OBJECTIVES: DESIGN—PROCESS AND PRODUCT

This workshop teaches the basics of graphic design and their application to print and electronic publications. We investigate how to produce well-designed and interesting publications that communicate.

The class begins with the basic tenets of graphic design and the tools and technical skills needed to produce a publication. Those principles are then applied to specific projects of increasing complexity throughout the course. This class encourages students to think critically and creatively about print communication.

The class includes lecture/demonstrations in basic graphic design, typography, software tools (Adobe InDesign and Photoshop), and press and electronic requirements. We begin with a simple one color project and, throughout the semester, advance to more complex projects: a poster, a 4-color magazine layout, and a final project of several related pieces determined by the student. The class projects are a mix of printed and electronic publications. Introduction to the software is included in class, but students need to become adept at working with the Adobe Creative Suite programs from the outset as part of their work outside of class. These tools are the industry standard in design and are needed in order to complete assignments.

Students are expected to work within preset project parameters that mimic real world situations. For each project, students present and defend their ideas, design rationale, and finished artwork to the class including evidence of the process, as well as the final product, in the form of sketches, discussion, and finished comps. Students learn to make design decisions based on good design principles and visual critique.

Learning publication design will also be set in the context of the history of modern graphic design and great designers. One written/design project will be required covering this. The course also includes one exam.

GOAL: CRITICAL THINKING

Visual communication relies on both well-written and well-presented work. The goal of this workshop is for students to become aware of good design in the context of today’s world, understand the importance of design in communicating information, and be able to use the basic tools of design to create their own publications. The primary emphasis goes beyond learning the technical and production requirements for publication design. Students are encouraged to think critically, strategize solutions, and begin to develop their own approach to design. They are expected to experiment and take risks in searching for fresh meaning in visual communication.
COURSE INFORMATION

TEXTS
Graphic Design: The New Basics
Ellen Lupton
2nd edition
ISBN 9781616893323
Available at University Bookstore

Students use reserve materials, class handouts, Internet sites, and suggested texts to research and execute projects.

Each student needs a flash drive and sketching material.

GRADING
All design projects are graded on their merits and as the course progresses, the ability to incorporate the design principles learned has increasing weight. Students receive individual comments from the instructor on each project and those comments should be taken into account in subsequent projects. A student’s willingness to take risks, push for the creative edge, and experiment is a plus.

There is one written exam that covers lecture material, class discussions, and design analysis.

The final grade will be determined by:
• 2 design projects: 10% each
• written and designed magazine article project: 20%
• written exam: 20%
• final design project: 30%
• class work and quizzes: 10%

EXPECTATIONS
Deadlines
Because publication production in the real world is deadline driven, all projects must be completed on time. Late project grades are penalized by 10% of that project’s total grade unless the student has received prior permission from the instructor.

Attendance
Students are expected to attend each class and stay until dismissed. Contacting the instructor before or immediately after a missed class is required. Every attempt should be made by the student to not let work schedules and other assignments interfere with class attendance and must be approved by the instructor beforehand.

Class participation
All students present project finals in class. Participating in class discussion is important. Ten percent of the final grade is based on class participation, required exercises, and quizzes.

Communication
Communication between the instructor and students is during office hours, by appointment, and by email. Good design requires collaboration and feedback on ideas and design work. It behooves the student to interact with the instructor throughout each project.

An outline of each class, class information, schedules, and assignments are on the ICON class site.
REFERENCES MATERIALS

REQUIRED TEXT
Graphic Design: The New Basics
Ellen Lupton
2nd edition
ISBN 9781616893323

OTHER RESOURCES
The Non-designer's Design Book [Resource Center]
Robin Williams

The Non-designer's Type: Insights and Techniques [Resource Center]
Robin Williams

Graphic Design: Now In Production
Ian Albinson (Author), Rob Giampietro (Author), Andrew Blauvelt (Editor), Ellen Lupton (Editor)

Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students [Resource Center]
Ellen Lupton

100 Habits of Successful Publications Design
Laurel Saville

7 Essentials of Graphic Design
Allison Goodman

D.I.Y.: Design It Yourself
Ellen Lupton

Print magazine [Resource Center]

Communications Arts magazine [Resource Center]

CALENDAR

1/ August 25
BEGIN: class, course, design, software
THIS WEEK: DESIGN BASICS

2/ September 1
THIS WEEK: DESIGN PRINCIPLE 1
DESIGN TOOLS: Adobe Photoshop

3/ September 8
THIS WEEK: DESIGN PRINCIPLE 2
DESIGN TOOLS: Adobe InDesign

4/ September 15
THIS WEEK: TYPOGRAPHY
DESIGN PROJECT 1: NEWSLETTER/ discussion

5/ September 22
THIS WEEK: DESIGN PRINCIPLE 3; IMAGES
DESIGN PROJECT 1: NEWSLETTER/ preliminary
6/ September 29
THIS WEEK: DESIGN PRINCIPLE 4; GREAT DESIGNERS
DESIGN PROJECT 1: NEWSLETTER/ final
WRITTEN MAGAZINE ARTICLE/ discussion

7/ October 6
THIS WEEK: COLOR
DESIGN PROJECT 1: NEWSLETTER/ presentations
DESIGN PROJECT 2: POSTER/ discussion
WRITTEN MAGAZINE ARTICLE/ proposal due

8/ October 13
THIS WEEK: PAPER & PRINTING
DESIGN PROJECT 2: POSTER/ ideas due & begin work on poster

9/ October 20
WRITTEN ARTICLE due
DESIGN PROJECT 2: POSTER/ preliminary
DESIGN PROJECT 3: MAGAZINE ARTICLE/ discussion

10/ October 27
DESIGN PROJECT 2: POSTER/ work
DESIGN PROJECT 3: MAGAZINE ARTICLE/ begin layout
DESIGN PROJECT 4: FINAL PROJECT/ discussion

11/ November 3
DESIGN PROJECT 2: POSTER/ presentation
DESIGN PROJECT 3: MAGAZINE ARTICLE/ preliminary
DESIGN PROJECT 4: FINAL PROJECT/ proposals due
Exam review

12/ November 10
EXAM
DESIGN PROJECT 3: MAGAZINE ARTICLE/
DESIGN PROJECT 4: FINAL PROJECT/ preliminary work

13/ November 17
DESIGN PROJECT 3: MAGAZINE ARTICLE/ presentation
DESIGN PROJECT 4: FINAL PROJECT/ comps due

14/ December 1
DESIGN PROJECT 4: FINAL PROJECT/ work

15/ December 8
DESIGN PROJECT 4: FINAL PROJECT/ presentations
THE IOWA DOZEN

As one of more than 104 programs in journalism and mass communication accredited by the Accrediting Council for Education in Journalism and Mass Communication (ACEJMC), we must assess student learning to assure that each of our graduates meets the following standards.

We learn to ...
1. Write correctly, clearly and well.
2. Conduct research and gather information responsibly.
3. Edit and evaluate carefully.
4. Use media technologies thoughtfully.
5. Apply statistical concepts accurately.

We value ...
6. Free speech and First Amendment principles for all individuals and groups.
7. A diverse global community.
8. Creativity and independence.

We explore ...
10. Theories and concepts.
11. The history, structure and economy of media institutions
12. The role of media in shaping cultures.

THE COLLEGE OF LIBERAL ARTS AND SCIENCES

Administrative Home
The College of Liberal Arts and Sciences is the administrative HOME of this course and governs matters such as the add/drop deadlines, the second-grade-only option, and other related issues. Different colleges may have different policies. Questions may be addressed to 120 Schaeffer Hall, or see the CLAS Academic Policies Handbook at http://clas.uiowa.edu/students/handbook.

Electronic Communication
University policy specifies that students are responsible for all official correspondences sent to their University of Iowa e-mail address (@uiowa.edu). Faculty and students should use this ACCOUNT for correspondences (Operations Manual, III.15.2, k.11).

Accommodations for Disabilities
A student seeking academic accommodations should first REGISTER with Student Disability Services and then meet with the course instructor privately in the instructor’s office to make particular arrangements. See http://sds.studentlife.uiowa.edu/ for more information.

Academic Honesty
All CLAS students or students taking classes offered by CLAS have, in essence, agreed to the College’s Code of Academic Honesty: “I pledge to do my own academic work and to excel to the best of my abilities, upholding the IOWA Challenge. I promise not to lie about my academic work, to cheat, or to steal the words or ideas of others; nor will I help fellow students to violate the Code of Academic Honesty.” Any student committing academic misconduct is reported to the College and placed on disciplinary probation or may be suspended or expelled (CLAS Academic Policies Handbook).

CLAS Final Examination Policies
The final examination schedule for each class is announced by the Registrar generally by the fifth week of classes. Final exams are offered only during the official final examination period. No exams of any kind are allowed during the last week of classes. All
students should plan on being at the UI through the final examination period. Once the Registrar has announced the date, time, and location of each final exam, the complete schedule will be published on the Registrar’s web site and will be shared with instructors and students. It is the student’s responsibility to know the date, time, and place of a final exam.

Making a Suggestion or a Complaint
Students with a suggestion or complaint should first visit with the instructor (and the course supervisor), and then with the departmental DEO. Complaints must be made within six months of the incident (CLAS Academic Policies Handbook).

Understanding Sexual Harassment
Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. See the UI Office of the Sexual Misconduct Response Coordinator for assistance, definitions, and the full University policy.

Reacting Safely to Severe Weather
In severe weather, class members should seek appropriate shelter immediately, leaving the classroom if necessary. The class will CONTINUE if possible when the event is over. For more information on Hawk Alert and the siren warning system, visit the Department of Public Safety website.