

**Fall 2006**  
**Graphic Design 2**

zayed university DUBAI  
Art 352:501 course syllabus  
sat / mon 10:00-12:00      **Classroom** N 12

**Instructor**

*Elizabeth Berger*  
**w:** 04.208.2125  
elizabeth.berger@zu.ac.ae

**Office** D 022

**Office Hours**

*Sunday: 10 – 12:00 p.m.*  
*Tuesday: 10 – 12:00 p.m.*

**Course Description**

This course is an introduction to graphic design for those students who are majoring in the Fine Arts. It introduces the graphics software and other tools used in the graphic design world as well as an overview of typography, graphic art history, media, and advertising literacy. Students will solve design problems and learn how client/ design relationships work.  
3 Credits      Prerequisites: Art:251

**Required Text Books**

Design for Communication  
Conceptual Graphic Design Basics      ISBN: 0-471-41829-3  
*by Elizabeth Resnick*

Designing with Type: A Basic Course in Typography      ISBN: 0823013472  
*by James Craig, William Bevington, Susan E. Meyer*

The Elements of Typographic Style *by Robert Bringhurst*  
Adobe Type Library: Reference Book — order directly from Adobe at  
[www.adobe.com/store/products/master.jhtml?id=catATLBook](http://www.adobe.com/store/products/master.jhtml?id=catATLBook)

Using Design Basics To Get Creative Results      ISBN: 0-89134-651-1  
*by Bryan L. Peterson*

A History of Graphic Design 3      ISBN 0-471-29198-6  
*by Philip B. Meggs*

**Recommended Books**

- After completion of this course the student will be able to demonstrate a proficiency with several key graphic design programs like Photoshop, Illustrator, and InDesign.
- The student will demonstrate an understanding of the design process: concept, thumbnails, pencil layouts, and tight pencil comprehensives, and computer generated comprehensives, (comps)etc.
- The student will demonstrate an understanding of the elements and principles of design through typographic applications: composition, focal point, balance, contrast, repetition, movement, dominance, tension, rhythm etc.
- The student will gain further mastery of the principles of gestalt: figure/ground relationships, unity, repetition, similarity, closure, continuity, and proximity.
- The student will be able to research projects in the library , on the web and initially try to find individual answers.
- Evaluate own work and decide on appropriate presentation formats for client/designer relationships.

**Course Objectives**

- Demonstrate an individual aesthetic and appropriately use terminology introduced throughout the course.
- Understand the basic typographic rules, graphic design and art history, media and advertising literacy.

Course Objectives

You may expect that 80% of class time will be spent in critique and discussion of work completed outside of class. The remaining 20% will be spent in in-class work, lecture and demonstration.

Students are able to apply design fundamentals to the ethical making of art as a vehicle for self expression, as well as for professional results.

Students are proficient in practical application of art and design skills, as well as in professional business practice of skill set.

Students possess a thorough understanding of the principles of design as an effective and informed tool of communication.

Students can develop a project and defend the outcome to an informed audience.

Students understand the criteria for critical discussion of the arts and the relationship to the creative process.

Students can demonstrate the formulation of complex visual and spatial problems as well as responsive development of innovative solutions.

Students are able to engage in analysis and interpretation of visual culture.

Students possess an understanding of design principles: color, line, mass, balance, symmetry, perspective, form, shape, space, volume, value, and visual hierarchy.

Students display an integrated approach utilizing multiple design technologies in their professional portfolio.

Students understand the limitations of different software by choosing appropriate media for design

Students will gain further professional skills necessary to excel in both commercial and fine arts markets in the UAE

Express their own personal aesthetic while understanding and appreciating the aesthetics of others

Major Learning Outcomes  
(MALOS)

- Information Literacy and Communication
- Information Technology
- Critical Thinking and Reasoning
- Global Awareness
- Teamwork

Exercise 1: Name Design Project (4 parts) 10%

Exercise 2: Illustration Interpretation Project (4 parts) 20%

Exercise 3: InDesign Exercise 1 10%

Exercise 4: InDesign Exercise 2 10%

Exercise 5: InDesign Exercise 3 10%

Final Project: Book Design Project 40%

Your final grade will be based on an average of all exercises, and projects in the given percentages, and affected by attendance, meeting deadline, performance, participation, and work ethic. Overall improvement during the course, attitude, and effort are strongly considered.

Zayed University Learning  
Outcome (ZULO)

There will be no late work accepted. All work is due on date indicated and presented according to instructions at the beginning of class. You are responsible for turning in work on time regardless of attendance. Anyone that relies on printers in class to finish up work at the last minute will be jeopardizing their grade. It is strongly advised you print your work before coming to class.

The only reason late work will be accepted is with a verifiable death in the immediate family or with a doctor's note on his/her stationery with a telephone number. The doctor's note must be presented at the next class. A receipt is unacceptable. If work is accepted late with an appropriate written excuse the student will have one week to complete the late project.

Course Content

Attendance is an indicator of attitude and work ethic, use your absences wisely. If you are absent, you are responsible for contacting a class member in order to get any information or assignments that are given. The instructor will not have any class time to repeat missed lectures or assignments. See the 2005-2006 Catalog for Zayed University page 20-21 Attendance Policies.

**Student Evaluation  
and Assessment**

Please notify the instructor if you have a disability that requires accommodation or any special needs at the beginning of the course.

**Late Work**

Plagiarism and cheating is literary or artistic theft. It is the false assumption of authorship; the wrongful act of taking the product of another person's mind and presenting it as one's own. It can take the form of not correctly footnoting references in written material, using others to do your work, doing the work for others, representing work and ideas as your own when they are not, and all forms of cheating on tests and papers. It is a sign of desperation or laziness. Plagiarism results in compromised character and work ethic. As stated above I grade heavily on improvement and effort, perfection is not important but work ethic is. There is no reason to be desperate, laziness will not be tolerated. Plagiarism will result in immediate failure of the class and may result in expulsion from the university. Please refer to the 2005-2006 catalog for Zayed University pages 26-27 under Code of Academic Conduct for details.

**Attendance Policy**

Obvious norms of social behavior are expected in the classroom. This include being polite, telling the truth, respecting others even if you don't like them or their work, listening, not disturbing others with talk, cell phones, internet usage and such non-classroom activities.

**Disabilities Accommodation**

When you enter class I expect you to be ready to learn and do your work. We are all tired and stressed, but do not use the classroom time to sleep, eat, dress, party or do homework from this or other classes. I may not correct you because I like to run a classroom with the attitude that my students are adults and do not need me to police them like children, plus I do not like to get mad. So, make note that a casual loose atmosphere does not equate with not expecting focused contributing students in class. I may not correct you, but I do notice such things and it will effect your grade. Attitude is everything. See the Code of Student Conduct in the 2005-2006 Catalog of Zayed University pages 29-30.

**Plagiarism and Cheating**

Good attendance and punctuality are expected for this class and will strongly affect your grades. Roll will be taken at every class. You will be considered late if you arrive at class after roll has been taken. If you are late, it is your responsibility during that class period to make sure that the instructor has you added to the roll.

**Classroom Conduct**

The Instructor reserves the right to change the syllabus and class schedule and assignments as seem necessary with the pace of the pace, and level of need in the classroom. The syllabus is a goal and changes can be made with or without notice at the discretion of the instructor.

**Tardiness**

**Changes to Syllabus**

Materials List

2-3 CDs

Flash drive is recommended but not necessary

4-5" capacity black 3-ring binder with tabs

Drawing board with steel edge for t-square

Supply box/portfolio-**teacher can supply**

20" – 24" metal T-square

Schaedler rules - plastic see thru very accurate rulers (if you can find them)

pica ruler-**teacher can supply**

18"metal and see thru plastic ruler

10-inch adjustable 45 triangle-**teacher can supply**

A selection of art pencils – HB, 2H, 4H, 6H, etc.

black pilot point fine marker

prisma colors color marker set (small 24 size is ok)

Sharpener

Erasers (Magic Rub eraser, kneaded eraser, Pink Pearl eraser)

Xacto knife and number 11 blades -**teacher can supply**

Utility knife -**teacher can supply**

Self-healing cutting mat, 9" x 12"

Masking tape

Bienfang 100 sheet Parchment pad, 9" x 12"

Bienfang 50 sheet Graphics 360 pad, 9" x 12"

Black mat board as needed 15"x20" (Letramax or similar) -**teacher can supply**

One-coat rubber cement (only one-coat is acceptable)-**teacher can supply**

Rubber cement bottle with brush

Rubber cement thinner (Bestine)

Rubber cement thinner dispenser can

Rubber cement pick-up-**teacher can supply**

Pantone Designer Edition

Linen Tester Magnifier or Loop

5x power has a focal distance of 2"/5.1 cm and a 1" lens diameter

Dusting brush

Scissors

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Agreement •

I have read and fully understand the terms and conditions (attendance policy, grading system, plagiarism and disciplinary procedures) of this class and agree to abide by them.

\_\_\_\_\_  
Student signature

\_\_\_\_\_  
Date

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Date

# 1

*.How do you design letterforms? (or work with typography generally – ko)*

Kick it old skool style. Draw them big, with a ruling pen and Plaka, and some Pro White. Focus on the serifs of the termination of the character. Don't so much understand how a letter is drawn: experience how a letter is drawn. Then refine the letterforms through successive redrawing. Sit back, evaluate them optically (with your retina).

# 2

Then draw them again.

*.Is it possible to achieve all of the above using only the computer?*

Of course,

given sensitivity, discipline and a true biological understanding  
of some of the preceding issues.

The nuance of these activities is critically important. But it's precisely because the nuance is so important that any discussion of them would be counterproductive. The gap between language and experience becomes a g a p i n g hole as one begins to discuss issues of craft.

You must trust yourself, and work by feel.

Rely on the totality of your experience.

Rely on your history to guide you.

Think through the body.

Arrive on the beautiful shores of naivete and anti-mastery  
only after toiling in the fields of mastery.

— Elliott Earls

*Graduate Graphic Design program head and Designer in Residence at Cranbrook Academy of Art.*