 8,9

WEEK 12 Assignment
11/15, T 8
DUE
Assignment
9
Project
2

ASSIGNMENT 10 - DESIGN COMPLETION

Overview & Specifications

Finalize the DVD cover(front, back , side and/or inside, extra page, and mock-up. Submit as a single pdf.

WEEK 12 Assignment
11/17, R 9,10
Project
2

ASSIGNMENT 10 - DESIGN COMPLETION

Overview & Specifications

Finalize the DVD cover(front, back , side and/or inside, extra page, and mock-up. Submit as a single pdf.

WEEK 12 Assignment
11/22, T 9
DUE
Assignment
10
Project
2

CRIT

STUDIO FOR ASSIGNMENT 10

WEEK 13 Assignment
11/29, T 10
DUE

ASSIGNMENT 11 - EVENT POSTER

Design a 12 by 20 2D poster for a relevant event to the dvd content.

WEEK 13 Exercise
12/1, R 10
DUE
Assignment
11,12
Project
2

EXERCISE 10 - DYNAMIC EVENT POSTER

Make a motion plan for 5-24sec Dynamic Poster.

ASSIGNMENT 12 - DYNAMIC POSTER

Overview & Specifications

Finalize the dynamic event poster in After Effects and export it as a gif file.

WEEK 14 Assignment
11/29, T 11
DUE
Project

STUDIO FOR ASSIGNMENT 11,12

2

WEEK 14	Assignment	STUDIO FOR ASSIGNMENT 12
12/1, R	12 Project	
	2	

WEEK 15	Assignment	STUDIO FOR ASSIGNMENT 12
12/6, T	12 Project	
	2	

WEEK 15	Assignment	CRIT ON ASSIGNMENT 12
12/8, R	12 Project	
	2	

FINAL EXAM	PROJECT 2 - DVD COVER DESIGN & DYNAMIC EVENT POSTER PRESENTATION Upload a final DVD cover design mock_up(pdf), and static(pdf) & dynamic event poster (gif).
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