VISUAL COMMUNICATION 1

Academic Year

2008/09

Lecturer

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Course Outline

Description

Introduction to basic layout and typography as the fundamental language to graphic communication. Students build on the ability to manipulate visual content to create derivative form. Issues of hierarchy, audience, context and research are investigated and applied.

Objectives

Upon successful completion of this course the student will have:

1. Demonstrated the ability to manipulate basic visual elements of design using techniques and principles or organization;

2. Developed an effective formal design process of analysis, exploration, refinement and executive applied to specific derivative design problems;

3. Demonstrated skills in visualization techniques for design.

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.

Week by Week

Week 1

Lecture

- Creative Brief
- Mind Mapping
- Time Management
- Stress Management
- History of Design

Assignment 1: TVJ Branding

Week 2

Lecture

- History of Design
- Mind Mapping (cont.)
- Abstraction

Assignment 1: TVJ Branding

- Creative Brief due

Week 3

Lecture

- History of Design
- Design Theory

Assignment 1: TVJ Branding

- Revised Creative Brief due
- Mind Map due
- Sketches due

Week by Week (cont)

Week 4

Lecture

- Design Theory
- Design Resources

Assignment 1: TVJ Branding

- Comprehensives due

Week 5

Lecture

- Motion Graphics
- Typography
- Design Theory

Assignment 1: TVJ Branding

- Final Logo due
- On Screen Graphics sketches\comps due

Week 6

Lecture

- Interior Design
- Design Theory

Assignment 1: TVJ Branding

- Final Critique

Assignment 2: Restaurant Design

Week 7

Lecture

- Environmental Graphics
- Typography (cont.)

Assignment 2: Restaurant Redesign

- Creative Brief due
- Mind Map due
- Logo Sketches due

Week by Week (cont)

Week 8

Lecture
- Design Theory
- Book and Brochure Design

Assignment 2: Restaurant Redesign
- Logo Comprehensives due
- Menu Sketches due
- Packaging Sketches due

Week 9

Lecture
- Interior Design Sketching Techniques
- Presentation

Assignment 2: Restaurant Redesign
- Final Logo due
- Menu Comprehensives due
- Interior and Exterior sketches due

Week 10

Assignment 2: Restaurant Design
- Final Critique

Assignment 3: Awareness campaign

Week 11

Lecture
- Advertising
- Socially Conscious Design

Assignment 3: Awareness Campaign
- Creative Brief due
- Mind Map due
- Research due

Week by Week (cont)

Week 12

Lecture
- Design Theory
- Eco and Sustainable Design

Assignment 3: Awareness Campaign
- Poster Sketches due

Week 13

Assignment 3: Awareness Campaign
- Poster Comprehensives due

Week 14

Assignment 3: Awareness Campaign
- Final Critique

Week 15

- Exams

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Rubric

		Unacceptable	Fair	Acceptable	Excellent
Development	**Creative Brief**	None provided or no clear objective or background research	Objective stated with moderate background	Adequate research and a logical objective stated	Extensive research and thorough understanding of client's problem and target audience
	Mind Map **Sketches** **Process Book**	Poorly constructed or no mind map presented. Sketches are either not present or have no direction.	Surface level Mind Map, does not properly explore idea-space, Adequate number of sketches but fail to connect to creative brief	Mind map adequately explores visual concepts while thorough sketches create strong comprehensives.	Mind map extensively explores visual concepts while sketches reflect a deep exploration of various design directions
Creativity & Output	**Design**	No balance or focal point, poor use of typography, no consistency or repetition	Clear focal point, but not balanced, questionable achievement of objective	Design inline with stated objective, balance and consistency present	Creative execution, design reflects a strong knowledge of the principles of design and also remains current
	Typography	Text not legible, font choice not fitting	Type does not detract from design, but does not enhance it	Type posses good contrast and blends well with overall design	Creative use of type, emotion and legibility are elegantly balanced
Technical Competence	**Presentation**	Work not mounted, presentation disorganized	Mounted poorly, Process collected but not organized	Cleanly mounted, process book organized	Creative presentation method that supports core idea and objective