

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

Project Four Final Process Book

Objective: To develop a book that discusses the course projects and the process that went along with each of them. The text in this book should include the visual language and concepts discussed in John Bowers book *“Introduction to 2-Dimensional Design”*

Process: Review course syllabus and assignments and include sketches/photos/layouts from each phase of each project. Include text (can be captions or a paragraph) discussing what is it that you learned, gained or gathered from the exercise/project you are highlighting. At the end of each process show your finished project. In the case of Exercise One I would choose the final of the four that you liked best (remember it needs to include type layout, photo and pattern). Do this for the logo and poster assignment as well.

Specifications

Finished Book: You will be graded on the “professionalism” of this book. I will proof for typos, bad type rags and poor craft. The goal of this process book is that you can take it along with you to Reality Check or any professional interview. You can determine the size of the book, but I would remember that you will be inserting this into a portfolio. I envision this book being 20+ pages with tabs. *Fedex can “black spiral bind” covers but it cannot be thicker than 2-3 sheets of cover stock. Please check with Fedex for turn around time, DO NOT expect them to complete the binding the morning of the exam.* Part of professionalism is timing. I will NOT accept late books!

Process and Schedule

3-9 > Begin Project_

Begin laying out book

3-14 > Bring Layouts to Class _Bring computer layouts (can be thumbnails) to get instructor feedback.

3-16 > Final Book Due_

Each student will be responsible to give a 3-5 minute presentation of their process book during the scheduled final time.