

## BASIC GRAPHIC COMMUNICATION: DESIGN AND ADVERTISING LAYOUT

*4 hours; 3 credits* This studio course introduces the graphic design process and methodology. Conceptual and creative thinking is stressed and understood through problem-solving assignments based on research, readings, and classroom demonstrations. The student is introduced to graphic design principles and exposed to historical and contemporary models and current standards of advertising and design. The Macintosh computer is included as the primary graphic design environment. This class is a prerequisite for all advanced Graphic Communication courses.

### By the end of the semester, you will:

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- Develop visual literacy (learn how you see);
- Explore the relationships between content, form, and function in print and other media;
- Apply creative thinking and problem solving skills to design challenges;
- Develop skill in using the materials and tools of the field, including the computer;
- Discover historic and contemporary graphic communication practices;
- Create a design portfolio.

### Method

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This is a project-based class yielding a portfolio of assignments. Various design projects, each with a different emphasis, will be assigned and critiqued. Class time is divided between critiques, discussion, studio exercises, demonstrations, and lecture. Students will take advantage of the many design resources in NYC. Students will contribute to a class design blog, where you will present, write about, and discuss subjects pertaining to the class.

### Evaluation

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Work is evaluated based on achievement of technical and creative concepts, thoughtfulness, attention to detail, effort, & originality of approach. Students are encouraged to take risks and try new things. For final grading,

- Weekly Projects 50%
- Final Portfolio 25%
- Blog and Class Participation 25%

### Work

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All assignments are due on the dates indicated. Late work will be marked down one full letter grade for each week or portion thereof that it is late. Late work due to absence is still late work.

### Attendance

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This studio-based class requires your presence. Attendance is taken at the beginning of each class. Students who are more than fifteen minutes late will be marked absent from that class. **Students who miss more than two class meetings will be withdrawn from the class.** Absentees must get info and assignments from a classmate and come to the following class prepared. An excused absence is still an absence. Your attendance at the final exam period is required. Plan accordingly.

### Basic Etiquette

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- No phone calls, texting, IM'ing, etc. in class.
- Treat others as you wish to be treated.
- Work harder; complain less.
- If at first you don't succeed, try again and again. Then, if you need help, ask.

### Time

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**You will not be able to complete assignments using only class time.** Computer labs with Macintosh workstations, Adobe applications, and printers are available for free time use in VC7-130, VC8-165, and in the library. Plan accordingly.

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### Participation

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Dialogue among the entire class is a critical component of student learning. Whether in-class or on-line, you should be concise, direct, and thoughtful when discussing work (your own or someone else's). At all times, you are encouraged to ask questions and speak your mind. This course requires your active attention and participation.

### Academic integrity

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Academic dishonesty is unacceptable and will not be tolerated. Cheating, forgery, plagiarism and collusion in dishonest acts undermine the college's educational mission and your personal and intellectual growth. Baruch students are expected to bear individual responsibility for their work and to uphold the ideal of academic integrity. Any student who attempts to compromise or devalue the academic process will be sanctioned. For more information, visit: [www.baruch.cuny.edu/academic/academic\\_honesty.html](http://www.baruch.cuny.edu/academic/academic_honesty.html).

Reports of suspected academic dishonesty will be sent to the Dean of Students' office. Breaches of academic integrity will result in a failing grade for the assignment and potentially failure for the entire course.

### Textbook

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*Designing with Type: The Essential Guide to Typography, 5th Edition*, James Craig (required)  
*InDesign CS4 for Mac and Windows, a Visual Quickstart Guide*, Sandee Cohen (recommended)

### Required supplies

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Blank sketchbook, 9x12", spiral-bound, or if you have one already, use it;  
Pad of tracing paper, 9x12";  
Pad of Bristol paper, regular or smooth surface, 9x12";  
Drawing pencils, assorted weights (HB, 4H, 4B at least) for sketching;  
Black marker pens (a few different sizes) for sketching;  
Black Sharpie marker with fine point;  
White rubber/vinyl eraser;  
C-Thru Flexible Typesetter's Ruler;  
Metal ruler, 12 or 18";  
12" 45/90° or 30/60/90° triangle, preferably with metal cutting edge;  
X-acto knife with #11 blades or small Olfa cutter with breakaway blades;  
Self-healing cutting mat, 12x18" recommended; 9x12" minimum;  
White artist's tape, ½" wide;  
Mono adhesive or glue stick;  
Two 10x13" envelopes with your name on them for submitting work;  
Flash drive, jump drive, or hard drive to store & back up digital work;  
Portfolio for final (wait until later to buy).

### Where to buy supplies

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NY Central Art Supply, 62 3<sup>rd</sup> Ave., between E. 10<sup>th</sup> and E. 11<sup>th</sup> St.  
DaVinci, 137 E. 23 St., between Lexington & 3<sup>rd</sup> Ave. or 131 W. 21<sup>st</sup> St., between 6<sup>th</sup> & 7<sup>th</sup> Ave.  
Pearl Paint, 308 Canal St.  
A.I. Friedman, 44 W. 18<sup>th</sup> St., between 5<sup>th</sup> and 6<sup>th</sup> Ave.  
Sam Flax, 3 W. 20<sup>th</sup> St., between 5<sup>th</sup> and 6<sup>th</sup> Ave.  
Utrecht, 111 4<sup>th</sup> Ave., between 11<sup>th</sup> & 12<sup>th</sup> St.  
Dickblick.com

## BASIC GRAPHIC COMMUNICATION: DESIGN AND ADVERTISING LAYOUT

### Class meetings

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Class 1	Thursday January 28
Class 2	Thursday February 4
Class 3	Thursday February 11 <i>Thursday February 18: No class meeting, Monday classes meet instead</i>
Class 4	Thursday February 25
Class 5	Thursday March 4
Class 6	Thursday March 11
Class 7	Thursday March 18
Class 8	Thursday March 25 <i>Thursday April 1: No class meeting, spring recess</i>
Class 9	Thursday April 8
Class 10	Thursday April 15
Class 11	Thursday April 22
Class 12	Thursday April 29
Class 13	Thursday May 6
Class 14	Thursday May 13
Final	TBD, most likely Thursday May 20, 6pm-8pm

### Independent field trips

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Trip 1	Cooper-Hewitt National Design Museum, Design USA: Contemporary Innovation, by February 25
Trip 2	Museum of Modern Art, Action!: Design Over Time and The New Typography, by April 8
Trip 3	Exhibition TBD, by May 6

### Schedule

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Week 1	Overview, Introductions, Syllabus, Materials Discussion What is Graphic Design? In-class work Using the computers, using the blog Homework: Read pages 7–16, Buy all supplies, Design Project 01, Blog 01
Week 2	Critique Design Project 01 Discussion Last week's reading Lecture Development of the alphabet, type anatomy, typefaces, typestyles, families, and classifications In-class work Thumbnails, analysis. Set 5 blocks of type. Homework: Read pages 17-60, Design Project 02, Blog 02
Week 3	Crit Design Project 02 Discussion How to measure type In-class work Type measurement on computer and by hand. You need your type ruler for this. Homework: Read pages 61–79, Design Project 03, Blog 03
Week 4	Crit Design Project 03 Discuss Reading In-class work Indicating Paragraphs Homework: Design Project 04, Blog 04
Week 5	Crit Design Project 04 Discussion Logo Design, semiotics In-class work Adobe Illustrator Homework: Read Paul Rand Essay on Logos, Design Project 05, Blog 05

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### (Schedule, continued)

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Week 6	Crit Design Project 05 In-class work Design Your Own Logo Homework : Read pages 83-94, Design Project 06, Blog 06
Week 7	Crit Design Project 06 Discussion Business Cards Homework: Read Branding Handout, Design Project 07, Blog 07
Week 8	Crit Design Project 07 Discussion Branding In-class work InDesign Homework: Design Project 08, Blog 08
Week 9	Crit Design Project 08 Discussion Advertising Homework: Read Paula Scher Make It Bigger essay, Design Project 09, Blog 09
Week 10	Crit Design Project 09 Discussion Magazines Homework: Read pages 80-82, Design Project 10, Blog 10
Week 11	Crit Design Project 10 In-class work Magazine spread refinements Homework: Prep for resumes, Design Project 11, Blog 11
Week 12	Crit Design Project 11 Discussion Resume, business card and logo Homework: Design Project 12, Blog 12
Week 13	Crit Design Project 12 In-class work Resumes and logos Homework: Design Project 13 (Final portfolio pieces), Blog 13
Week 14	Crit Design Project 13 In-class work Prep for final Homework: Design Project 14, Finish portfolios, Finish Blog