

:: Kent State University :: Visual Design for Media ::

Semester: Spring 2011 / **Credits:** 3

Instructor: Gary Meacher

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Office Hours: *By appointment or via e-mail/Skype*

Course Description

This on-line course is a survey of the basic elements and principles of 2D(print) design, type terminology, typography, design concepts, Adobe InDesign and Adobe Photoshop. Coursework will enable the student to manipulate the elements of graphic design in an experimental way, and to develop critical thought and aesthetic response. Lectures, demonstrations and individual critiques are also part of the class structure. I will post the three best student examples for each given assignment in the folder for that week. Additional exercises and vocabulary quizzes may be given throughout the semester. Much of the course's work will be done during class. Research, reading, and project development as well as final project completion, as needed, is to be done outside of class time. You will place your files in a folder with your name and date before loading to the server.

Reading

The Non-Designer's Design Book (3rd Edition)

Design and Typographic Principles for the Visual Novice

Author: Robin Williams

Attendance

Once a week on-line sign in time is mandatory.

MAKE-UP POLICY:

Courses taught thru the School of Visual Communication Design are a combination of directed on-line instructions, lectures and individual critiques. Unlike most academic courses which have textbooks containing or augmenting much of the information given by the instructor, or like most studio art courses which seldom have definable subject material and specific content, this course will be about you and the software. You will be following along with the tutorials and completing assignments based on each lesson. If you fail to complete an assignment by the posted due date, you will be able to submit one week late at the end of the following week with a reduced letter grade. After this "grace" week it will not be accepted. You will not be able to work ahead but you will be able to return to existing folders for practice.

EVALUATION:

A	—	93 – 100%	C	—	73 – 77%
A-	—	90 – 92%	C-	—	70 – 72%
B+	—	88 – 89%	D+	—	68 – 69%
B	—	83 – 87%	D	—	60 – 69%
B-	—	80 – 82%	F	—	00 – 59%
C+	—	78 – 79%			

530 Total points (20 points of extra credit available)

Each Project and Assignment must be submitted in digital form.

(Indesign projects as .pdf // Photoshop projects as .psd)

Assignments

- (10pts) Abstract Dots
- (10pts) Memo
- (10pts) Paul Rand
- (10pts) Find an Image
- (10pts) 4x5 Newspaper Ad
- (20pts) Type & Color
- (10pts) Melonhead
- (10pts) Flower Ad
- (10pts) Masks
- (10pts) Clipping Path
- (10pts) Book Cover

Projects

- (10pts) Word Metaphor
- (25pts) Business Card
- (25pts) Recipe
- (25pts) 2 Color Ad
- (25pts) Poster
- (25pts) Self-mailer
- (25pts) Business Card
- (50pts) Research Paper

Testing

- (100pts) MIDTERM
- (100pts) FINAL EXAM

SCHEDULE

See the blackboard calendar.