
GRAPHIC DESIGN STUDIO in Fall 2020 (CM2080)

Course Code	CM2080	Professor(s)	Tatiana Grigorenko
Prerequisites	None	Office Number	Via Teams
Class Schedule	M: 10:50-12:25 in C-302 M: 10:50-12:25 in MN-16 R: 16:20-17:55 in C-302 R: 16:20-17:55 in MN-16	Office Hours	Via Teams, Monday afternoons
Credits	4	Email	tgrigorenko@aup.edu
Semester	Fall 2020	Office Tel. Ext.	

Course Description

In this course, students will be introduced to graphic design principles and learn to apply these principles through hands-on exercises and projects. Beginning with a global overview of the history of graphic design, students will gain an understanding of, and visual literacy in, graphic design “cultures” from around the world. After working out their ideas through hands-on “analog” exercises, they will have the opportunity to apply and further develop their skills digitally, through the use of Adobe Photoshop. Focusing on the interaction of text and image, students will learn how these elements can be used as effective conduits of information and communication.

Course Learning Outcomes

General Education

GLOBAL COMMUNICATIONS MAJOR’S LEARNING OUTCOMES (the course also achieves):

MLO1: Demonstrate knowledge of the history of communication practices and technologies and

of the development of Communication, Cultural, or Media Studies as academic disciplines. (discussion question written responses, class discussion participation and midterm exam)

MLO2: Demonstrate knowledge of communication media, or cultural studies' theoretical foundations and its recent developments. (discussion question written responses, class discussion participation and midterm exam)

MLO3: Demonstrate understanding of and a capacity to compare communication, media, and cultural practices across different national, social, and cultural contexts. (discussion question written responses, class discussion participation and midterm exam)

MLO5: Learn and demonstrate skills important to careers in communication, media, and cultural professions. (Practical design exercises and design project assignments)

Course Outline

Week I – September 24th

Course Overview and objectives, student goals and past experience

PBS video, Off-Print: Graphic Design

Lecture: What is Graphic Design?

Assignment (due September 28):

Reading: Lupton, Ellen. *Graphic Design: The New Basics*, p. 6- 114, and discussion response posted to Blackboard

LAB: Submit 1 example of what you consider 'good' design and 1 example of what you consider 'bad' design to Blackboard. Be prepared to explain your choices.

September 30th – last day to drop/add courses online

Week II – September 28 and October 1st

In Class:

Review of student examples for discussion

Lecture: Design Principles I

LAB: Design Exercise

Assignment (due October 5):

Reading: Lupton, Ellen. *Graphic Design: The New Basics*, p. 115- 243, and discussion response posted to Blackboard

LAB: Design Assignments 1 & 2

Week III – October 5th and 8th

In Class:

Critique of Design Assignments 1 & 2

Lecture: Design Principles II

LAB: Design Exercise

Assignment (due October 12th):

Reading: Hollis, Richard. *Graphic Design: A Concise History*. Introduction, chapters 1-6 (pp. 7-67) and Chapter 12 (pp.104-111)

LAB: Design Assignments 3 & 4

Week IV – October 12th and 15th

In Class:

Critique of Design Assignments 3 & 4

Lecture: From Graphic Art to Propaganda

LAB: War and Propaganda Posters

Assignment (due October 19th):

Reading: Richard. *Graphic Design: A Concise History*. Chapters 8-11 (pp.76-103) and 13 (pp.112-129)

LAB: Poster Design Assignment 1: "Propaganda" music poster

Week V – October 19th and 22nd

In class:

Critique: Poster Design Assignment 1: "Propaganda" music poster

Lecture: Lights, Camera, Action! The Cinema Poster

Assignment (due October 26):

Review for mid-term exam (October 26th)

October 28th, Mid-semester

Week VI – October 26th and 29th

In class:

Midterm Exam: October 26th: Graphic design terminology, major movements, etc.

October 29th: The Cinema Poster, Lecture and Lab

Assignment (due November 2):

Reading: Richard. Graphic Design: A Concise History. Chapters 14-17 (pp. 130-178)

LAB: Poster Design Assignment 2: Cinema Poster

Week VII – November 2nd and 5th

In class:

Critique: Poster Assignment 2: Cinema Poster

Lecture: Modernism

LAB: Introduction to the Photoshop environment, working with layers

Assignment (due November 9):

Reading: Richard. Graphic Design: A Concise History. Chapters 18-20 (pp.179-223)

LAB: LinkedIn tutorial 1: Photoshop. Exercises submitted to Blackboard

Week VIII – November 9th

Lecture: New Technology, New Techniques

Assignment (due November 16):

Reading: Lupton, Ellen. Thinking with Type, Chapter 1 and discussion question submitted to Blackboard.

LAB: Lynda.com tutorial 2: Photoshop. Exercises submitted to Blackboard.

November 11th to 13th, fall break (no classes)

November 16th, Mid-semester grades due

Week IX – November 16th and 19th

In class:

Lecture: Typography

LAB: Typographical book cover design

Assignment (due November 23):

Reading: Lupton, Ellen. Thinking with Type, Chapter 2 and discussion question submitted to Blackboard.

LAB: Poster Assignment 3: Book cover

Week X – November 23rd and 26th

In class:

Critique: Poster Assignment 3: Book cover

LAB: Poster design in Photoshop I

Assignment (due November 30):

Reading: Lupton, Ellen. Thinking with Type, Chapter 3 and discussion question submitted to Blackboard.

LAB: Music poster, digital version

November 27th, last day to withdraw from a course/ last day to choose credit/no credit option

Week XI – November 30th and December 3rd

In class:

Critique: Music poster, digital version

LAB : Poster design in Photoshop II

Assignment (due December 7):

LAB: Cinema poster, digital version

Final project proposal submission

Week XII – December 7th and 10th

In class:

Critique: Cinema poster, digital version

LAB : Poster design in Photoshop III

Assignment (due December 21):

Book cover, digital version

Final project and poster, analog and digital

December 11th, last day of classes

December 12th - 15th, reading days

FINAL Critique: Dec. 21st 8-10pm

Final project presentations

Textbooks

This course doesn't have any textbook.

Attendance Policy

ATTENDANCE POLICY:

Students studying at The American University of Paris are expected to attend ALL scheduled classes, and should contact their professors to explain the situation. It is the student's responsibility to be aware of any policy that a faculty member might have set in the course syllabus. The French Department, for example, has an attendance policy, and students are responsible for compliance. Academic Affairs will excuse an absence for participation in study trips related to their courses.

Covid-19 temporary amendments:

Students studying at The American University of Paris are STILL EXPECTED TO ATTEND ALL scheduled

Covid-19 pandemic, students will have the option of attending classes remotely when special circumstances arise, such as when students are placed under quarantine by the French authorities or by their doctor, or when students are ill with Covid-19 and are directed, by their doctor or the AUP Health Office, to remain home. It is still the student's responsibility to be aware of any specific attendance policy that their professor might have set in the course syllabus. In particular, students attending remotely from distant Time Zones should check with their professors about the specific attendance policy for remote learners.

Attendance at all critiques is mandatory.

In all cases of missed course meetings, the responsibility for communication with the professor, and for any missed work, rests solely with the student.

Whether an absence is excused or not is ALWAYS up to the discretion of the professor or the department. Excessive absences can result in a low or failing participation grade. In the case of excessive absences, it is up to the department to decide if the student will receive an "F" for the course. An instructor may also recommend withdrawal, if absences have made it impossible to continue in the course at a satisfactory level.

Students must be mindful of this policy when making their travel arrangements, and *especially during the exam periods*.

ADDITIONAL ATTENDANCE POLICY:

Students are expected to attend *all* scheduled classes, but a total of *three absences* will be tolerated in the semester. Students must arrive before roll call to be considered present. Two latenesses count as one absence. After three absences, a student's course grade is lowered by a third of a letter grade (e.g. B becomes B-). **After four absences, the student receives a failing grade.**

Grading Policy

Grades are determined based on the following criteria:

- Individual progress
- Class participation and attendance, including participation in critiques and discussions
- Technical proficiency
- Execution: quality of work
- Effort and improvement throughout the course

All work must be completed and ready for critique at the start of class. Work being

completed during class critique time will be marked late and will not be critiqued.

Final Grades will be assessed as follows:

Class participation, in-class discussions, readings, online responses and critiques: 20%

Analog-produced posters and assignments: 20%

Midterm Exam: 20%

Digitally-produced poster assignments and video tutorials: 20%

Final Project and Portfolio: 20%

Other

EXPECTATIONS:

First and foremost you will be expected to work hard. You will be expected to show progress in the assigned amount of work for your critiques and weekly assignments. You will be expected to participate in critiques and talk about your own and others' work thoughtfully. Finally you will be expected to do all reading assignments and participate in discussions.

Expect to spend more time on your class work outside of class as in it (i.e. 5-6 hours per week). Budget your time wisely. Don't hesitate to contact me if you have any questions or need additional help. My email address is listed at the top of this page. Please also be sure to take advantage of peer tutoring, provided free of charge through the AUP Academic Resource Center (ARC).

REQUIRED MATERIALS:

- Notebook/sketchbook
- 2 USB Flash drives or transportable hard drives (make sure it is labelled with your name and contact)
- paper, glue stick, ruler, scissors, tracing paper
- other craft materials as needed

SOFTWARE:

Mathieu Motta of AUP ITS will provide registered students with an Adobe Creative Suite (Photoshop, InDesign, Illustrator) account, free of charge. You must email him to request an account at: mmotta@aup.edu. In addition, AUP has a subscription to LinkedIn tutorials, which are a fantastic resource for extra practice and review of techniques learned in class. Video tutorials will be assigned regularly for homework.

CLASS PARTICIPATION, IN-CLASS AND OUTSIDE WORK:

Active participation is essential to the success of the class. Class will be structured as a professional working environment and outside work between classes will be required and must be turned in at the beginning of each class. Keep notes in an organized notebook!

ELECTRONIC DEVICES:

To avoid unnecessary distractions and encourage strong class participation, all electronic devices (mobiles, tablets, laptops, etc.) must be turned *off* and put away during class time. Students found using such devices will be marked as absent, receive no credit for participation on the date of use, and may be asked to leave.

DATA LOSS:

All your work must be saved and backed up. Digital information does not exist unless it is saved in at least two locations. Data loss for any reason is not an excuse for missing assignments. Do not rely on the data drives in the labs – the drop boxes and servers get cleaned frequently.

Backup on an external drive.