

Art 3202

Winter Quarter 2011
M/W 11:00 am – 1:20 pm

Visual Communications 1

Instructor: Karen Gutowsky
Email: kgz@spu.edu
Office Hours: M-W 1:20-2:00 or by appointment
Course Website: myhome.spu.edu/kgz/3202

Course Overview

To examine the underlying ideologies, needs, purposes and implications of form and function as it relates to visual communication. In this course students study visual principles, languages and problem solving techniques. This course is dedicated to understanding theory and concepts in design, such as typography, visualizations, logo type and marks, visual processes and form building. Course emphasizes visual language and form structure.

Course Objectives

- To gain sensitivity to form building and message making and its implication to audience.
- To understand theories of sending and receiving messages such as interpretation, narratives, storytelling, symbolism and metaphors.
- Applying theories and methodologies such as semiotics, gestalt principles of visualization and information organization.
- Understanding visual components of form such as abstraction, geometric and realism.
- Learning to compose visually, using visual principals and tools such as figure/ground, focal point, balance, rhythm, movement, pattern, texture, value, color, type and image.
- Design using context and juxtaposition of content and culture to convey meaning.

Course Description

- 1. Reading:** Regular reading assignments and text quizzes will be required during the quarter.
- 2. Lectures:** Lectures will be given discussing theories of visual communications.
- 3. Projects:** Weekly exercises and two comprehensive course projects.
- 4. Class Critiques:** Students are expected to participate in class critiques and discussions.
- 5. Essay Papers:** Students will explore visual communication design through readings from "Looking Closer: Critical Writings on Graphic Design."
- 6. Process Book and Final Presentation:** Students will create a process book that includes sketches, comps and final outcomes of course material in a book and pdf presentation format.

Course Evaluation

This course is evaluated based on the following criteria: attendance; in-class participation; lectures and critiques; readings; quizzes, design exercises; projects; process booklet and pdf presentation.

Attendance/Participation: Regular attendance is expected and required. You are expected to notify the professor regarding an illness or family emergency **prior** to class. More than one un-excused absence **or** late attendance will lower your grade one increment (A to A-). More than one missed/late homework assignments will lower your grade one increment (A to A-). Critique participation is expected. At the end of the quarter students must submit an e-mail confirmation of online banner evaluation for complete credit. **(10%)**

Quizzes from Reading: Required Text, *Introduction to Two-Dimensional Design: Understanding Form and Function*, by John Bowers (available at SPU Bookstore). Required weekly readings, quizzes and in-class discussions. **(15%)**

Essay Papers from Reading: Required Text, *Looking Closer: Critical Writings on Graphic Design*, Edited by Michael Bierut, William Drenttel, Steven Heller & DK Holland (available at SPU Bookstore). Readings with written summary papers. **(15%)**

Course Exercises Students will have the opportunity to work on visual design exercises that enhance seeing, form making and meaning. **(15%)**

Two Course Projects: Students are required to complete sketches, comps and final presentations of two course projects. All final presentations are mounted per professional standards. **(30%)**

Final Process Book and Presentation: Students will create a process book outlining course work for the quarter and a pdf final presentation. **(15%)**

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Requirements

Students are expected to have a comprehensive knowledge of the following software programs: Adobe Creative Suite: Photoshop, Illustrator and InDesign. If students feel a need to gain skills in these areas they may want to obtain additional training either through textbooks, online tutorials or one-on-one support.

Final Comps

For this course, students will need to be able to work in Adobe Creative Suite CS4. For color output, students can use whatever printing resources available—computer lab, Office Depot, Staples, Kinkos etc, however the student is responsible to meet in-class deadlines. Success in this class depends on the students' ability to create a professional, polished design presentation. Therefore final presentation must be executed at the highest quality standards possible. Students are encouraged to share resources and production techniques with their classmates.

Artwork

Students are encouraged to experiment with photography, illustration, pattern/textures and other techniques to create original artwork for their project.

If students use images appropriated from existing sources, the images must be cropped, altered or stylized to create a new aesthetic. Please note that low-resolution images found on Google, Flickr, etc., are unacceptable for the large-format work in this class. All work must be originated no less than 300 dpi at 100% of required format.

Use of stock photography is prohibited unless approved by the instructor. Students who wish to use stock photography must be willing to purchase a sufficiently high-resolution version of the image. With approval from the instructor.

Plagiarism

Using or copying the work of others will not be tolerated. Your work may be influenced by the examples you see, but it must become uniquely your own.

Students with Disabilities

Students with disabilities need to contact Disability Support Services <<http://www.spu.edu/depts/cfl/dss/index.asp>> to request academic accommodations. Disabled Students Services sends Disability Verification Letters out to all your professors indicating the appropriate accommodations for the classroom based on your needs.

Disability Support Services

The Center for Learning
Lower Moyer Hall
Phone: (206) 281-2475 TTY: (206) 281-2224
Fax: (206) 286-7348
Hours: 8:00 a.m. - 6:00 p.m. , Monday thru Thursday. 8:00 a.m. - 5:00 p.m., Friday
Email: disabilityservices@spu.edu

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Project Grading

Point values for the course project will be based on:

- > Conceptual and Problem Solving Skills
- > Exploration of Project Possibilities
- > Originality and Inventiveness
- > Craftsmanship
- > Visual Appropriateness
- > Presentation and Timeliness

Online Course Evaluation

Final grade will be dispensed to the student once notification (via email or print out receipt) to the professor that the online course evaluation has been completed by the individual student.

Course Grading

96-100	90-95	
A	A-	
87-89	84-86	80-83
B+	B	B-
77-79	74-76	70-73
C+	C	C-
67-69	64-66	60-63
D+	D	D-
59 & below		
E		

Consistent with definitions in the SPU catalog, grades are determined on the following basis:

"A" Consistently near the top of the class in scores, organization, and quality of work. Has reasonable grasp of the big picture and able to interrelate and grasp implications as translated through their projects. Excellent organization. Assignments are clear, well organized neat and thorough. Consistently on time, doesn't miss class, and participates regularly. Thus: "excellent attainment."

"B" Solid knowledge, comprehension, and execution. Good organization. Consistent follow-through on assignments with good quality (neatness, conceptual comprehension, organization). Reasonably good scores, indicating a grasp of most major concepts. Some deficits may remain, but usually of noncritical nature. Participates readily in class. Consistently on-time, doesn't skip class. Thus: "highly satisfactory attainment."

"C" Have been largely consistent to turn in assigned materials and to participate in class, but have shown some lapses in comprehension and execution, illustrated by low scores, yet has demonstrated a basic ability and comprehension of the core knowledge and skills. Functional organization. Late for class, or skipped too many classes altogether. Thus: "satisfactory attainment."

"D" Turned in enough assignments and did enough on assignments to show some understanding of the concepts, yet exhibiting serious deficits in important concepts. Demonstrated a lack of ability to solve basic problems and integrate the course material (poor scores and demonstrated understanding). Minimal organization. Late for class, or didn't bother coming on too many occasions. Thus: "insufficient attainment with credit."

"E" Serious deficits in turning in assignments or attending regularly. Generally, you have to work at it to earn this grade. If you don't do the work, "Insufficient attainment with no-credit allowed," will be the result.

It is the responsibility of the student to meet with another class member to review missed information, assignments, and expectations for the next class session. Find a reliable study partner to share this responsibility with.

Late Assignments: Late assignments will not be given full credit. Work that is late will be graded down at the discretion of the professor. Approximately 10% of the total score will be deducted for every day that the project is late.