

# Graphic *Design* 1

## COURSE OUTLINE

**MCC, VaPA Department—Fall '07**

**Graphic Design I**, 3 credits

**Instructor: Marjorie Crum, MS, BFA**

**COM 112-300:** F 9:00–11:50 AM

**Contact Information:**

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**Office Hours**

Subject to change; see schedule on syllabus or check office door for most up-to-date information.

Wk. 1  
Sept. 3

Lectures

- Introduction, course overview, review syllabus and agreement
- Basic definition of graphic design, general discussion about real-world use of design

Handouts

- Course outline
- Materials List
- Exercises/Project packet
- Readings packet

Assignment(s) **Due**

- Sketch Journal project assigned. Homework: purchase a sketch book/journal (small) and select a visual problem to solve. Submit a typed sheet describing problem at the next class.
- Word Project Assigned

Read

- “Graphics Discuss: What is design for?” *Creative Review*, Patrick Burgoyne

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Wk. 2  
Sept. 10

Lectures

- Review Burgoyne reading
- *Design: Applying the Elements* DVD
- Discuss Sketch Journal visual problems

Assignment(s) **Due**

- Sketch Journal design problem **DUE**
- Word Project sketches **DUE**
- Demonstration materials assigned to bring in next class

Read

- Textbook, *Becoming a Graphic Designer*, by Steven Heller and Teresa Fernandes (pgs. 1–69)

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Wk. 3  
Sept. 17

Lectures

- Review textbook reading
- Typography as Image
- Mounting and cutting foamcore and presentation demonstration

Assignment(s) **Due**

- Word Project **DUE**—digital review of refined concepts

Read

- “Enhancing the Message” *Contract*, Katie Weeks
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Wk. 4  
Sept. 24

Lectures

- Review Weeks reading
- Discuss Personal Event project

Assignment(s) **Due**

- Word Project critique
- Personal Event project assigned

Read

- Textbook, *Becoming a Graphic Designer*, by Steven Heller and Teresa Fernandes (pgs. 70–139)

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Wk. 5  
Oct. 1

Lectures

- Review textbook reading
- Image as Idea

Assignment(s) **Due**

- Personal Event project text script and sketches **DUE**
- Sketch journal first review—digital, need 16–20 pages

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Wk. 6  
Oct. 8

Work in Class

- *Graphic Design: What's in a Logo?* DVD

Read

- Textbook, *Becoming a Graphic Designer*, by Steven Heller and Teresa Fernandes (pgs. 140–231)

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Wk. 7  
Oct. 15

Lectures

- Review textbook reading

Assignment(s) **Due**

- Personal Event digital review **DUE**

Read

- “The Otaku Design Generation” *Communication Arts: Interactive Annual*, by Michael Fitzpatrick

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Wk. 8  
Oct. 22

Lectures

- Review Fitzpatrick reading

Read

- Textbook, *Becoming a Graphic Designer*, by Steven Heller and Teresa Fernandes (pgs. 232–332)

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Wk. 9 Oct. 29	<p>Lecture</p> <ul style="list-style-type: none"> <li>• Review textbook reading</li> <li>• Visual Advocacy and the Poster</li> <li>• Discuss Historical Event Poster project</li> </ul> <p>Assignment(s) <b>Due</b></p> <ul style="list-style-type: none"> <li>• Personal Event project critique</li> <li>• Historical Event Poster project assigned</li> </ul> <p>Read</p> <ul style="list-style-type: none"> <li>• “I’m an Artist, But Not the Starving Kind” Newsweek, J. D. Jordan</li> </ul>
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Wk. 10 Nov. 5	<p>Lectures</p> <ul style="list-style-type: none"> <li>• Review Jordan reading</li> <li>• <i>Design</i> DVD</li> </ul> <p>Assignment(s) <b>Due</b></p> <ul style="list-style-type: none"> <li>• Historical Event Poster research synopsis, headlines, and grid structure <b>DUE</b></li> <li>• Sketch journal project second review—digital, need 32–40 pages</li> </ul>
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Wk. 11 Nov. 12	<p>Work in Class</p> <ul style="list-style-type: none"> <li>• Historical Event Poster sketch review and digital work begins</li> </ul> <p>Assignment(s) <b>Due</b></p> <ul style="list-style-type: none"> <li>• Historical Event Poster project sketches <b>DUE</b></li> </ul>
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Wk. 12 Nov. 19	<p>Thanksgiving, No Classes</p>
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Wk. 13 Nov. 26	<p>Work in Class</p> <p>Assignment(s) <b>Due</b></p> <ul style="list-style-type: none"> <li>• Historical Event Poster project digital review</li> <li>• Sketch journal project <b>DUE</b>: drop pdf version in teacher station drop box, use file convention described in project synopsis</li> </ul>
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Wk. 14 Dec. 3	<p>Work in Class</p> <ul style="list-style-type: none"> <li>• Historical Event Poster project refinement</li> </ul>
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Wk. 15 Dec. 10	<p>Last Day of Class</p> <ul style="list-style-type: none"> <li>• Historical Event Poster project critique and presentation</li> </ul>