1   Graphic Design I

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    ARTG 2252.01   Prereq ARTF 1121 : Fall 2011

       Thursday   8-11:35AM [office hours Tues. and Thurs.]

            303   Ryder Hall

    description   The application of graphic design thinking, form, and
                  principles channeled through an over-arching theme.
                  Identity, collateral, and product design assignments
                  explore the fringes of the gestalt. Design is an umbrella
                  for various mediums and tools both digital and physical.

                  Art, Graphic Design, Digital Art, and related combined
                  majors only

    deliverables   Project 1: Character Analysis
                   Project 2: Identity + Kit of Parts
                   Project 3: Calling Card
                   Project 4: Cover
                   Project 5: Political Poster
                   Project 6: Resume
                   Project 7: Fashion Graphic
                   Final Project: Cabinet of Curiosities

        policy   All assignments, critiques, and classes* are mandatory
                 and participation is expected. Occasional readings will
                 be required. Assignments are due in-class, not by email.
                 Late work is not accepted. Revisions are encouraged.

             *   You get one freebie absence, no questions asked. All work
                 is due at the start of class, even if you're absent.

                 Your faculty, as a general rule, will work with you if
                 you communicate effectively in advance of absences and
                 problems. We respond to emails. No grace is extended for
                 computer problems: DO NOT lose your work.

r a s + e

No plagiarism. Stealing = failure. Appropriation is not theft. See also, RIP: A Remix Manifesto.

structure   Projects span 2 weeks each. Art is never done, and revisions are an integral component of the design process and this course, culminating in the final project.

grading   Project grades include attendance, participation, and preparedness. Projects are weighted equally and factor creativity, craft, and relevance.

2 absences = drop one letter grade, 3 absences = Fail.

documentation   Final Class: At the end of the semester, students must hand in ALL relevant digital files on DVD. Bring all physical work to the final crit to be photographed. Documentation required for a final grade.

required text   Diary, by Chuck Palahniuk
suggested text   Thinking with Type, by Ellen Lupton
Graphic Design Thinking, by Ellen Lupton
Meggs' History of Graphic Design, by Phillip Meggs
The Calvin and Hobbes 10th Anniversary Book, by Watterson

materials   All supplies and materials are funded by the student. Bring all relevant materials to work in class. Materials will be assigned on a per-project basis. Get portable, digital storage and get a [utilized] sketchbook.

collaboration   Students are encouraged to collaborate in various ways as a reflection of design reality. Please ask about how to make this work for various projects. Minimally, use your peers to document work, and when assignments require.

disability   Northeastern University strives to provide academic accommodations to students with documented disabilities. Accommodations are approved by the Disability Resource Center (www.drc.neu.edu). Students need to register with the DRC and bring their instructors a letter from that office stating approved accommodations.

01   intro course : Theme : Type.Writer lecture : Lascaux to
     Postfaux lecture : intro Project 1 [Character Analysis]

02   crit Project 1 : ID lecture : intro Project 2 [Identity +
     Kit of Parts]

03   informal crit Project 2 : open studio

04   crit Project 2 : Presentness lecture : intro Project 3
     [Calling Card]

05   crit Project 3 : Idea is Everything lecture : intro
     Project 4 [Cover] : Discuss Diary [have read]

06   crit Project 4 : When You Have Almost Nothing lecture :
     intro Project 5 [Political Poster] : watch the Daily Show

07   informal crit Project 5 : open studio

08   crit Project 5 : Grid.Lock lecture : intro Project 6
     [Resume]

09   informal crit Project 6 : Worlds lecture : intro Final
     Project [Cabinet of Curiosities] : intro Project 7

10   crit Project 6 : Digital/Physical lecture : Project 7 in
     class production [Fashion Graphic]

11   crit Project 7 : informal crit Final Project

12   crit Final Project : all files due

Character Analysis

description   In class, you will choose two cards.

1. name
2. location

Write a character. Write an introduction to the character in a length, style, and level of detail that engages as a piece in of itself. Write something we want to read. Base it on a real person, your alter-ego, whatever. This is a writing assignment, but think about how the writing is designed, language is designed, about how the character is designed. Your medium is words. Your tools are how you put them together. Be as visceral as possible. Who is this person? What do they do? What is their story? When visuals blur to noise, words will never lose their power.

components   words

specs   The exact length is up to you, but a mere paragraph doesn't give you much to play with. A dense page should suffice. Print it out.

due   Week 02

Identity + Kit of Parts

description   Using the Kit of Parts approach to branding, build
              a fleshed-out identity package with components that
              explore the fringes of the world. This does not have
              to explicitly be for the character of your Theme, but
              somehow, it must relate.

              Draw. Photograph. Ink. Copy. Splice. Look. Find.
              Assemble. Gather together a bank of relevant imagery.
              What can this visually reduce down to? Hash out and
              decide type treatment. How are typographical and visual
              elements handled and when? Color(s)? You are generating
              an identity by defining a vocabulary to work with.

              Everything needs to cohere; this is a system,
              conceptually and formally.

components   Pecha Kucha presentation of the identity
              Physical package: 3 pieces of your choice

specs   defined system of visual vocabulary
              defined typographic system
              ability to explain when and how your system applies

due   presentation: Week 03
              package: Week 04

Calling Card

description   Physical indicators of a visitor's physical presence:
               calling cards are extinct ephemera of the Nostalgic. With
               the rise of letterpress and the hijacking of print as an
               arts medium, designers are finding ways to remind people
               to be where they are. As in, literally, physical space.
               Design a calling card in keeping with the Theme that
               functions as an announcement, a marker, a token.

components   physical calling cards (bring enough for everyone)

specs   utilize your kit of parts
               size is open
               make enough for everyone

due   Week 05

Cover

description   J.R.R. Tolkien began all his stories with a map, a fully
               realized "world" for his narrative to navigate, resulting
               in a feeling of authenticity. This is your Theme's world.
               Distill Diary's content into a concept-driven book cover.
               See also, Rodrigo Corral for Chuck Palahniuk.

components   front cover

specs   8" X 5.5" X .75"
         Comp the book: Perfect bind, use blank white paper for
         the block of text (demo in class)

due   Week 06

Political Poster

description   We'll watch The Daily Show as an example of an artist
              channeling a sincere activist response to a...concern.
              Make a poster. The only requirement is to not treat your
              political issue of choice in a mundane, expected poster
              manner. When is a poster not a poster? Take into account
              medium, installation, and content.

components   "poster"

specs   content that you care about
             unique treatment

due   Week 08

Project 6   Graphic Design I

Resume

description   Typeset a resume that fits your Theme. Resumes and menus
are some of the most difficult pieces to design, yet some
of the most practical. This is purely typography: Getting
the details perfect and innovating within a strict set of
boundaries. The content can be real or fake.

components   single page, bring copies for everyone

specs   8.5" X 11" portrait, paper should be considered

due   Week 10

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Project 7   Graphic Design I

Fashion Graphic

description   Think graphic design not fashion design. Choose any
medium to print (T-shirt, backpack, canvas bag, pillow
case, etc.) as long as it makes sense in the realm of
your Theme. Priority is the relationship between the
graphic and medium.

Design a graphic based on your character.

components   contact paper stencil
graphic + product

specs   Production: handcut screenprint stencil (in class)

due   Week 11

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Cabinet of Curiosities

description   Research Cabinet of Curiosities and find a lens to view
               the collected works in your Theme park. This is more than
               a container for your ephemera, this is a new piece with
               new production, but it should reference all your work for
               the course. Your medium is print.

components   Theme Cabinet of Curiosities

specs   Show us something we've never seen before.

due   Week 12

theme   over-arching character written for whole class

projects

1   Character Analysis : write your world
2   Identity + Kit of Parts : create your world
3   Calling Card : compliments the character's arrival
4   Cover : distilling concepts
5   Political Poster : design won't save the world
6   Resume : all type
7   Fashion Graphic : alt printmake something
final   Cabinet of Curiosities : what all did you find?

lectures

1   Type.Writer : sketchbooks, writing, design
1   Lascaux to Postfaux : brief history
2   ID : the extremes of designing identities
3   Presentness : we used to know what reality was
4   Idea is Everything : concept first, getting ideas
5   When You Have Almost Nothing : lo-fi design
6   Grid.Lock : grids, columns, alt, photo-based
7   Worlds : fleshing out the playground
8   Digital/Physical : medium jumping, collisions

workshops

1   designartwriting
2   stencils
3   grids
4   everything from everywhere

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