



GR M10– Introduction to Communication Design

COURSE DESCRIPTION

Survey of the major principles and techniques used to create design objects in diverse media, this course helps students to develop informed perceptions and evaluations of works of design and to understand them in their historical and cultural contexts. Introduces advertising, printing, and the history of graphic design. Provides practical applications in design. Reviews career trends and opportunities. Applies to Associate Degree. Transfer credit: UC, CSU.

This course centers on fifteen questions and various activities that will prompt discussions about the nature of design. It is not a design history survey or overview of 20th- and 21st-century design. The questions posed here address issues that span time periods and stylistic groupings. The material is intended to offer different viewpoints rather than draw conclusions about what makes something a work of design. It is my hope that discussions beginning with “What is Graphic Design?” will continue further providing a basis for thinking about design wherever it is encountered.

COURSE SCHEDULE

Module One

Topic: Introduction to Graphic Design

Class Exercise: What is Graphic Design?

Module Two

Topic: Design Aesthetics

Class Exercise: Should Design be Beautiful?

Module Three

Topic: Design Communication

Class Exercise: Should Design Communicate?

Module Four

Topic: From Hyper-Realism to Abstraction

Class Exercise: Should Design be Realistic?

Module Five

Topic: Design and Emotions

Class Exercise: Should Design Express Emotions?



Module Six

Topic: Typography

Class Exercise: Are We Approaching the End of Print?

Module Seven

Topic: Legibility and Communication

Class Exercise: To Obey or to Break the Typographic Rules?

Module Eight

Topic: What is a Brand

Class Exercise: Do Products Have Personalities?

Module Nine

Topic: Visual Identity

Class Exercise: What is in a Logo?

Module Ten

Topic: Vision and Voice

Class Exercise: How Do Designers Find Their Voice?

Module Eleven

Topic: Design Process

Class Exercise: “Hot-Wiring Your Creative Process”

Module Twelve

Topic: Participatory Design

Class Exercise: Is Design an Object or is it a Process?

Module Thirteen

Topic: Design and Art

Class Exercise: What is the Difference Between Design and Art?

Module Fourteen

Topic: Design and Advertising

Class Exercise: What is Advertising?

Module Fifteen

Topic: Sustainable Design

Class Exercise: Design as an Agent of Change

GRADING

There are three types of the assignments:

Class Exercises are explorations of the design topics

Studio Projects are Design Based Learning activities

Final Project: Designer Case Study

There are 165 points to be earned by participating in the discussions and completing the



quizzes and final project on schedule. Each student is expected to participate in discussions by sharing their findings from exercises.

Exercises: 15 by 3 points = 45

Projects: 3 by 10 = 30

Quizzes: 6 by 10 points = 60

Final Project: 30 points

A (150+)

B (125 -150)

C (100 -125)

You are expected to read the Modules, complete the Quizzes and Exercises on time, and share your findings with the class, so all may benefit from each participants findings.

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ATTENDANCE Students are allotted a maximum of three absences before it will affect the grade. After three unexcused absences the student's final grade will automatically be lowered one full grade. More than five absences and a failing grade for the entire course will be given. Any student arriving fifteen or more minutes late or leaving fifteen or more minutes early will be considered absent for the day.

SUPPLIES 4 GB USB flash drive (Jump Drive)
Sketchbook

OPEN LAB The Media Lab hours will be posted during the second week of the semester.

ACCESS STATEMENT If you have any type of disability and feel you might require assistance in this course, please contact ACCESS. Their office is just to the right of the Campus Center or you can call them at 378-1461. They will assist you in determining and authorizing appropriate educational accommodations. No disability related accommodations will be provided without ACCESS authorization.

**IF YOU WISH
TO GO BEYOND
THE MODULES
I RECOMMEND:** Meggs' History of Graphic Design
by Philip Meggs, Alston W. Purvis
Publisher: Wiley; 4 edition (December 7, 2005)
ISBN: 0471699020

Graphic Design History: A Critical Guide
by Johanna Drucker, Emily McVarish
Publisher: Prentice Hall; 1 edition (February 8, 2008)
ISBN: 0132410753



Graphic Design: A New History

by Stephen J. Eskilson

Publisher: Yale University Press (October 25, 2007)

ISBN: 0300120117

Twentieth-Century Design

by Twentieth-Century Design

Publisher: Oxford University Press, USA (May 8, 1997)

ISBN-10: 0192842048