

GRAPHIC DESIGN WORKSHOP

Course Description

Graphic design is everywhere around you—posters, websites, T-shirts, packaging. It is a medium in which words and images merge to communicate powerful messages. In this hands-on course, students learn creative problem solving techniques and the basics of form and expressive typography. Through projects, students learn to employ narrative and storytelling methods and engage in design research, analysis, documentation, and implementation. Emphasis is placed on the relationship between individual, creative and critical thinking skills and the designer's role within the professional arena. Topics covered include creation of the elements of brand identity programs, such as logos, publications, advertisements, and websites.

Learning Outcomes

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- Demonstrate familiarity with design processes and project-building : research, analysis, deconstruction, experimentation, evaluation, realization.
- Formulate conceptual basis for designs evidenced through studio critique
- Use a basic vocabulary of visual language and typographic terms to both give and respond to critique productively. Including individual evaluation through the instructor and group critique in class.
- Evaluate how typography and its variables are applied to textual content to convey and augment its inherent message.

Understand type as image and its use in conjunction with image to successfully convey a chosen concept or idea.

Skill/ Competency Acquisition

- Mastery of skills, methods, techniques and processes to typeset and manipulate typographic components.
- Ability to understand the structure of the grid, its application and the importance of typographic balance, rhythm and flow in both print and digital media layout.
- Essential set of frameworks and analytical tools to become graphic designer

Deliverables

- 10-minute PowerPoint presentations for leading class discussion
- Production of series of images in various formats.
- Production of a collective book / edition
- Editorial design: Printing, binding, etc. (depending on the form of the project)

Course Outline

This is a tentative schedule as pace and content may change based on students' needs.

Communication is always designed, and design is always a form of communication. This course will consist in an exploration of this intricate relation between design and communication, focusing on graphic and editorial design to develop methodological and practical skills. It is conceived as a series of experiments or « setups » aiming to demonstrate how a design project is built and led to its conclusion: ways of analyzing, ways of thinking, ways of visualizing, anticipating difficulties and solutions. And, most fundamentally, ways of expressing one's point of view and interpretation on a subject while producing « good » design: personal, but argumented, adequate and effective design. Each of these « propositions » / subjects will be apprehended as an editorial project, leading to the production of a range of printed design objects. In this perspective, a strong emphasis will be put on the practical and technical aspects of editorial and graphic project building, using various techniques: what are the available means at disposal? What are the constraints? What is the given timeframe? How do we turn ideas into projects? How do we turn projects into printed and « finished » objects ?

The course will rely heavily on typography and typesetting, general composition concepts and tools (grid, rhythm, color), vector drawing and image tools, as well as pre-press and printing techniques, in a process-oriented and project-driven approach.

It is conceived as a methodological experience in itself, as a studio « space » in which all participants share and work as a team, in which peer-review and discussion are fundamental to the design process, and where challenges and achievements are often as much collective as they are individual.

Theme 1 (Part A) *Sounds and Silence*

Basic methodological concepts and practice : analysis, conceptualization, transposition, interpretation.

Theme 1 (Part B) *Sounds and Silence*

Basic methodological practice : graphic coherence, series.
Introduction to typesetting and typographic composition.

Theme 1 (Part C) *Sounds and Silence*

Basic methodological practice : the notion of graphic system ; narration ; series.
Introduction to general graphic composition.
Creating a digital composition : steps, processes, techniques.
Understanding printing : concepts, processes, possibilities and implications.

Theme 1 (Part C) *Sounds and Silence*

Theme 2 *Wake Up & Smell the Roses*

Basic methodology : writing / presenting.
Typography : meaning, importance, uses. Basic typographic choices and layout.
Forms and composition : codes, symbolics, expressivity.
Printed matter : widening the scope.

Theme 3 *A Matter of Taste*

Basic methodology : irreversibility & focus, writing / presenting.

Typography : meaning, importance, uses. Basic typographic choices and layout.

Images, shapes, pictograms : less is more.

Main project : editorial design

Production of a collective book / edition (Content and details to be confirmed) For this main project, the class will work as a real editorial / creative team, in which each student will be in charge of a specific section of the edition and/or aspect of its production.

Conception : editorial design, discussed collectively

Graphic design : general layout principles, typographic choices, typesetting

Choosing / creating images and illustrations : principles, techniques.

Production : printing, binding, etc. (depending on the form of the project)

Diffusion and presentation : where, how, why ?

FINAL REVIEW : individual evaluation meetings

Grading and Evaluation

Students' ability to meet the course's learning outcomes will be evaluated based on the following criteria:

- Active class participation
- Sequence 1 (Micro projects)
- Sequence 2 (main project)
- Final Review

Grading Standards

Undergraduate

A [4.0; 96–100%]

Work of exceptional quality, which often goes beyond the stated goals of the course

A- [3.7; 91 –95%]

Work of very high quality

B+ [3.3; 86–90%]

Work of high quality that indicates substantially higher than average abilities



B [3.0; 81–85%]

Very good work that satisfies the goals of the course

B- [2.7; 76–80%]

Good work

C+ [2.3; 71–75%]

Above-average work

C [2.0; 66–70%]

Average work that indicates an understanding of the course material; passable
Satisfactory completion of a course is considered to be a grade of C or higher.

C- [1.7; 61–65%]

Passing work but below good academic standing

D [1.0; 46–60%]

Below-average work that indicates a student does not fully understand the assignments;
Probation level though passing for credit

F [0.0; 0–45%]

Failure, no credit

Grade of W

The grade of W may be issued by The New School's Office of the Registrar to a student who officially withdraws from a course within the applicable deadline. There is no academic penalty, but the grade will appear on the student transcript.

Grade of Z

The grade of Z is issued by an instructor to a student who has not attended or not completed all required work in a course but did not officially withdraw before the withdrawal deadline. It differs from an "F," which would indicate that the student technically completed requirements but that the level of work did not qualify for a passing grade. The Z grade does not calculate into the GPA.

Grades of Incomplete

The grade of I, or temporary incomplete, may be granted to a student under unusual and extenuating circumstances, such as when the student's academic life is interrupted by a medical or personal emergency. This mark is not given automatically but only upon the student's request and at the discretion of the instructor. A Request for Incomplete form must be completed and signed by student and instructor. The time allowed for completion of the work and removal of the "I" mark will be set by the instructor.

Undergraduate students: Work must be completed no later than the seventh week of the following fall semester for spring or summer term incompletes and no later than the seventh

week of the following spring semester for fall term incompletes. Grades of "I" not revised in the prescribed time will be recorded as a final grade of "F" by The New School's Office of the Registrar.

Program and Class Policies

- **Responsibility**

Students are responsible for all assignments, even if they are absent. Late assignments, failure to complete the assignments for class discussion and/or critique, and lack of preparedness for in-class discussions, presentations and/or critiques will jeopardize your successful completion of this course.

- **Participation**

Class participation is an essential part of class and includes: keeping up with reading, assignments, projects, contributing meaningfully to class discussions, active participation in group work, and coming to class regularly and on time.

- **Use of computer**

You are strongly encouraged to take notes on paper/notebook.

- **Attendance**

Attendance at all class sessions is mandatory. Each class day consists of two sessions, a morning and an afternoon. After two absences (equivalent to one day), students will be required to meet with an academic advisor and will receive an academic warning. After three absences, students may fail the course.

Independent work to be completed outside of class is assigned each day and is an important part of the program. Students who do not meet the program requirements may be asked to leave the program.

No refund will be issued, and program housing must be vacated immediately. If a student is over 20 minutes late, they are tardy. Two tardies is the equivalent of one absence.

- **Canvas**

Use of the Canvas online learning management system may be an important resource for this class. Students should check it for announcements before coming to class each week.

- **Delays**

In rare instances, I may be delayed arriving to class. If I have not arrived by the time class is scheduled to start, you must wait a minimum of thirty minutes for my arrival. In the event that I will miss class entirely, a sign will be posted at the classroom indicating your assignment for the next class meeting.

- **Academic Integrity**

This is The New School's Statement on Academic Integrity: "Plagiarism and cheating of any kind in the course of academic work will not be tolerated. Academic honesty includes accurate use of quotations, as well as appropriate and explicit citation of sources in

instances of paraphrasing and describing ideas, or reporting on research findings or any aspect of the work of others (including that of instructors and other students). These standards of academic honesty and citation of sources apply to all forms of academic work (examinations, essays, theses, computer work, art and design work, oral presentations, and other projects).”

It is the responsibility of students to learn the procedures specific to their discipline for correctly and appropriately differentiating their own work from that of others. Compromising your academic integrity may lead to serious consequences, including (but not limited to) one or more of the following: failure of the assignment, failure of the course, academic warning, disciplinary probation, suspension from the university, or dismissal from the university.

Every student at Parsons signs an Academic Integrity Statement as a part of the registration process. Thus, you are held responsible for being familiar with, understanding, adhering to and upholding the spirit and standards of academic integrity as set forth by the Parsons Student Handbook.

Guidelines for Written Assignments

Plagiarism is the use of another person's words or ideas in any academic work using books, journals, internet postings, or other student papers without proper acknowledgment. For further information on proper acknowledgment and plagiarism, including expectations for paraphrasing source material and proper forms of citation in research and writing, students should consult the Chicago Manual of Style (cf. Turabian, 6th edition). The University Writing Center also provides useful on-line resources to help students understand and avoid plagiarism. See <http://www.newschool.edu/admin/writingcenter/>.

Students must receive prior permission from instructors to submit the same or substantially overlapping material for two different assignments. Submission of the same work for two assignments without the prior permission of instructors is plagiarism.

• Student Disability Services

Students Disability Services (SDS) assists students with disabilities in need of academic and programmatic accommodations as required by the Americans with Disabilities Act of 1990 (ADA) and Section 504 of the Federal Rehabilitation Act of 1973.

In keeping with the university's policy of providing equal access for students with disabilities, any student with a disability who needs academic accommodations must contact Edward Mills in the Office of Student Life and Advising (located in room 101 in the 45, rue St. Roch, Paris 75001 building), in order to start the process with Student Disability Services (SDS), based in New York. SDS will conduct an intake and, if appropriate, you will be provided an academic accommodation notice for you to bring to me. This letter is necessary in order for classroom accommodations to be provided. Once you provide me with this letter, we will have a private discussion about the accommodations in relation to this course. You may also access more information through the University's web site at <http://www.newschool.edu/student-services/disability/>.

