
VISUAL DESIGN PRACTICUM in Spring 2021 (CM5080)

Course Code	CM5080	Professor(s)	Tatiana Grigorenko
Prerequisites	None	Office Number	Grenelle 4th floor
Class Schedule	R: 15:20-18:15 in Q-704	Office Hours	By Appointment
Credits	4	Email	tgrigorenko@aup.edu
Semester	Spring 2021	Office Tel. Ext.	TBA

Course Description

The Visual Design Practicum is an intensive introduction to the basics of design principles for a variety of communications strategies. Regardless of whether you plan to work in advertising, NGOs, branding, global advocacy or any other field of communications, design literacy is an increasingly essential skill, indispensable for the effective communication of your organization's message. Students will gain an appreciation of graphic design; learning how typography, color, composition, photography, illustration, etc. work together to produce effective conduits of information. Through hands-on lab time with step-by-step instruction, students will learn the fundamentals of working with the Adobe Creative Suite in order to create their own brand and its accompanying visuals. Presentations by professionals working in various fields of design and communications will familiarize students with their first-hand experiences.

Design literacy is essential to all areas of communication, whether in traditional print, digital media, websites or video. This class will focus specifically on the relationship between image and text, providing students with a solid foundation for any further study of graphic or web design they may wish to undertake in the future, as well as training students to interact effectively with professional designers. The class will be comprised of lectures on the fundamentals of design, presentations by and workshops with working professionals, and hands-on lab time to learn practical technical skills as applied to students' individual branding projects.

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.

REQUIRED MATERIALS:

- Notebook/sketchbook
- USB Flash drive or transportable hard drive (make sure it is labelled with your name and contact)
- Portfolio for final branding project

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 Lynda tutorials, which are a fantastic resource for extra practice and review of techniques learned in class. Video tutorials will be assigned regularly for homework.

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. Do not rely on the data drives in the labs – the drop boxes and servers get cleaned frequently. **Backup on an external drive.**

Course Learning Outcomes

Gained an appreciation for and an understanding of graphic design and its role in effective communication

Developed overall design literacy: students will acquire and improve their skills in using design software (i.e. the Adobe Creative Suite) and learn to express their ideas effectively through visual means.

Learned essential design terminology and developed their ability to express verbally why certain designs are or are not effective, giving constructive advice on how a design can be improved.

Created a brand identity and designed the accompanying visual material as part of a professional-quality final portfolio.

General Education

GRADUATE PROGRAM LEARNING OBJECTIVES

The course also meets the following learning outcomes of the MAGC program:

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- Be aware of key issues in debates about globalization and their relationship to forms of global media and culture (Course LO's 1 and 3)
 - Develop critical perspectives on major concepts and theories in media studies, communication, cultural studies (Course LO's 1 and 3)
 - Develop practical competence in a field of contemporary communications (Course LO's 2 and 4)

Course Outline

Schedule is subject to change

Week I: Sept. 5

In class:

Course Overview and objectives, student goals and past experience

PBS video, Off-Print: Graphic Design

Lecture: What is Design?

Assignment:

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

Week II: Sept. 12

In Class:

Review of student examples for discussion

Lecture: Design Principles I

LAB: Introduction to the Photoshop workspace, working with layers in Photoshop

Assignment:

Lynda.com tutorial: making selections

LAB: Design Assignments 1 & 2

Week III: Sept. 19

In Class:

In-class critique of design assignments 1 & 2

PBS video, Off-Print: Book Art and PBS video, Off-Print: Typography

LAB: Making selections in Photoshop

Assignment:

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

LAB: Re-design an existing poster, using layers and elements you have selected from other sources

View “Helvetica”, a film by Gary Hustwit

Week IV: Sept. 26

In class:

In-class critique of student posters

Discussion of “Helvetica”

LAB: Introduction to Illustrator

Assignment:

Reading: Lupton, Ellen. *Thinking with Type*, Section I: Letter, and discussion response posted to Blackboard

Lynda.com tutorial: Introduction to Illustrator

Week V: Oct. 3

In class:

TYPOGRAPHY WORKSHOP with visiting guest lecturer Laura Yates (date to be confirmed)

LAB: working with text in Illustrator and InDesign

Assignment:

Reading: Lupton, Ellen. *Thinking with Type*, Section II: Text, and discussion response posted to Blackboard

LAB: Designing a business card

Week VI: Oct. 10

In class:

In-class critique of student business cards

Lecture: Design Principles II

LAB: Working with text in Illustrator

Assignment:

Reading: Lupton, Ellen. *Thinking with Type*, Section III: Grid, and discussion response posted to Blackboard

Lynda.com tutorial: working with text in illustrator

LAB: Submit a written brand identity brief to Blackboard. Logo brainstorming exercise, select 5 successful logo examples and draft a new logo design for your brand.

Week VII: Oct. 17

In class:

In-class critique of Logo brainstorming exercise, discussion of student-selected logos and new logo drafts

PBS video, Off-Print: The Art of Logo Design

LAB: in-class lab time to work on logos and for individual help

Assignment:

Reading: Bleicher, Steven. *Contemporary Color: Theory and Use*. Ch. 6, Digital Color, p. 103-144 and Ch. 9, Color in Design, p. 161-176, and discussion response posted to Blackboard

LAB: Designing a new logo, part 2

October 18 -- Mid-semester grades due

Week VIII: Oct. 24 (class to be rescheduled)

In class:

PBS video, Off-Print: The Art of Film and TV Title Design

In-class critique of student AUP logos

PBS video, Off-Print: The Effect of Color

Lecture: Color

LAB: Working with Photos in Photoshop

Assignment:

Reading: Photoshop handouts

Lynda.com tutorial: working with photos in Photoshop

LAB: Edit two photos with all necessary adjustment layers and sharpening

Fall Break: October 30 - November 3, no classes

November 4: Last day to withdraw or choose credit/no credit option

Week IX: Nov. 7

In class:

In-class critique of student photos

PBS video, Off-Print: The Art of Web design

Lecture: Grid Principles

LAB: Website layout and wireframes

Assignment:

Lynda.com tutorial: designing wireframes for website layouts

LAB: design your website layout wireframe, in Photoshop

Armistice Break: November 11 - 12, no classes

Week X: Nov. 14

In class:

In-class critique of website wireframes

LAB: website layout in Photoshop

Assignment:

Lynda.com tutorial: Creating a web-site mock-up in Photoshop

LAB: design your own web-site mock-up, in Photoshop

Week XI: Nov. 21

In class:

In-class critique of student website homepage mock-ups

LAB: In Design basics, brochure design

Assignment:

Lynda.com tutorial: In Design basics

LAB: Design your brochure, in InDesign

Week XII: Nov. 28

In class:

Lecture: Grids and Hierarchies

LAB: In Design, beyond the basics

Assignment:

Lynda.com tutorial: In Design basics 2

LAB: Design your brochure, in InDesign, part 2

Week XIII: Dec. 5

In class:

Work Day

Assignment:

Complete your design portfolio

Reading days: December 7 - 11

Week XIV: Dec. 12

FINAL EXAM, Branding Design Portfolio Presentations and Critiques

Textbooks

This course doesn't have any textbook.

Attendance Policy

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

Attendance at all exams is mandatory.

IN ALL CASES OF MISSED COURSE MEETINGS, THE RESPONSIBILITY FOR COMMUNICATION WITH THE PROFESSOR, AND FOR ARRANGING TO MAKE UP 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. Unexcused absences can result in a low or failing participation grade. In the case of excessive absences, it is up to the professor or the department to decide if the student will receive an "F" for the course. An instructor may recommend that a student withdraw, 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 Drop/Add and Exam Periods.

ADDITIONAL POLICIES:

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.

ATTENDANCE:

Please note that because of the intensive nature of this class and the large amount of material to be covered, no more than one absence will be tolerated. Two absences will result in a lowered grade, and three absences are grounds for failure. You are responsible for making up any in-class exercises missed due to an absence and for getting notes from your classmates. As a courtesy, you are requested to email me 24 hours in advance if you know you will be absent for any reason. A student must arrive before roll call to be considered present.

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.

Grading Policy

The **grading policy** is based on the following criteria:

Concept

Technical facility

Execution

Individual progress

Ability to express yourself clearly and constructively, both verbally and in written work

Attendance, attitude and participation

Final Grades will be assessed as follows:

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

Weekly readings and responses on Blackboard (200 words), due the day before class: 10%

Project assignments and video tutorials: 20%

Studio/In-class projects: 10%

Final Projects: Brand logo, website mock-up, brochure and oral presentation: 40%

Other
