



**Credit Hours: 3**

**Catalog Course Description:**

Digital graphics focuses on study and understanding of digital graphics in a world culture utilizing the environment of the Netherlands where many European graphic design companies reside.

**How Program Site Will Be Incorporated into the Course:**

Students will visit graphic design exhibits, examine work at museums and explore design studios in the Netherlands. They will study pre-20<sup>th</sup> century/historical examples of design. Students will become familiar with terms in digital and traditional design and will learn history/concepts of digital graphics from a global perspective. Students will study still/motion graphics from across the world and different cultures. They will perform introductory exercises in design inspired by the site visits. Students will learn about the emerging world of design media and will investigate drawing, image, text, and sound aspects of design.

Students will utilize Amsterdam excursions to study graphic design including: Rijksmuseum, Stedelijk Museum, Van Gogh Museum, Rembrandt House Museum, TV Studio Tour – SBS Channel 6, Radio Netherlands Worldwide Tour, and various professional design and advertising studios.

**Textbook(s) and Other Course Materials:**

Graphic Design Solutions second or third ed. Author: Robin Landa

No Required Software - NOTE: No software is necessary for this class, but if you would like to work on design assignments using a software package like painter or Adobe CS this might help you in your work, and you are welcome to use software if it aids you in design. The design work will be on paper easily attainable at the site. No special materials will be required except imagination and logical thinking.

**I. Week/Unit/Topic Basis: Course Timeline:**

Course Schedule: Subject to change due to unforeseen circumstances in the study abroad program.

**Module One: Getting Started**

Day One: Class 9-12 Module 1: Getting Started

In this module you will learn how to kick-start your graphics experience, explore some of the current trends in web design and development, and examine some graphic sites.

Lesson 1: Learning Overview of World Culture Graphics: lecture (c.1)

Excursion one: Museum (one hour museum instruction)

Day Two: 9-12: Viewing Graphics in the world: lecture

Fundamentals of graphic design: six formal elements (c.2)

Lesson 2: Current design Trends/world perspective

Assignment #1 assigned: Journal assignment: review of a graphic design

Day Three: 9-12 lecture: principles of design (c. 2)  
Excursion two: TV studio tour (one hour instruction)  
Lesson 3: About Graphic design on the web: still and motion graphics (stored examples on my laptop)

Day Four: 9-12: A professional design studio and what it does/lecture  
Four components of a graphic design solution (c.3)  
Excursion three: Design studio/discussion with pro designers (one hour instruction)

Day Five: 9-12: Exploring current design technology: The Uses of Typography (c.4)  
Assignment #1 due: journal assignment due (100 points)  
Assignment #2: teams produce design for a print or webpage visual ad/common commodity

Weekend One:

Saturday: Museum Excursion/free evening (film or design video option)

Sunday: relax/laundry/shopping/tourism

## **Module 2: Professional Design/Learning the Profession**

Day Six: 9-12 Design profession lecture  
Excursion: professional designer/office/studio/discussion/lecture (1 hour instruction)

Day Seven: 9-12; lecture: efficient design one and one half hours  
Lecture: Explaining Layout (c.5)  
Lab; team project one page visual copy

Day Eight: 9-12: Explaining Motion graphics and their place in graphics  
Assignment #2; Due (team page of visual layout)  
Assignment #3: Journal Review of a graphics website/or local display (due Friday)  
Assignment #4: review of academic journal after ten days (due Friday)  
Excursion; Rijkmuseum (2 hours excursion)

Day Nine: 9-12: logos, symbols and pictograms  
Exam #1  
Excursion: Publishing house/web and print graphics (2 hours of instruction)

Day Ten: 9-12: Lecture: visualization and composition  
Assignment #3 due: journal review of a graphics site or local display  
Assignment #4 due: Collection of journals for midterm review  
Excursion: video of the design process (2 hours)

Weekend Two:

Saturday: independent museum trips/design and architectural tour  
Sunday: free time for sundries, shopping and laundry

### **Module 3: Applications**

In this module you will learn how to incorporate design concepts into practical exercises

Day Eleven: 9-12 lecture: pub design and posters  
Assignment #5: teams: produce a visual identity and brand image for a corporation using two adobe products (PS/ID/IL/FL)  
Excursion: Stedelijk Museum (1 hour instruction)

Day Twelve: 9-12 lecture: branding and visual identity  
Assignment #5 due: teams explain and demo their visual ident/brand images  
Assignment #6: portfolio presentation; prep 10 images and prepare presentation on images  
Excursion: Van Gogh Museum (1 hour instruction)

Day Thirteen: 9-12; lecture corp comm. and advertising

Day Fourteen: 9-12: lecture: portfolio prep and the profession  
Excursion: Rembrandt Museum (1 hour instruction)

Day Fifteen: 9-12;  
Assignment #6: portfolio presentations/submission  
Final review of journals (must be complete)  
Final exam

### **II. Course Objectives:**

After completing this course you should be able to:

- A. List the current trends in media design
- B. Explain and understand the styles of digital design from the across the globe
- C. List the components of a designer's toolkit
- D. Describe the qualities of a web created site and identify usability components
- E. Use and manipulate image styles from world cultures
- F. Make cool stuff
- G. Describe and analyze still and motion images from various lands

### **III. Class Participation:**

This course will be offered in a face-to-face manner with weekly journal discussions. There are assignment deadlines that you will need to follow. Also, each week a discussion topic will be announced. You are required to post a discussion response twice in your journal

during the week. (6-journal posts minimum for the term). Please post your first discussion item to the journal by mid-week. I recommend more posts than less. Posts should be a minimum of fifty words. A standard journal prompt would be:

**Choose a design you have seen this week either in the field or in a museum. Describe it and post a picture of it here if you can. Draw it if possible. Respond to why you feel this image is effective. Talk about size, shape, direction, line, mass, motion, approach and style. Explain the work and explicate its meaning if it appears thematic.**

Participation in the course is part of your grade (see grading information below). Realize that you will have assignments (group and individual) that will require an hour to two hours out of class study time daily.

#### **IV. Evaluation / Grading:**

##### Grading

LATE assignments will NOT be accepted. All assignments are absolutely due by class time on the scheduled due date. Assignments are posted electronically via Online campus or elearn. Since we are dealing with technology here, I recommend not waiting until the last second or even the last day to post your assignment. Leave some time to deal with technical issues if a problem should arise with your posting. The discussions link will time out at midnight and will not allow you to post after that.

Participation in asynchronous discussions (posting at least thrice a week) = 10% of total grade. Please post by mid week so others can respond to your posts.

##### Module Assignments

- Assignment #1 = 10%; review of a graphic design in journal
- Assignment #2 = 10%: team building of a commodity ad
- Assignment #3 = 20% journal project (two reviews of student academic journal)
- Assignment #4 = 10%; review of a motion graphic/ in journal
- Assignment #5 = 20% two exams
- Asynchronous discussions (journal topics assigned) = 10%
- Assignment #6: =10%visual Identity/brand
- Final Project: portfolio review/presentation = 10%

##### How do I know my grade during the semester?

It is your responsibility to calculate your grade as the course progresses. Should you like to know the total percentage and any given time, just add up the points possible, then add up your earned points. Finally, divide the possible points into your earned points. This will give you a percentage to locate your current grade.

##### Participation Policy

Students are expected to:

- Complete all projects, including reading and written assignments
- Complete all quizzes
- Participate in all class activities such as online synchronous and asynchronous discussions and other classroom projects.

## **V. Policies:**

### **A. Attendance Policy:**

Attendance is of utmost importance in study abroad courses. There are no unexcused absences permitted. Multiple unexcused absences are grounds for removal from the program. Being in class on time is also very important. Frequent tardiness will be considered an absence and appropriate action will be taken. Absences due to illness must be reported immediately to the program director.

**Behavior:** Students are guests in a foreign country and are not afforded the same protections that United States citizens are afforded in their own country and culture. Cultural norms are different and students should use care, discretion, and maturity when negotiating other cultures. It is advised that students become sensitive and aware of the differences between the cultural norms of the U.S. and the host culture to prevent misunderstandings and cultural issues. To this end, please use caution, care and good manners when dealing with people in other cultures. Remember what appears foreign to us, could be natural in the in the host country, and the good traveler's motto is to blend not to irritate difference.

### **B. Academic Dishonesty:**

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices: Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments. In addition to other possible disciplinary sanctions that may be imposed as a result of academic misconduct, the instructor has the authority to assign either (1) an F or zero for the assignment or (2) an F for the course.

## **VI. Instructional Hours:**

The course will consist of a minimum of 37.5 hours of instructions and class time.

## **Graphic Design Solutions** (contents)

Foreword by Phillip B. Meggs.

CHAPTER 1 - INTRODUCTION: Defining Graphic Design. The Graphic Designer's Job. The Design Procedure. Critique Guide. The Project. The Process. Looking at the Illustrations.

CHAPTER 2 - FUNDAMENTALS OF GRAPHIC DESIGN: Part I: The Formal Elements: Line. Shape. Color. Value. Texture. Pattern. Format. Part II: Principles of Design: Balance. Emphasis: Focal Point and Hierarchy. Rhythm. Unity. Part III: Manipulation of Graphic Space: Positive and Negative Space. Illusion.

CHAPTER 3 - OVERVIEW OF GRAPHIC DESIGN: Four Components of Graphic Design Solutions. Strategy. Concept. Design with New, Clear Explanation of Steps. Craft With New, Clear Explanation of Production of the Graphic Elements. The Design Profession.

CHAPTER 4 - DESIGNING WITH TYPE: Message, Audience Format. Letterforms. Explaining Type Family. Typographic Letterform terms. Classification Type. Type and Visuals. Principles of Design and Type. Type Alignment. Type and Expression. Designing with Type.

CHAPTER 5 - LAYOUT: Layout. The Grid.

CHAPTER 6 - LOGOS, SYMBOLS, PICTOGRAMS AND STATIONERY SYSTEMS: Logos. Symbols. Pictograms. Checklists. Stationery Systems and Identities.

CHAPTER 7 - POSTERS: Historical Reference. Contemporary Posters. Single Poster vs. Barricade Poster.

CHAPTER 8 - BOOK JACKETS AND CD COVERS: CD Covers And Companion Pieces. Single Jackets vs. Series Jackets.

CHAPTER 9 - PACKAGING AND SHOPPING BAGS: Packaging. Shopping Bags as Part of Identity Systems.

CHAPTER 10 - VISUAL IDENTITY: Brief History of Branding. Explanation of Branding. Method of Inventing a Company Brand Name.

CHAPTER 11 - ADVERTISEMENTS: Explanation of the Creative Team. Types of Ads. Elements of an Ad. Four Components of an Ad. The Creation of a Print Ad. Advertising Concepts: What's the Big Idea?. What a Big Ideas is. How to Find the Big Idea. Points of Departure for Developing an Ad Concept. TV Commercials. Advertising Strategems.

CHAPTER 12 - ANNUAL REPORTS: Explanation Purpose. Components. Design. Great Innovative Examples.

CHAPTER 13 - WEB DESIGN: Major Elements: Home Page, Navigation, System, Core Pages & Links, Contact Information. Design Considerations, Visual Hierarchy, Layout, Color, Style. Approach to Promotional Sites.

CHAPTER 14 - THE PORTFOLIO: Graphic Design Portfolio Contents. Advertising Portfolio Contents. Portfolio Organization. Tips from Three Professors. General Tips. Sample Resume. Self-Promotionals. Suggestions for Portfolio Contents. Contents of a Generalized Graphic Design Portfolio. The Career Search Process. Preparing for an Interview. New Portfolio Projects.

APPENDIX A: MATERIALS, TOOLS AND PROCESSED: Glossary. Bibliography. Endnotes. Index.