

Syllabus

Course

Visual Communication Design One: Origins, concepts and processes of graphic design

Meets

230 West Lake Hall / 16 weeks, 3 credits
Mondays & Wednesdays, 11 a.m.–1:45 p.m.

Instructor

Enrique Colón

Contact

ecolon1@nd.edu
234 West Lake Hall
Tuesdays & Thursdays, 9:30–11:30 a.m.

Course Co-requisites

VCD Software Tutorial: Computing software and technology for designers

Description

This introductory course explores the origins, concepts, and processes affecting traditional and contemporary graphic design. Studio activities introduce and implement computer and print technology for the creation of original design projects.

Goals

The course has three major goals: the **first goal** is to introduce the visual skills of design communication; the **second goal** is to introduce the physical use of materials that aid in the stimulation and presentation of ideas; the **third goal** is to give students a general introduction to the field of graphic design. Visual skills will be gained through a process of problem-solving exercises that will help each student identify the ways imagery communicates in graphic design. Physical skill will be introduced through the use of a variety of tools and materials. Topics we will discuss include design's history, philosophy, and current practice.

Textbooks

Becoming a Graphic and Digital Designer: A Guide to Careers in Design by Steven Heller and Véronique Vienne and **Graphic Design Referenced** by Bryony Gomez-Palacio and Armin Vit are the required texts for this class

Evaluation

Each assignment, accompanied by a handout, will be introduced by the instructor. The goals and materials will be specific and evaluation of success will be based on the achievement of those goals and handling of the materials. Developmental work toward final solutions to problems will be critiqued and collected. In addition to serving as part of the basis for the specific project's final grade, these pieces will be considered as part of your class participation.

DESN 20101-01
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230 West Lake Hall
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9:30–11:30 a.m.

Attendance

Students are expected come to every class on time and fully prepared. Three (3) absences are allotted to accommodate for routine illness, car trouble, etc. **More than three absences will result in significant grading penalties.** As process (class activity) is as important as product (the material solution), absences beyond five will be unacceptable for any grade and the course must be retaken to receive credit. Absences on dates when projects are due or days in which a critique is scheduled are unacceptable. Prolonged illness should be verified by a physician and may require the student to withdraw from class if he/she cannot complete work in a timely manner.

Furthermore, three (3) late arrivals or early departures are equivalent to 1 absence. Any late arrival beyond 15 minutes after class has begun is equivalent to 1 absence.

If you know you will be missing class, please contact your classmates for your assignment before the absence. It is your responsibility to get your assignment from a classmate so that you are prepared for the following class session.

Deadlines

In order to prepare you as professional designer, students will be required to meet all deadlines. All assignments are due at the beginning of the specified class period, without exceptions. **Late work will not be accepted.** If you feel that you have a consistent problem with meeting deadlines, I will be happy to help you develop a strategy for increasing your efficiency.

Supplies

The following supplies will be used over the course of the semester. You may already own some of these items from previous classes: 18" non-skid metal ruler; An X-acto knife with #11 replacement blades (minimum 50); Kneaded eraser; Drawing pencils (H, HB, 2B); White bond paper (8.5" x 11"); Artist tape; Black markers (Sharpies); White mat or Illustration Board; 8.5" x 11" (or larger) notebook; 12" x 18" (minimum) self healing cutting mat. The following items are optional, but may prove to be useful during the semester: chisel-tip Sharpies; a sturdy portfolio or carrying case for supplies. The following items are provided: #934 Gray Crescent mat board; Balsa wood. If you are interested in having access to a locker in West Lake Hall, contact Professor Anne Berry.

Lab Fee

The course has a lab fee of **\$30 per student** which is made payable to "Notre Dame Art Department" and will be used to buy necessary items that will be purchased in bulk and distributed to the class.

Software Tutorial

As you are aware, Visual Communication Design One is accompanied by a one-credit co-requisite tutorial class, which will take place on Tuesday evenings from 8:30 to 10 p.m. This course will improve your understanding of and facility with various aspects of the Adobe software (Illustrator, InDesign and Photoshop).

Events

Several guest speakers will visit Notre Dame during the semester. Some of the presentations may occur during this class' scheduled meeting time, while others will occur outside of class time. Please make every effort to attend these valuable events. The list of guest speakers includes Paula Bodnar '90 of Bodnar Design Consultancy. Graphic design-related field trips being planned include a visit to various design firms/agencies in South Bend and a field trip to Mossberg Printing Company in South Bend.

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Honor Code

The University has a responsibility to promote academic honesty and integrity. It is expected that all work will be the students' original creation utilizing appropriate citation of sources and acknowledgment of collaborators. The Design program will not tolerate plagiarism in any form. Plagiarism is the use of words, images, or ideas without clearly acknowledging the source of the information. Common instances of plagiarism include the use of words—directly or paraphrased—without citation, submitting the same work for multiple courses without prior consent, or using images, video or audio without proper permission or consent. Everyone—faculty and students alike—is expected to abide by the University's Academic Code of Honor pledge.

Any student suspected of plagiarism will face disciplinary action in accordance with the established policies of the University. Please refer to the following link for more information: **honorcodel.nd.edu**

Disability Services

It is the policy and practice of the University to provide reasonable accommodations for students with properly documented disabilities. Students who have questions about the Office of Disability Services or who have, or think they may have, a disability are invited to contact the Office of Disability Services for a confidential discussion in the Sara Bea Learning Center for Students with Disabilities or by phone at 574-631-7157. Additional information can be found at **disabilityservices.nd.edu**.

Classroom Policies

You and your classmates constitute a community. In order to create a comfortable and productive environment, everyone is expected to respect a few basic principles:

- Everyone must participate in discussions and be respectful during critiques
- Cell phones, texting, iPods/headphones are not allowed *during* lectures.
- Use of *social media* is *strictly prohibited* while class is in session.
- Snacks and drinks are allowed in the classroom (as long as they are not distracting), but *prohibited in the computer labs*.
- Working on outside projects during class is strictly prohibited and may result in disciplinary action.

Refusal to follow these policies will result in the student being asked to leave the classroom and marked absent for that day. Depending upon circumstances and severity of the offense, additional disciplinary measures may be taken.