



University of the West Indies / CARIMAC / Winter 2013 - Tue + Thur / MDIA 1001 Web Page Layout and Design

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Office Hours Tuesday 1pm - 3pm & Friday 8am – 9am - CARIMAC Annex Office 3, by appt.

COURSE DESCRIPTION

This course offers the process and procedures of conceptualizing, developing and refining of visual communication through type and imagery. This course includes lectures, assignments, discussion and critique/presentations. Each critique/presentation will comment on another's work. Students will learn the fundamentals of typography and typographic layout, experiment with type and create graphic elements using their hands, xerox machine, experimental techniques and computer applications (Adobe Illustrator, PhotoShop and InDesign).

Pre-Requisites:

LEARNING OUTCOMES

By successfully completing this course, students will demonstrate the following skills:

- The relationship of type and image.
- Knowledge of the history of type and type categories.
- Type setting and type manipulations.
- Working with grid systems.
- Create successful design solutions using type exclusively.
- Strengthen the visual appropriateness, and type legibility.
- Strengthen your verbal presentation.

REQUIRED MATERIALS / SUPPLIES*

1. x-acto knife with No. 11 blades (buy at least a 15 pack)
2. 3M 3/4 inch double stick tape [the brown tape, with peel away backing works the best, it sometimes comes in a plastic bag, ask for it if you can't find it- but it is hard to find. More than likely, you'll find the one in the yellow cardboard package, which will work fine, but is messy.
3. 24 inch (or larger) metal ruler with non-skid back
4. a burnisher
5. a brayer (4" wide)
6. 3M Super 77 spray mount
7. a pad or roll of tracing paper
8. Bestine Solvent & Thinner
9. rubber cement pick-up
10. a pair of scissors
11. Higgins T-100 black ink
12. scotch tape
13. a cutting mat
14. CD(s) or USB Flash/Jump drive & e-mail account.
15. a sketchbook
16. Staedtler Mars white eraser
17. #2H pencil(s) or lead holder with #2H leads

***LACK OF REQUIRED SUPPLIES WILL AFFECT YOUR GRADE NEGATIVELY**

ART SUPPLY STORES

The Art Centre - 202 Old Hope Rd Kingston 6
Screen Art Supply - 3A Central Ave Kingston 10

SELECTED BOOKSTORES

The Script - Edna Manley College
UWI Bookshop - University of the West Indies

REQUIRED TEXTS

Ellen Lupton – *Thinking with Type, 2nd Revised and Expanded Edition*
2010 Princeton Architectural Press – ISBN 1-568-98969-5

Robin Williams – *The Non-Designer's Design and Type Books, Deluxe Edition*,
2007 Peachpit Press – ISBN 0-321-53405-0

RECOMMENDED TEXTS

Robert Bringhurst - *The Elements of Typographic Style*
James Felici - *The Complete Manual of Typography*
Ellen Lupton - *Thinking With Type*
Alan & Isabella Livingston - Thames & Hudson *Dictionary of Graphic Design & Designers*
Malcolm Barnard - *Graphic Design as Communication*

WEEKLY READING ASSIGNMENTS

Each week there will be a Weekly Reading(s). You will be expected to read all Weekly Readings, coming to class prepared with questions or comments. This will depend on the entire class as a whole participating, not just a handful of students. Failure of the class to read Weekly Readings will result in a two page paper, on a subject/question of my choosing, for subsequent readings through the end of the semester.

WEBSITES

AIGA - <http://www.aiga.org> / <http://www.aigasf.org>
 Brand New - <http://www.underconsideration.com/brandnew>
 Communication Arts - <http://www.commarts.com>
 Creative Review - <http://www.creativereview.co.uk/home>
 Design Observer - <http://www.designobserver.com>
 Ellen Lupton - <http://www.elupton.com>
 Fontifier - <http://www.fontifier.com>
 Fonts 101 - <http://www.fonts101.com>
 FFFFfound - <http://fffffound.com>
 Full Size Posters - <http://www.fullsizeposters.com>

Grain Edit - <http://grainedit.com>
 Identifont - <http://www.identifont.com>
 John Maeda - <http://plw.media.mit.edu/people/maeda>
 Just My Type - <http://www.font-love.com/>
 My Fonts - <http://www.myfonts.com>
 Social Design Notes - <http://backspace.com/notes>
 TED - <http://www.ted.com>
 Typophile - <http://www.typophile.com>
 Typotheque - <http://www.typotheque.com>
 Unbeige - <http://www.mediabistro.com/unbeige>

PRE-PRESS / VENDORS

Hot of the Press
 Shop 38 New Kingston Shopping Center
 876 968 4547
<http://www.hotpjamaica.com>

Xpress Litho
 3 Eureka Road Kingston 5
 876 929 0040
<http://www.xpresslitho.com>

Pear Tree Press
 19 Chelsea Avenue Kingston 10
 876 926 5859
<http://www.peartreepressjm.com/>

Copy Cat
 Loshusan Shopping Center
 Shop 4 29 East Kings House Road
 876 927 8799
<http://www.copycatjm.com>

Docutech
 LOJ Shopping Center
 28 Barbados Av Kingston 5
 876 754 5970

BINDERIES

JAD Binders
 Hope Estate Kingston 6
 876 977 5046

Prestigious Bindery & Accessories
 Mona Rehab Kingston 7
 876 977 3066

PAPER

Office Supplies Brokers
 42 3/4 Beechwood Av Kingston 5
 876 968 9227

Stationery & Office Supplies
 23 Beechwood Av Kingston 5
 876 926 5688
<http://www.sosjm.com>

Paper Place
 22 Beechwood Ave Kingston 5
 876 960 1861

HOW THE CLASS WORKS

Class meets Thursday in the **CARIMAC ANNEX LAB** for critiques, lectures, project comps, computer demonstrations, troubleshooting and project related work. Projects are scheduled to last approximately 1-12 weeks each, depending on complexity. Class crits are an integral part of the course. Crits will be intense and directed by the class, with the my role as moderator. Criticism shall be of a constructive nature, with the intent of helping your classmate develop his/her skills.

Cost per project can range from a few hundred dollars, to over a thousand dollars, your mode of production will determine final cost. Production/execution methods will vary, and ultimately will be articulated and supported based on your thesis, narrative and critical understanding of the problem.

COURSE GRADE SCALE

86 – 100%	A+	53 – 56%	C+
70 – 85%	A	50 – 52%	C
67 – 69%	A-	47 – 49%	C-
63 – 66%	B+	43 – 46%	D+
60 – 62%	B	40 – 42%	D
57 – 59%	B-	0 – %	Fail

A = Performance of the student has been of the highest level, showing sustained excellence in meeting course responsibilities.

B = Performance of the student has been good, though not of the highest level.

C = Performance of the student has been adequate, satisfactorily meeting the course requirements.

D = Performance of the student has been less than adequate.

F = Performance of the student has been such that course requirements have not been met.

ALL ASSIGNMENTS ARE DUE AT THE BEGINNING OF THE CLASS/CRITIQUE.

GRADING POLICY

Weekly assignments/exercises are weighted at between 5 and 10% of your final grade. The final project is worth between 50 and 60%. Work that is incomplete or executed incorrectly will receive fewer points. Final projects are graded on the final criteria:

Design/Imagery	20 points
Typography	40 points
Production	15 points
Sketches	15 points
Thesis	10 points

Also considered are the following:

- Concept - originality and clarity of idea
- Design - organization, format, continuity
- Imagery - execution of artwork
- Type - typesetting, spelling, grammar, proofreading
- Production/Execution - ability to follow project directions, quality of final

FONT USAGE

Due to overuse of “junk” and online fonts incorporated into many student projects - below are sanctioned fonts to be used on all semester projects. Use of a font(s) not on the below list requires my permission.

Arial	Baskerville	Caslon
Century Gothic	Cochin	Copperplate
Courier	Didot	Edwardian Script
Futura	Garamond	Georgia
Gill Sans	Helvetica	Impact
Letter Gothic	Minion	Optima
Rockwell	Times Roman	

PROJECTS AND GRADES

Grades are based on completing these assignments:

- Projects
- Written Reports
- Readings / Essays
- Exercises / Check Points
- Sketchbook

Final grades will be determined by the following:

- comprehension and understanding of concepts covered in class
- ability to verbalize about images and concepts
- quality of work during semester
- contact with instructor and interaction with classmates
- class participation and contribution to group critiques/discussions
- attend all class sessions for full class time
- attend field trips and/or lectures by guest speakers during the semester - TBD
- complete assignments by due dates
- keep a design diary/sketchbook (which will be due at end of course)
- exit exam

With each project, you will be expected to turn in a typed, one page thesis - in which you will [1] present your problem, [2] state what the project represented to you, [3] explain your design decisions, [4] your solution and [5] a conclusion in which you determine whether you were successful or not.

Presentation of work is a hallmark of graphic design, and as such you will be expected to present your work in a clean, proper and aesthetically pleasing manner. Basic production techniques will be covered and demonstrated in class.

All Projects will be identified with the following:

1. MDIA 2005 - Typography / Soutar
2. Your Name
3. Project Name
4. Date

LATE PROJECTS WILL NOT BE CONSIDERED FOR A GRADE/CRITIQUE.

ONLY PROJECTS PRESENTED DURING SKETCH/COMP REVIEW/CRITS WILL BE ELIGIBLE FOR IN CLASS FINAL CRITS.

PDFs of your Final Projects (2-D only) will be submitted to me via email, or on a CD turned in at the end of the semester. Failure to send PDFs will affect your grade. PDF files should be named as follows: MDIA2005-PROJECT NAME-J DOE.pdf

ATTENDANCE

It is very important that you attend each class. You will be expected to attend all class sessions, on time, for the full class time.

3 lates* = 1 absence

3 unexcused absences = a loss of 1 letter grade

3 or more unexcused absences = a failed grade for the course

*You are considered late if you show up to class after the official class time. If you arrive to class after roll has been taken, **IT WILL BE YOUR RESPONSIBILITY TO NOTIFY ME OF YOUR TARDINESS**, in order for me (or the T/A) to mark you as late and not absent for the class session.

HOW TO SUCCEED

Design is a discipline and success is achieved by a systematic and incremental process of investigation and refinement. The class is rigorous and demanding, with a high workload - this is not an elective. While the amount of participation involved is elevated, the rewards, I feel, are worth it. Students are expected to participate in class activities, and by completing projects and weekly exercises, students will automatically produce successful design solutions and demonstrate the skills required to pass this class. Students are responsible for identifying homework by name, date and assignment. Weekly assignments will be informally critiqued in the classroom and turned in at the end of the semester. Final assignment critiques will be intensive and constructive. Assignments submitted after the critique due dates will not be accepted. Late work is not accepted without notification and instructor consent. If you cannot attend class, either notify me, e-mail me, leave it in my box in the DAI Office - FA121 or have a classmate turn it in on your behalf.

The lecture section of the course will be free in structure, a generic topic will be presented with the class dictating the flow of the discussion - As such, it is highly important that each and every class member speak up and generate opinions - **DO NOT BE AFRAID TO ASK QUESTIONS** - this is not the time for shyness. Developing your critical thinking skills will be of much importance - in order to defend your ideas and offer valuable/helpful criticism of your classmates work. You will be expected to bring in outside materials (such as an interesting magazine or object to share with the class).

THERE WILL BE NO E-MAILING, INSTANT MESSAGING, TWEETING, or CELL PHONE USAGE DURING CLASS/CRITIQUE TIME.

Use of any of these during class time will result in you being marked absent for the class session.

I believe risk taking is an applauded characteristic of graphic design - and as such I encourage it of my students. Just be able to argue/defend your choices/outcomes. Feel free to challenge my design aesthetic.

You will be required to turn in a **Process Book** with each assignment. A Process Book documents all the sketches, ideas, thumbnails and any related research that went into your final project. In addition you will be expected to keep a sketchbook/notebook in which you will take class/lecture notes, create your sketches and document events/experiences outside of class. Your sketchbook will be turned in at the end of the semester and will count towards your final grade.

Syllabus Changes

Instructor reserves the right to revise this syllabus and schedule at any time.

MDIA 2005

CLASS MEETING SCHEDULE - FR - SEM2 2013



WEEK	DAY DATE	ACTIVITY	WEEK	DAY DATE	ACTIVITY
1	Fr 1.25	In-Class: Introductions 27th Letter/Self Portrait Word Exercise (ongoing) Assigned Typographer Homework: Start Alphabet Book (ongoing) 27th Letter/Self Portrait	6	Fr 3.1	DUE : Typographer Research Paper Commemorative Project - Check 1 Reading: <i>J. Drucker On Design Theory NDTP - Chaps. 29-31</i> Homework: Commemorative Project Comps
2	Fr 2.1	CRITIQUE: 27th Letter/Self Portrait In-Class: (a brief) History of Design Reading: <i>Typography - E. Lupton</i> GDT - Mindmapping <i>Thinking with Type - 14 to 31</i> <i>NDTP - Chaps. 14 - 17, 22</i> Homework: Year of Birth Designer Research Paper Assign Final Project	7	Fr 3.8	In-Class: Commemorative Project Comps Reading: <i>Jonathan Hoefler On Type Design</i> <i>T. Kalman on Soc. Responsibility</i> Homework: Commemorative Project Comps
3	Fr 2.8	In-Class: Year of Birth Sketches Type Exercise - typeset & layout Reading: <i>Existential Guide to Type - Jacobs</i> GDT - Visual Research <i>NDTP - Chaps. 2 & 3</i> Homework: Year of Birth Typographer Research Paper	8	Fr 8.15	In-Class: Commemorative Project Comps Reading: <i>M. Glaser - ...What I Have Learned</i> <i>Kalle Lasn: Ad Buster</i> <i>First Things First</i> Homework: Commemorative Project
4	Fr 2.15	In-Class: Year of Birth Comps Reading: <i>Laws of The Letter - E. Lupton</i> <i>NDTP - Chaps. 9,11,12 & 13</i> GDT - Refining the Creative Brief Homework: ID ReDesign Comps	9	Fr 3.22	DUE: Commemorative Project - Check 2 In-Class: Commemorative Project Comps Homework: Commemorative Project
5	Fr 2.22	CRITIQUE: Year of Birth In-Class: Design Process Reading: <i>NDTB - Chaps. 4 - 7</i> <i>Language of Vision - E. Lupton</i> GDT - Visual Brain Dumping Homework: Commemorative Project Comps	10	Fr 3.29	In-Class: Commemorative Project Comps Homework: Commemorative Project Comps
			11	Fr 4.5	In-Class: Commemorative Project Comps Homework: Commemorative Project Comps
			12	Fr 4.12	Screening: TBD Homework: Commemorative Project
			13	Fr 4.19	CRITIQUE: Commemorative Project DUE: Commemorative Project Sketchbook Alphabet Book Due Word Exercises

BOLD = PROJECT DUE / CRITIQUE