Be curious · Be engaged

Course Overview
The main objective of this class is to introduce the student to the basic principles, visual language and tools needed to create well crafted and eye catching graphic design. Class discussions will focus on gaining an awareness of how design can persuade, entertain, educate and enhance. Through project based assignments students will learn to brainstorm ideas, research, think critically, self edit, and explore their own creativity within a matrix of parameters. The Adobe Creative Suite CC (InDesign, Illustrator and Photoshop) will be introduced through hands-on demonstrations, on-line tutorials, workshops and assignments.

Requirements, evaluation and grading:
Please arrive on time. If you are late please be considerate to others in the class and slip in quietly. NOTE: I rather have you in class late than not at all. If you need to leave early please let me know at the beginning of class.

Two absences are allowed by the school. Please be aware that class participation can not be made up.

Grades: There is a big learning curve. Class participation, research, concept, commitment and process is valued. I do not give a grade for the first assignment. However, it will count towards your final grade. NOTE: Revisions can be done and handed in at the end of the semester and will count towards the final grade.

A Excellent performance in all areas, work is extra ordinary & excels consistently. *Go to or listen/watch at least 8 talks and exhibitions. Watch and submit summary on the Helvetica.
A- Outstanding performance, work excels in all areas. *Go to or listen/watch at least 5 talks and exhibitions. Watch and submit summary on the Helvetica.
B+ Outstanding performance in many areas. Meets all criteria. *Go to or listen/watch at least 3 talks and the Helvetica.
B Exceeding basic expectations in all areas. Shows effort and promise. Watch and submit summary on the Helvetica.
B- above average performance on some assignments, missed classes and/or work is late. Shows effort and promise. Watch and submit summary on Helvetica.
C+ above average performance on some assignments. Deadlines missed, above average participation. Watch and submit summary on the Helvetica.
C Average performance in all areas. Watch and submit summary on the Helvetica.
D Less than satisfactory performance in all areas.
F No performance

Your grade is determined by the following:
20% Participation: includes work handed in time on time, discussion, finding and sharing design examples, attendance and improvement. 60% Projects & Exercises: Creativity, presentation concept and craftsmanship. 20% readings and extra credit.

Concept: Is your idea well researched, is it thoughtful, does it go beyond the obvious? Does it communicate clearly and imaginatively?

Process: keep a sketchbook and make a lot of sketches, Research and work out lots of ideas, experiment & take risks. Print out as you develop ideas.

Participation: Be engaged. Look all around you for examples of design. Consider what design is effective and be prepared to discuss it. Bring in examples. Follow design blogs. Don’t get discouraged. Trying and failing counts. Helping and working with others is valuable.

Creativity: Think outside the “box”. Don’t settle for the easy solution. Design can be from minimal/simple/complex. Make it your own. Make it dynamic/ expressive/compelling? Make sure to follow the basic design principles and avoid default settings in the programs.

Presentation: Always hand in neat and well crafted work. If there is anything that is not clear please ask. Instructions can be complicated please make sure to ask questions and follow the specifications. How you place your work for review is important and is part of the design. Place your work in relation to and aligned with others in the class. Make sure it is straight pinned neatly and in total creates a pleasing design.

Craftsmanship: Attention to details, following specifications, proper use of tools and programs.

NOTE: There is a lot of information to absorb. There will be plenty of lab time in class. Be prepared to spend additional time in the lab. (minimum of 6 hours per week). I will be available before and after classes and by email for questions and assistance. I also suggest that you have at least one other student’s email, address and phone number in case you miss a class or need help. I can be reached by email me at abgoldstein@fordham.edu.

LAB HOURS
Make sure to help keep the lab clean.
Lab hours are posted on the door. Printers, paper &toner are stored in the back of the lab. NOTE: Use only coated paper on the Epson printers. If there is a problem in the lab please contact me or the technical director: Anibal Pella Woo at pella@fordham.edu/

* DUE final class by PDF email attachment: Summaries of each talk, interview. Summaries should be brief. include your opinion, Who, what and why they are worthy of an interview, or video. Mention what you learned, and important facts such as dates, design styles influences, etc. Make sure to look at examples of their work. Be curious.
## Schedule and Assignments

1. **Thursday, July 5**  
   **Class Overview.**  
   **Presentation:** Design Principles.  
   **Project 1a:** Music Interpretation cut & paste.  
   **LAB:** Newspaper design collage/ scan

2. **Tuesday, July 10**  
   **Adobe Indesign:** introduction/demo.  
   **Project 1b:** Music Interpretation | digital design.  
   **LAB:** Digital Design work in class.  
   **Project 1:** Putting it together.

3. **Wednesday, July 11**  
   **Project 1a/b:** Class review.  
   **Adobe Illustrator:** Introduction/demo.  
   **Project 2:** Illustrated map and guide.  
   **LAB:** Research, sketches & Illustrator tutorials.

4. **Thursday, July 12**  
   **Project 2:** Illustrated map and guide.  
   **LAB:** Research, sketches & Illustrator tutorials  
   Helvetica a movie

5. **Tuesday, July 17**  
   **PRESENTATIONS**

6. **Wednesday, July 18**  
   **Project 2:** Illustrated map and guide.  
   **FINAL REVIEW. Movie discussion.**  
   **Lecture:** Typography / 1

7. **Thursday, July 19**  
   **PHOTOSHOP WORKSHOP**

8. **Tuesday, July 24**  
   **Lecture:** Typography / 2  
   **LAB:** Project 3: Photoshop collage.

9. **Wednesday, July 25**  
   **class trip/TDC exhibition at Cooper Union**

10. **Thursday, July 26**  
    **LAB:** Project 3: Photoshop.

11. **Tuesday, July 31**  
    **LAB:** Project 3: Photoshop. Typographic layout

12. **Wednesday, August 1**  
    **LAB:** Project 3: Photoshop.  
    Printing and final review.

13. **Thursday, August 2**  
    **LAB:** Project 4: Poster

14. **Tuesday, August 4**  
    **LAB:** Project 4: Poster

15. **Wednesday, August 5**  
    **Project 4:** FINAL Review:  
    All written responses are due.

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**Homework:**

Due 7/12: *”Helvetica” The movie.  
See pages for discussion in class:

**Due 7/17: PRESENTATIONS**

Read *introduction to Graphic design*  
http://printingcode.runemadsen.com/lecture-intro/

Prepare an approx. 10 minutes presentation:  
**Content:** Research the three designers. Make your presentation image driven. Keep text to a minimum. Include only key information, e.g.: dates, names, countries, politics, movements, style, etc. Ask yourself why is it important for us to know each fact and each biographical detail? Explain to us why. Be succinct and make it visual and informative. Be personal. What did you learn from your research? Why is the work important and what makes it influential?

**Due 7/24: Please work on BEFORE. PHOTOS FOR PROJECT 3:**

The objective is to combine images to make unexpected connections and using photoshop make evocative imagery.  
Details and multiple images work best.

1. Image of yourself. they can be old or new
2. Landscape or city scape.
3. Object(s)

**NOTE:** Make sure your images are at Maximum size. Images work best if they are larger than 3000 pixels in any direction.

**CLASS PARTICIPATION:** Every Class:

– Look at the design blogs listed and follow them daily. Think about how design is used where you encounter it on a daily basis and how it is used to communicate. Collect design ephemera that interests you.  
– Bring to class at least one type of design related book from the library to show and discuss and any other design related material that has caught your attention in any media.

**Written Responses:** Exhibitions, videos, essays, talks and podcasts.

Extra credit summaries: They can be brief. Highlight what you learned. Include who they are what and what they are known for. Please combine all summaries in ONE PDF and email to abgoldstein@fordham.edu. Due: 8/5