

# DESIGN PROCEDURES

Academic Year

**2008/09**

Lecturer

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# Course Outline

## Description

Throughout this course students should establish a practice that leads to successful final project development in all areas of visual communications. The process is a blueprint that guides us in creative strategy from the first handshake to the final product. This module is designed to provide the underpinning knowledge of strategic digital workflow including the technologies and procedures for inputting text and graphics, processing and outputting in a variety of formats suitable for publishing printing and electronic distribution. At its core the course focuses on thinking and thinking as a skill that can be thought and develop.

## Objectives

On completion of this module you will be able to: Explain the connection between the creative and production processes in digital work flows; Analyze file formats and image processing according to output requirements; Evaluate transmission systems, management system and archiving of digital assets. File management, back-up and archiving systems.

## Evaluation

### Critiques

Critiques are a vital part of learning design. There is much to be learned from reviewing the work of your colleagues: learn from their designs' strengths and weaknesses. Critiques also provide the opportunity to put your concept into words, and to help you learn how to speak intelligently and knowledgeably about your designs. Additionally, the instructor and your classmates may bring fresh insights and perspectives to your work that provides valuable feedback.

### Design Process Book

During this course, students are expected to follow the basic design process. This research, analysis, development, and implementation process is integral to effective and unique visual problem solving. You will need to archive your individual design process by neatly organizing and presenting your work in a design process book that will be turned in along with the final project for grading. This design process book may be a sketchbook or a three-ring binder. The book should be no smaller than 8 1/2" x 11". Neatly organize this book by labeling sections for each step of the design process. Insert a copy of the problem statement at the beginning of each your project sections. Label your design process book with your name on the cover and spine. By the end of the semester, you will have an archive record of your complete design analysis activities for each project.

## Creative and production processes

### Research

Preparation and organization are the crucial initial steps in developing a successful project in a proficient manner. To begin, it is necessary to communicate ideas with our clients. We want to know the goals, targeted audience, content, style, and function of the prospective project in order to apply efficient marketing strategies. Communication between us and the client is very important in satisfying the demands of each project.

### Concept

Begin to develop from the initial research of a project. Creative process generally begins with limitless nothingness -- a blank sheet of paper or computer screen. Under the guidelines of the project's demands, ideas form from churning creative energy.

A mental construction begins with shapes and forms orchestrated to create a visual image representing the message, characteristics, and objectives of the job. This problem solving stage generates the various directions. These ideas are presented to the client as thumbnails and compositions. At its core the course focuses on thinking and thinking as a skill that can be thought and develop.

### Design Production

Based on preliminary discussions, agreements, and concepts the project is now ready to enter the production phase. Upon further review, the more successful conceptions are created on the computer allowing the client to visualize more clearly the evolving characteristics, traits, and personality. Such elements as color, layout, typeface, graphics, illustrations, photography, etc. are explored to best represent the project. Throughout the design phase, our client's feedback and approval is necessary and appreciated.

Final production begins once a definitive direction is approved. Our expertise in final product development is implemented during this stage. The layout and mechanics of the project are considered and tested for final execution. For professional print and web projects many variables are determined and addressed.

Print projects involve layout, resolution, ink, paper, and final printer mechanicals. Web projects involve custom programming solutions (such as html, java script, cgi-perl, Flash action script, and etc.), expertise in resolution, file formatting, forms, database management, and etc. While print design requires the final service of a commercial printer, web-design depends on the integration of computer programming and the layout of images and text to appear in a web browser for user interactivity.

## Week by Week

### Week 1

#### **Lecture**

Lecture presentation on the creative and production processes in graphic design. Each student receives a topic in which they research and present . Presentations are done each week .

(20% of overall grade)

#### **Assignment 1: Promotion Budget**

Assignment given to produce promotional items for your favorite recording artist's new single. The items may include promotion for Billboards, News paper, Television and a written project procedure consisting of the development, cost and technical requirements of the project. You are required to use no more than one colour for the design or designs.

### Week 2

#### **Lecture**

Lecture presentation on the principles of newspaper design.

#### **Assignment 1: Promotion Budget**

Work on assignment in the second session of the class.

### Week 3

#### **Lecture**

Lecture presentation on trapping, and other file registration principles such as Knockout, and Overprinting.

#### **Assignment 1: Promotion Budget**

Hand in assignment.

# VISUAL COMMUNICATION 1

## Week by Week (cont)

### Week 4

**Lecture: Presentation on Colour Management**

Colour Management in Adobe application and basic steps for producing consistent colour.

### Week 5

**Lecture**

Presentation on PDF work flow.

### Week 6

**Lecture**

Presentation on how to use a safe CMYK workflow.

### Week 7

**Lecture**

Lecture presentation on Colour Managing documents for online viewing.

### Week 8

**Lecture**

Presentation on colour separation in Adobe applications.

### Week 9

**Lecture**

Review of key topics such as work flow and colour management.

### Week 10

**Quiz**

Fifteen multiple choice style questions on the topics covered during lecture series.

# VISUAL COMMUNICATION 1

## Week by Week (cont)

### Week 11

#### Lecture

File archiving and how to back up files.

### Week 12

#### Lecture

Working in a remote environment

### Week 13

#### Lecture

Review of of past lectures and projects

### Week 14

#### Quiz

Fifteen multiple choice style questions on the topics covered during lecture series.

### Week 15

#### Exams

# VISUAL COMMUNICATION 1

## Rubric

	<b>Unacceptable</b>	<b>Fair</b>	<b>Acceptable</b>	<b>Excellent</b>
<b>Participation 20%</b>	Work very well in collaborative project and always completes individual project on time. Shows initiative in independent and assigned research.	Work well enough in group projects and often complete individual project on time. Occasionally does the assignment research.	Only manages to work in an averagely Satisfactory level in collaborative projects and occasionally completes individual projects on time.	Does not work well in collaborative projects and rarely completes individual projects on time. Never does the assignment research and does not participate in discussion.
<b>Experimentation 10%</b>	High level of creativity in the approach to each project. Investigate learned and new ideas through work and experiment.	Shows creativity in approach to each assignment. Seek to investigate only learned ideas, as well as completing the given task.	Seeks only to complete the given task using assignment guidelines.	Does not use class discussions and guidelines to approach each assignment guidelines to complete the given task.
<b>Content Absorption/ Quiz 40%</b>	Shows integration of ideas with technical skills. Able to analyze well based on a thorough understanding and familiarity with the material.	There is good integration of ideas with technical skills. There is a general understanding of the content and student is able to discuss and analyze based on a good level of familiarity with the material.	There is some integration of ideas with technical skill. There is a basic understanding of the content and student is able to discuss.	There is not much integration of ideas with technical skills. Very little understanding of the content and student is not able to discuss the material
<b>Technical Skill / Presentation 30%</b>	The student is able to effectively communicate his/her ideas through the use of media. Quite competent at using the software and exhibit considerable growth and experience in its use since the course began.	The student is able to communicate his/her ideas through the use of media. Sufficiently competent at using the software and exhibit considerable growth and experience in its use since the course began.	The student is sometimes able to communicate his/ her ideas through use of media and is slightly competent at using the software.	The student struggles to communicate his/her ideas through media. Not very competent at using the software and exhibit very little experience or growth in its use.