



*America's Career University®*

School of Technology | Computer Graphics Dept.  
**Spring**

**Course title:** Visual Design

**Course number:** CGRA1000

**Credit Hours:** 4.5

**Classroom Hours:** 4 (per week)

**Instructor:** Elizabeth Marks

**Office:** Academic 209

**Office Phone:** 598-2514

**Email Address:** emarks@jwu.edu

**Office Hours:** (by appointment)

**Best Method For Contact:** Email

### *Course Description*

Students participating in this course will develop an understanding of basic design and color theory. Through various exercises geared toward real world situations the student will gain experience in creative graphics solutions. Students will be introduced to state of the art software packages such as Adobe Illustrator and Photoshop, as well as basic hardware devices such as scanners. This class is fundamental to any higher-level course in Computer Graphics, Web Design, desktop publishing or multimedia.

Take Note :This class requires the completion of projects OUTSIDE of class time using the Adobe Illustrator CS software. Unless you have access to a copy, or are using the 30-day free trial on your own machine, you will have to come into the labs to work. If you cannot commit to spending enough time in the labs to complete your projects, please do not take Visual Design.

### *Course Outcomes*

The student should be able to:

1. Understand and practice basic design theory, page layout and graphic design principles.
2. Understand and apply basic color theory, color interaction and human response to different colors.
3. Utilize various graphics applications to solve different visual communication problems.
4. Understand and use the basic software and hardware tools to use for various graphics problems and situations.

### *Required Books*

-Holtzschue, Linda, and Edward Noriega (1998). Design Fundamentals for the Digital Age. John Wiley and Sons, New York. ISBN: 0-471-28786-5.

-Elam, Kimberly (2001). Geometry of Design, Princeton Architectural Press, New York. ISBN: 1568982496

(Check out <http://www.bestwebbuys.com/books/>)

### *Printing*

8.5 x 11 inch (Letter Sized) color prints are available for a small fee. Ask the Student Lab Assistants (SLAs), in their office on the 4th floor. (They're the folks in the green shirts.)

Once during the trimester you may be required to print professionally, off campus. Make sure you save around \$20 for this purpose during finals week.

### *Additional References*

(Useful, but not required)

- Ambrose, Gavin, and Paul Harris (2003). The Fundamentals of Creative Design. Ava. ISBN: 2-88479-023-3 (I almost chose this as a required book.)
- Wong, Wucius (1972). Principles of Two-Dimensional Design. John Wiley and Sons, New York. ISBN: 0471289604
- Wong, Wucius (1998). Principles of Color Design. John Wiley and Sons, Inc., New York. ISBN: 0471287083 (Was our former course book so it covers some of the same material.)
- Itten, Johannes (1970). The Elements of Color. John Wiley and Sons, Inc., New York. ISBN: 0471289299
- Weinmann, Elaine and Peter Lourekas (2004). Illustrator CS for

Windows and Macintosh :Visual QuickStart Guide. Peachpit Press.  
ISBN: 0321199553

- Muller-Brockman, Josef. (1996). Grid Systems. Verlag Niggili, Zurich. ISBN: 3721201450
- Heller, Steven, and Seymour Chwast. (1999) Graphic Style From Victorian to Digital. Harry N.Abrams, Inc. ISBN: 0810929848
- Lidwell, William, Holden, Kritina, and Jill Butler. (2003) Universal Principles of Design. Gloucester, MA: Rockport Publishing. ISBN: 1592530079
- Meggs, Phillip. A History of Graphic Design. (1998) John Wiley and Sons, New York, ISBN: 0471291986.

### *Required Resources*

(Student purchased)

- Blank 8.5 x 11” sketchbook (wire bound is best) 55 pages minimum
- USB "flash" drive, minimum size 128mb.

### *Content Outline*

**General Format:** In general all teaching in this class will be through lecture and hands on tutorial. Some materials will be made available to students through handouts. Students should be aware that the lectures, laboratory work and discussions will not always include all of the important material in the reading, and that the reading will not always cover all of the material in the lectures, laboratory work and discussions. You are responsible for knowing both the assigned reading material and the material discussed in class. You are also responsible for any concepts and skills demonstrated and practiced in the lab.

**Topical Outline:** Please see the course schedule at the end of this syllabus.

### *Special Needs*

Any student who has a need for test-taking or note-taking accommodation should feel free to come and discuss this need with me, or with the Department for Student Success. Some accomidations will require proper documentation.

### *Policy on Public Folders*

Public folders will not be used in this class, in favor of the course website.

### *Course Website:*

[www.lizmarks.net/cgra1000/](http://www.lizmarks.net/cgra1000/)

Check often. In class materials, helpful images, quiz review sheets, etc. will all be posted here.

### *Grading Policies*

Grading will be based on homework assignments, sketchbook, exams, and class participation. Each of these factors is described in detail below.

#### **Basic Grading System:**

Assignments	35%
Sketchbook	20%
Quizzes	15%
Final Project	20%
Course Participation	10%

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**Course grade:** 100%

**ASSIGNMENTS:** Students are expected to complete all reading assignments before the week starts. Completed project assignments must be submitted on the date due. Assignments submitted one day late will lose one full letter grade. No assignment will be accepted after this without specific approval of the instructor. If you fail to attend class on the date an assignment is due you will receive a “0” for the assignment. Almost no excuses will be accepted.

You may resubmit each assignment once before exam week and I will average the two grades you receive together.

Extra credit is posted on the class website and can be turned in any time before exam week.

**SKETCHBOOK:** The purpose of the design book is to get you in the habit of thinking visually when away from the computer. This is a place for you to plan out project ideas (not necessarily ones for this class), sketch, brainstorm, and collect examples of design that inspires you. Don't be afraid to take risks and explore styles of creation that you haven't tried before- this is not about being able to draw perfectly as much as it is about experimenting and bulking up your ability to inspire yourself. Sketchbook will be handed in **every Tuesday** with a minimum of **5 pages** of new material. Sketchbooks handed in on Wednesday will be considered late and marked down a *full letter grade*.

\*Weds is the last day of each week that books will be accepted.

I will give you a topic to use as a jumping off point each week if you want to sketch/ do an art piece in your SB. You don't have to use it.

Your *Design Fundamentals* book also contains a bunch of ideas for sketchbooks- see p. 169 on.

**No cartoon characters allowed unless you make them up.** I.E.

No more Looney Toons, Family Guy, Kenshin, Simpsons, Aqua Teen Hunger Force, Inuyasha, Teen Titans, etc. Try coming up with your own!

You are encouraged to include at least one example of something you saw in the last week that was visually interesting – an ad, a receipt, a photograph. You can include as many of these as you wish but they only count as 1 “sketch” per week.

Grading of sketchbook is by the following criteria:

- 5+ pages of interesting brainstorming/ sketching / inspirational materials with variety = 90 -100
- 5+ pages without much variety and detail = 80-90
- 5+ pages displaying a significant lack of effort = 70-80
- <5 pages of varied, interesting work =70-80
- <5 pages with lack of effort = < 60

The lowest SB grade will be dropped. This means you can miss one submission date if you choose. It is not possible to pass the class without a passing grade in this category.

Sketchbooks can be purchased:

**JWU bookstore**

**Art Studio of Providence**

17 Peck St., Providence, RI 02903 (right off of Weybosset, near the Arcade)  
(401) 331-2560

**Art Supply Warehouse of Providence**

14 Imperial Place, Providence, RI 02903  
(401) 331-4530

**RISD Store**

30 N. Main St. Providence, RI 02906  
(401) 454-6454

**Utrecht Art Supply Center**

200 Wickenden Street, Providence, RI 02903  
(401) 331-3780

**Quizzes:** Quizzes will be given periodically throughout the term.

**COURSE PARTICIPATION:**

Class participation will be based on the following:

- (+/- ) Attendance- the number of classes you miss (i.e. the percentage of classes you attend) divided by the overall number of classes.
- (+) Asking questions- ample opportunity will be given to ask questions after each section of material, and during as issues arise. Please take these opportunities. Attention will be paid to who asks questions and the quality of the questions in order to calculate c.p. grades.
- (+) Helping other students- if you're ahead, consider helping someone who isn't. At times, I may request this of some students. You don't know how well you know something until you try and teach it.
- (-) Questions betraying an obvious lack of attention during class. I.E. asking how to do something that was just explained.
- (-) Talking in class, clearly surfing the web instead of paying attention, using AOL Instant Messenger at all. If you clearly are just in the classroom surfing the web or talking to friends and not participating- i.e. if you don't even have the software open- you will be asked to leave and marked absent for the class. This is departmental policy.
- (-) Excessive ringing of cell phones. Please turn these to the "silent" or "vibrating" setting when you enter the classroom. It is not appropriate to take calls during class time (even by leaving the room) unless there is a serious emergency. Let me know if you are an E.R. doctor on call.
- (+) Participation in critiques of projects, having your work put up on the wall by the time we begin to class.
- (+/-) Participation in online reading discussions on the **course bulletin board**- linked from the course website. Weekly reading will be assigned and students must post one response to the reading

on the course bbs, specifically citing an element from the reading that they found interesting, thought provoking, or inspiring, and explaining why. Students must also post at least one response to another's entry. More participation is encouraged.

**CRITIQUES:** Because this is such a big class we will do critiques on the due date of every project in the following way. Students, when they get to class should put their work up on the board to give everyone a chance to look at all of the pieces.

We will then exchange work and students will fill out a peer-evaluation form. Those students who do not have their work will be paired up with a student who does so that they will be given a chance to evaluate the work as well

### *Attendance Policy*

**It is the policy of the university to drop a student from class after 3 absences. This includes both excused and unexcused absences. You are strongly advised to save these absences for illness or family emergency. Absences that are due to illness or family emergency will be included in this calculation, except in rare situations.** Thus, a student who "cuts" the class three times, and *then* has a documented illness, will be treated as though *all four absences* were "cuts."

- Three late arrivals to class are the equivalent of one absence.
- Do not email assignments to me if you miss class on a due date. They are late and should be turned in when you next attend class.

Attendance will be taken orally during the first few minutes of class. If you come in after attendance, you must make me aware at the end of class that you were here **ON THAT DAY**. Telling me you were late "yesterday" will not help.

\*If you are more than 15 minutes late for class, you will be marked absent

If you have been absent because of an illness or family emergency, you should inform me of this fact *on the day you return to class or by email*. If you miss a class for any reason, you are required to get lecture and discussion notes from another student (do *not* ask me.) You are responsible for getting all handout material from the class website.

**A student who misses an examination will not be permitted to take a make-up exam until s/he provides the professor with a written description of the illness or family emergency, or work**

**obligation- i.e. doctor's note, note on company stationary.** False writings will be treated as fraud, resulting in disciplinary action. You must inform me on the next day of returning to class about making up the quiz.

### *Community Service Option*

If you are a sophomore or above, and would like to do your CS requirement with me, talk to me!

### *Academic Integrity*

In order for a student's grade in this course to have any value, it must be based on the student's own work, free of any sort of cheating. Therefore, any type of plagiarism or cheating (which includes the use of any copies of tests or assignments from previous trimesters of this course) will be grounds for instant removal from the course, resulting in a "W" on the transcript. Where appropriate, a student who cheats or helps others to cheat may be subject to other disciplinary action.

### *Outcomes Assessment*

Johnson & Wales University is committed to the Outcomes Assessment initiative. All faculty and students are, therefore, part of an ongoing study to determine and refine the effectiveness of instruction and learning. Names of individual students will not be used when reporting results.

### *Schedule*

Schedules are tough because classes often move faster or slower than expected. This is an approximate schedule and it will probably be altered. Please assume **UNLESS** told otherwise, that the assignments on the syllabus stand. You are responsible for the reading assignments for a given week *during* that week.

### **Topical Outline:**

#### **Week 1:**

Introduction to course concepts. Discussion of sketchbook requirements. Mac OSX overview and file management, Portrait vs. Landscape, positive/negative space, visual and conceptual elements  
Illustrator basics.

Reading: Design Fundamentals Ch. 2 (you might know a lot of this, so skim it)  
Read p. 23-25 closely.  
Read p. 51 - Form, Line, Figure, Ground.

Design Book Idea: A dream I had

**Week 2:**

Relational elements, repetition, symmetry, unit forms  
Illustrator part 2

Reading: Design Fundamentals Chapter 4 pp. 58-74

Design Book Idea: Draw visuals for specific songs or albums you listen to. This can be interpreted very abstractly.

\*Mask assigned, due Thursday of Week 3

**Week 3:**

Informal, formal, semi-formal compositions, structures, grids, space (volume, depth), balance, unity  
Illustrator cont'd

\*Mask assignment due. Thurs

\*Assignment 2 handed out

Reading: Design Fundamentals Chapter 5 ; Ch. 6 pp. 100-109 (skim the rest)  
Design Book Idea: Self Portrait (Interpret however you want; doesn't have to be literal.)

**Week 4:**

Proportional systems (Fibonacci series, Golden Section, etc.).

\*Quiz 1, Thursday

Reading: Geometry of Design 5-23

Design Book Idea: Last Saturday

**Week 5:**

Proportional systems continued. Compositional analysis.

\*Assignment 2 due

Reading: Geometry of Design 25-43

Design Book Idea: What I am feeling most strongly right now.

**Week 6:**

Geometry continued and perhaps introduction to type

\*Type exercise

\*Quiz 2

Reading: Geometry of Design 44-75

Design Book idea: My views of Providence

**Week 7:**

Type. Serif and sans serif fonts. Hierarchy. Simplicity.

\*Type compositions due

Reading: Geometry of Design 76- 101 (Finish the book)

Design Book Idea: Draw a font (if you want to be complete, include upper and lowercase, and/or characters such as !@#\$%^&\*()~.,/!"';;

**Week 8:**

Color theory. The color wheel. Hue, Saturation and Value. Additive and subtractive color models.

Reading: Design Fundamentals Ch. 8

Design Book Idea: "one line drawing" - draw objects without lifting pencil off paper

**Week 9:**

Color sets. Monochromes, complements and contrasts.

Final project given to students.

Reading: Design Fundamentals Ch. 7 and catch up on any reading you are behind on!

Design Book Idea: Invent a cartoon character

**Week 10 - 11:**

Finishing up, conclusion of color theory

\*Quiz 3

Work on final