

MMDI101-01

VCS

Visual Communication Studio

De Angela Duff • Fall 2006 • Mondays & Tuesdays 4 – 6:50pm, Terra 1219

1 semester sequence
2 three hour labs per week
3 credit hrs

Prerequisites
None

Office hours
Mondays 3-4pm or
by appointment

Office location
1211A Terra

Office phone
215.717.6319

Email
dduff@uarts.edu

Class Website
multimediatept.com/~duffd/vcs

Welcome to Visual Communication Studio!

All communication takes place through language. However, not all language uses words. This course allows students to harness the power of visual language in order to convey messages and meaning. The elements of drawing and two-dimensional design that will be covered include point, line, shape, composition, texture, color, type, and image. Although non-digital mediums will be addressed, the exploration of digital tools (Adobe Illustrator and Photoshop) for the screen is a primary goal. Individual creativity will be stressed.

1. COURSE GOALS

- Increased competence in the undertaking and completion of visual communication problems
- Exploration of various kinds of image making through the use of elements and characteristics of visual form
- Increased visual awareness and vocabulary through research and observation
- Increased enthusiasm for imagination, inquiry, and iteration
- An introduction to the use of two kinds of graphics software (bitmapped and vector-based) to communicate visually.
- Accumulation and implementation of skills and ideas in a progressive manner

2. REQUIREMENTS

- **Email contact about logistics (when, where, how many?) from your Uarts email account ONLY**

Talk to me in person about issues and problems.

DO NOT email long conversations.

(If your email turns into a paragraph or two that means you should be talking to me in person not emailing me.)

- **Consulting the class website at least twice a week for homework assignments and other information**

- Class attendance and **participation**
- Acquiring a copy of **Design Basics Index** by Jim Krause and **Understanding Comics** by Scott McCloud (They both should be available in the UArts bookstore.)
- Completion of all assignments based on dates given
- A portfolio of work from the duration of class
- Learning, exploring, and fulfilling assignments **outside of class** at a minimum 6 to 12 hours per week
- Desire amounting to enthusiasm (to learn, to explore)
- Patience, Persistence, and Discipline
- Individual Creativity
- Craft
- Self-confidence and Pride in your work
- Fearlessness

3. EVALUATION & GRADING

Grading

- All work assigned will be complete and delivered on the due date by 4:10pm, **otherwise you will receive a failing grade.**
- Evaluations will be conducted in the form of individual and group critiques. Individual critiques will occur at the midterm and the end of the semester. Group critiques will occur on a weekly basis.
- Makeup assignments are only available when discussed with and approved by the instructor in advance of the original due date
- Each student will be judged on the quality, experimentation, and improvement that their work shows.
- Incomplete or unsatisfactory work will receive a failing grade
- If you turn in your final **before** the due date, knowing that you will be absent on the final, 40 pts will be subtracted from your final project grade. If you attend the final without a finished project, you will receive 40 pts for your presence and participation. **A late final** (after 4:10pm on the due date) **will not be accepted under any circumstance.**

Your **final grade** will be based on a synthesis of quantitative and qualitative rubrics:

- *Quantitative Overview:*
 - **33% homework assignments & class participation**
 - **04% midterm**
 - **30% final**
 - **33% end of semester portfolio binder**
- *Qualitative Overview:*
 - **A**
Performance and attendance of the student has been of the **highest level**, showing sustained **excellence** in meeting course responsibilities.
 - **B**
Performance and attendance of the student has been **good**, though not of the highest level.
 - **C**
Performance and attendance of the student has been **adequate, satisfactorily** meeting the course requirements.
 - **D**
Performance and attendance of the student has been **less than adequate**.
 - **F**
Performance and attendance of the student has been such that **course requirements have not been met**.

Attendance

- Class Participation **will** affect your grade.
- Unexcused absences **will** affect your grade.
- Attendance will be taken at the beginning of every class. Since there is so much technical, conceptual, and design information to absorb, regular attendance is essential.
- One absence is allowed; after that, your grade will drop by 1/2 a grade point (e.g. A to an A-) for each additional absence.
- Be on Time. Tardiness **will** affect your grade.
- Contact the professor **in advance** if you will not be in class (in person or by email is preferred).

4. REQUIRED BOOKS

- ***Design Basics Index*** by Jim Krause
Should be available in the UArts bookstore
- ***Understanding Comics*** by Scott McCloud
Should be available in the UArts bookstore
On reserve at the UArts Library

5. RECOMMENDED BOOKS

Design

- ***Principles of Form and Design*** by Wucius Wong
- ***Design and Form*** by Johannes Itten
- ***Introduction to Two-Dimensional Design: Understanding Form and Function*** by John Bowers

Color

- ***The Art of Color*** by Johannes Itten
- ***Principles of Color Design*** by Wucius Wong
- ***Interaction of Color*** by Josef Albers
- ***Color (4th Edition)*** by Paul Zelanski and Mary Pat Fisher

Type

- ***Stop Stealing Sheep & Find Out How Type Works***, Second Edition, by Erik Spiekermann
- ***Thinking With Type: A Critical Guide for Designers, Writers, Editors, & Students (Design Briefs)*** by Ellen Lupton
- ***Designing with Type: A Basic Course in Typography***, Fourth Edition, by James Craig, et al

Composition

- ***Grid Systems in Graphic Design: A Visual Communication Manual*** by Josef Muller-Brockman
- ***Grid Systems: Principles of Organizing Type (Design Briefs)*** by Kimberly Elam
- ***Geometry of Design: Studies in Proportion and Composition*** by Kimberly Elam

Software

Adobe Illustrator:

- The **HELP menu** in Adobe Illustrator or
- ***Illustrator CS2 for Windows and Macintosh: Visual QuickStart Guide*** by Elaine Weinmann and Peter Lourekas or
- ***Adobe Illustrator CS2 Classroom in a Book*** by Adobe Creative Team

Adobe Photoshop:

- The **HELP menu** in Adobe Photoshop or
- ***Photoshop CS2 for Windows and Macintosh: Visual QuickStart Guide*** by Elaine Weinmann and Peter Lourekas or
- ***Adobe Photoshop CS2 Classroom in a Book*** by Adobe Creative Team

6. REQUIRED SUPPLIES

- Digital Storage (Hard Drive, Jump Drive, etc.)
- Digital Camera (can rent from CMAC's equipment room)
- Drawing Pad 14"x17" or larger
- Mark-making Utensils (pencils, pens, brushes, charcoal, etc.)
- 2–3" binder for portfolio
- Consider purchasing the following in bulk and split with classmates
 - CDs or DVDs
 - Plastic sheets
 - Plastic sheets for CDs or DVDs

7. SHOW AND TELL

- Check out at least one book from the UArts library that contains images of the artist, designer, or type foundry assigned to you (listed below), and bring it to class (Artists, Designers, or Type Foundries that don't have books available within the library are denoted with *).
- Be familiar with a brief bio of the artist
- Have 3 digital images to show during the show and tell
- Be prepared to **critically** discuss what you like or dislike about the images you show the class

Artists, Designers, & Type Foundries:

1. Chuck Close (point)
2. Pollock (line)
3. Wols (Alfred Otto Wolfgang Schultze)
4. Agnes Martin (plane)
5. Jean Dubuffet (line)
6. Jean-Michel Basquiat (graffiti)
7. Rothko (color)
8. David Carson (type & image)
9. Émigré (type foundry)
10. House Industries (type foundry)
11. T-26 (type foundry)*
12. Art Chantry (music / punk aesthetic)
13. Chip Kidd (book jackets)
14. Aleksander Rodchenko (composition & photography)
15. Josef Muller-Brockman (composition)
16. Andy Warhol (image)
17. Tibor Kalman (image)
18. Barbara Krueger (type & image)

8. ACADEMIC ACOMMODATIONS

Any student eligible for and requesting academic accommodations such as:

- tape recording class,
- note-taking assistance
- time extensions for tests
- testing in a distraction-reduced setting, etc.

should provide an Accommodation Form from Disability Services to the professor within the first two weeks of the semester. Disability Services is located at Gershman YM/WHA in room 309C. The phone number there is 215.717.6616.

9. WEEKLY CALENDAR

All dates and assignments are subject to change at the discretion of the professor.

The class website is the official source for all dates and assignments; the syllabus is not. The syllabus is a general overview / a guideline; The website is a living, dynamic document.

dates	class	
wk 01	09.04.06 LABOR DAY	09.05.06 <i>OVERVIEW OF THE COURSE</i> <ul style="list-style-type: none"> Review Syllabus Brief introduction to Illustrator and the pen tool Assign First Show & Tell READ: 1. HANDOUT: Convergence Doesn't Matter (Kyle Cooper) 2. pages 14-19 & 96-97 & 228-229 & 270-271 & 346-347 (You and Technology) Design Basics Index (Krause)
wk 02	09.11.06 <i>MARK MAKING (POINT)</i> HOMEWORK DUE Assign Show & Tell Topics and Dates SHOW & TELL: Chuck Close	09.12.06 <i>Sept. 13th is the Last Day to Drop/Add/Late Registration</i> READ: 1. Chapter 5, Understanding Comics, Living in Line (McCloud) 2. pages 20-21&170-177 Design Basics Index (Krause)
wk 03	09.18.06 <i>LINE</i> HOMEWORK DUE SHOW & TELL: Jackson Pollock, Jean Dubuffet, Wols (Alfred Otto Wolfgang Schultze), Jean-Michel Basquiat	09.19.06 READ: pages 124-131, 138-143, 186-187 &, Design Basics Index (Krause)
wk 04	09.25.06 <i>THE THREE BASIC SHAPES</i> HOMEWORK DUE SHOW & TELL: Agnes Martin	09.26.06 READ: pages 72-73 Design Basics Index (Krause)
wk 05	10.02.06 <i>VARIATION IN FORM</i> HOMEWORK DUE 10.04.06 <i>Students and faculty follow Monday's schedule of Class</i>	10.03.06 READ: pages 40-42, 136-137, & 143-154 Design Basics Index (Krause)
wk 06	10.09.06 <i>COMPOSITION USING RELATIONAL ELEMENTS</i> HOMEWORK DUE	10.10.06 READ: pages 74-77 Design Basics Index (Krause)
wk 07	10.16.06 <i>GRAYSCALE / VALUE</i> HOMEWORK DUE	10.17.06 <i>October 20th is the last day for students to withdraw</i> READ: <ul style="list-style-type: none"> Chapter 8, A Word About Color (McCloud) pages 74-77, 132-133 & 206-227, Design Basics Index (Krause)
wk 08	10.23.06 <i>COLOR THEORY</i> HOMEWORK DUE SHOW & TELL: Rothko	10.24.06 NO READINGS

<p>wk 09 10.30.06</p> <p>MIDTERM & MIDTERM REVIEW</p> <ul style="list-style-type: none"> ▪ Midterm Assignment Individual Crits / End of Semester Portfolio Progress 	<p>10.31.06</p> <p>MIDTERM & MIDTERM REVIEW cont.</p> <p>Introduction to Photoshop</p> <p>READ: pages 134-135, 146-147 & 178-183, Design Basics Index (Krause)</p>
<p>wk 10. 11.06.06</p> <p>TEXTURE</p> <p>HOMEWORK DUE</p>	<p>11.07.06</p> <p>READ: pages 188-205, Design Basics Index (Krause)</p>
<p>wk 11 11.13.06</p> <p>IMAGE MANIPULATION</p> <p>HOMEWORK DUE</p> <p>SHOW & TELL: Tibor Kalman, David Carson (photography) & Andy Warhol</p>	<p>11.14.06</p> <p>READ: pages 230-241, Design Basics Index (Krause)</p>
<p>wk 12 11.20.06</p> <p>TYPE AS FORM & EXPRESSION</p> <p>HOMEWORK DUE</p> <p>SHOW & TELL: emigre, House Industries, T-26, David Carson (type) & Barbara Krueger</p>	<p>11.21.06</p> <p>READ: pages 78-95 & 242-269, Design Basics Index (Krause)</p>
<p>wk 13 11.27.06</p> <p>TYPE ALIGNMENT, VISUAL HIERARCHY & THE GRID</p> <p>HOMEWORK DUE</p> <p>FINAL ASSIGNED</p> <p>Discuss final portfolio</p> <p>SHOW & TELL: Chipp Kidd, Art Chantry, Aleksander Rodchenko & Josef Muller-Brockman</p>	<p>11.28.06</p> <p>READ: pages 22-33, 43-57, 60-71, 98-117, 184-185, 272-321&336-339 Design Basics Index (Krause)</p>
<p>wk 14 12.04.06</p> <p>FINAL INTERIM CRIT (TYPE & IMAGE: Poster that informs, persuades, or inspires)</p> <p>Class Crit</p> <p>Discuss final portfolio</p>	<p>12.05.06</p> <p>READ: pages 340-341 & 347-349(You and Real-World Printing) Design Basics Index (Krause)</p>
<p>wk 15 12.11.06</p> <p>FINAL DUE (TYPE & IMAGE: Poster)</p> <p>Class Crit</p> <p>FINAL PORTFOLIO DUE</p> <p>Individual Crits</p>	<p>12.12.06</p> <p>FINAL PORTFOLIO DUE</p> <p>Individual Crits</p>

10. END OF SEMESTER PORTFOLIO (Binder and CD (or DVD)):

At least **2-inch binder** with spine label.

Binder spine label:

- Your name
- VCS
- Fall 2006
- De Angela Duff

Print outs:

- **Plastic sheets** that contain print outs of *every* non-digital and digital assignment.
- Before each project should be a **divider/title page** that labels each project (See the portfolio/binder overview that follows for divider/title page description.)
- **Non-digital** assignments are photographed on a copy stand or in another appropriate way and then printed out and included in the binder.
- **Digital files** as native illustrator files (.ai) and/or native photoshop files (.psd) unless non-digital
- All non-digital and digital assignments should be placed on a **CD or DVD**.
- Non-digital assignments are photographed on a copy stand or in another appropriate way and then digitized, unless you are taking photos with a digital camera because they are already digitized at that point.

CD or DVD label:

- Your name
- VCS
- Fall 2006
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End of Semester Portfolio/binder overview for folder and file names:

- Binder Divider: Week 2. Point (Mark)
- CD or DVD Folder: 2 Mark

- Binder Divider: Week 3. Line
- CD or DVD Folder: 3 Line

- Binder Divider: Week 4. The Three Basic Shapes
- CD or DVD Folder: 4 Basic Shapes

- Binder Divider: Week 5. Variation in Form
- CD or DVD Folder: 5 Form Variations

- Binder Divider: Week 6. Composition Using Relational Elements
- CD or DVD Folder: 6 Shape

- Binder Divider: Week 7. Value & Grayscale
- CD or DVD Folder: 7 Value

- Binder Divider: Week 8. Color Theory
- CD or DVD Folder: 8 Color

- Binder Divider: Midterm
- CD or DVD Folder: Midterm

- Binder Divider: Week 10. Texture
- CD or DVD Folder: 10 Texture

- Binder Divider: Week 11. Image Manipulation
- CD or DVD Folder: 11 Image

- Binder Divider: Week 12. Type as Form & Expression
- CD or DVD Folder: 12 Letterform

- Binder Divider: Week 13. Type Alignment, Visual Hierarchy & The Grid
- CD or DVD Folder: 13 Type

- Binder Divider: Week 14. Poster First Draft
- CD or DVD Folder: 14 Poster Draft

- Binder Divider: Final
- CD or DVD Folder: Final