

ARTG 100 VISUAL DESIGN PRIMER

Tuesdays & Thursdays 1pm - 4pm | May 2nd - June 15th
Building 325 Room 207 | Jackie Kelly | jackie.kelly@viu.ca

WEBSITE: <https://wordpress.viu.ca/graphicdesignprimer/>

THE OFFICIAL COURSE DESCRIPTION

This course will introduce students to the elements and principles of design, composition, aesthetics, colour, type, layout, design process and practice. It will emphasize the conception of ideas and visual interpretation, the mechanics of visual language and the designer's role, responsibilities and tasks, and their application to the solution of various practical problems.

Students should be aware that while this course is, for most, a very fun and exciting experience, it is not an easy class, and does require significant project hours.

WHICH MEANS

Visual Design encompasses a huge range of end results. We'll address the core principles of Visual Design, look at the importance of clarity in our process, outcomes and presentation, and become familiar with the basic building blocks. When we're done, you should be able to:

- Visually communicate a concept in an effective, accessible and usable way
- Structure text and visual components for effective readability, communication and comprehension
- Demonstrate an understanding of the design process
- Think critically, develop visual awareness, creativity, and evaluative ability
- Visualize abstract concepts and ideas in the form of various visual representations
- Recognize and make use of basic techniques, tools and materials used in visual design practice and process
- Make use of the fundamental principals and visual elements of two-dimensional design
- Build on learning and demonstrate progress through the course

CELL PHONES/SOCIAL MEDIA

No calls. No texting. No Twitter. No Facebook.

"THE COMPUTER ATE MY HOMEWORK."

Late work will not be accepted without prior approval. If you are unsure of the instructor's definition of "late", please consult with the instructor before it becomes an issue for you.

ASSIGNMENTS

Assignment briefs and weekly readings will be presented each class as posted on the class website. Each Class has a separate page with all assignment specs. The schedule is a guideline only.

DEPARTMENTALLY-MANDATED Administrivia Assessment

Verbal and observational feedback will be provided throughout the course and will be considered as part of your overall assessment of your course standing. Pass/Fail assessment and a detailed rubric can be found at www.viu.ca/graphicdesign/documents/GD-Grading-Criteria.pdf

A mid-term course status report will be emailed to each of you. The report will assign you an interim status of exceptional pass, pass, marginal pass or fail and will provide specific information about areas of success and areas for improvement. The goal is to ensure all students succeed with a pass in the course.

Evaluation

You will be evaluated by the work you create and the way in which you manage yourself and your projects throughout the course. You will be responsible for meeting project specific requirements and deadlines which include managing the design process from concept to completion. Professionalism, participation and attendance play a key role in your evaluation.

Policies

Students of Vancouver Island University are expected to adhere to principles of intellectual integrity and academic conduct. Academic misconduct, plagiarism and student disruption of instructional activities, will be dealt with according to The Student Conduct Policy in the Student Calendar and brought to the attention of the Dean.

All cell phones must be turned off during class (unless an urgent concern has been discussed with the instructor).

Students are responsible for tracking, maintaining and submitting all course work on time. Any required work that is not submitted on time will be graded as a fail.

Students who miss more than 5 classes (regardless of the reason), will not be able to pass the course.

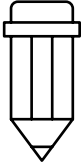
It is the student's responsibility to contact the instructor regarding illness, absence, late submission and extenuating circumstances.

Students with special needs or disabilities that might affect their experience or performance in class are advised to inform their instructor and/or contact the Disabilities Services Coordinator.

If students are absent for three classes, the maximum grade that will be obtained for the course is a marginal pass.

The instructor reserves the right to make adjustments to the material or schedule specified in the course outline. Students will be notified of any changes.

If you have a concern see your instructor before it becomes a problem. Please make sure your email address and phone number are correct in your registration student record as this will be your contact information for the course. Monitor your email to be sure you don't miss any important course communications and/or changes.



COURSE SCHEDULE

Course schedule is tentative and subject to change. It is definitive only until any revised version is distributed.

CONTENT		ASSIGNMENTS
TUES MAY 2 Class 1	Intro to Visual Design Setting up What, where, how, why	NEED TO KNOW Survey
THUR MAY 4 Class 2 ONLINE	Design Process The design model steps	Assignment #1 <i>*Show and Tell</i>
TUES MAY 9 Class 3	Research and Analysis Audiences, markets and contexts	Assignment #2 Reading I
THUR MAY 11 Class 4	Idea development Conceptualization and visualization methods	Assignment #3 <i>*Show and Tell</i>
TUES MAY 16 Class 5	Design Principals Part I Composition, form, space, symmetry	Assignment #4 Reading II
THUR MAY 18 Class 6 ONLINE	Design Principals Part II Contrast, texture, movement	Assignment #5 <i>*Show and Tell</i>
TUES MAY 23 Class 7	Design Elements Point, line plane, image	Assignment #6 Reading III
THUR MAY 25 Class 8	Colour Terminology, association and meaning	Assignment #7 Reading IV
TUES MAY 30 Class 9 ONLINE	Typography Part I Anatomy and classifications	Assignment #8 <i>*Show and Tell</i>
THUR JUNE 1 Class 10	Typography Part II Legibility, hierarchy, ornaments & text as image	Assignment #9 Reading V
TUES JUNE 6 Class 11	Grids and Layout Form, function and style	Assignment #10 <i>*Show and Tell</i>
THUR JUNE 8 Class 12	Tools, Production and Presentation Technology, file prep, printing etc.	Assignment #11 Reading VI
TUES JUNE 13 Class 13	In Practice Everything in question or requiring review	Assignment #12
THUR JUNE 15 Class 14 ONLINE	FINAL QUIZ & Class review Survey Critique of Assignment #12 Wrap up	

IMPORTANT STUFF

STUDENT COMMITMENT

Students should expect to spend around 3hrs per week **OUTSIDE** of allocated class time to complete homework assignments and readings for this course.

If you are more than 10min late to class, you will be marked as absent. (Unless previously discussed with the instructor)

EMAIL

PLEASE NOTE: Student email will only be monitored on **Mondays and Fridays**. Responses outside that window should be considered good fortune.

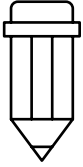
MEETINGS WITH INSTRUCTOR/OFFICE HRS

I will be available to meet in person on course related matters, **weekly before and after class**.

Please schedule an appointment on the sheet available at every class. **Students are expected to book at minimum TWO 10min appointments with me during the course.** Please keep to your appointments or notify me accordingly.

RESUBMISSIONS

Students have the option to resubmit an assignment or project for regrading, within a week of the original due date, after review/critique and approval from the instructor.



EVALUATION

The following criteria will be used to grade work:

- Sensitivity to, and employment of structural relationships in design that involve 2D design elements. e.g: line, shape, colour, texture etc.
- Ability to recognize, manipulate and apply the basic design principles (both individually and in combination)
- Evidence of exploration, imagination, creativity, aesthetic sensitivity and expressiveness in working with these elements and principles.
- Ability to convert an idea or message into a clear visual statement
- Ability to create and organize forms in a space to create and effective composition.
- Evidence of thought and care in planning and execution.
- Precision and care in rendering, position and presentation of all work.
- Handing in assignments when they are due.
- Ability to follow specifications and solve the given design problem within the parameters defined.
- Effort.
- Progress.
- Appropriateness and effectiveness of design solutions.
- Attitude
- Contribution to class discussions and exercises.
- Commitment to work and ability to problem solve, with guidance when needed.

EVALUATION

- **CLASS PARTICIPATION:** attendance, how you show up & collaborate, share, contribute and own your role: 10%
- **PROFESSIONALISM:** punctuality, meeting deadlines, presentation/quality of written and visual deliverables: 10%
- **COMMUNICATIONS:** with instructor: 10%
- **ASSIGNMENTS/POSTS:** 60%
- ***SHOW AND TELL:** 10%

REMEMBER

Consider the following guidelines in preparing projects:

- **Spelling mistakes and grammatical errors will reduce the grade for the project.**
- Plagiarism (using words, ideas or images of another author without full or proper acknowledgements) constitutes grounds for failure of the project.
- All graphics must be original artwork produced by the student, and not sourced or generated through external providers.
- Presenting your work in a clean, formatted, designed manner will aid in achieving a better grade. Better yet, design a template you use for all your deliverables throughout the semester, so that your work is consistently clear and easy to read. Put your name on everything!
- Keep your files/images small and web resolution for blog posts.

SUPPLIES

- A laptop is required for this course. Students are also responsible for acquiring the required software for this course. So to are they responsible for awareness of technical requirements of their own hardware.
- Access to the internet
- A camera; the one on your smart phone is perfect.
- A set of fine and medium tip felt pens, both black and colours
- Lead pencils (HB and B is fine)
- Tracing paper
- Scissors
- White sheets of 8.5"x 11" paper
- Steel ruler with cork backing
- Eraser
- Sketch book
- Masking tape
- Whiteout
- Acrylic set square: Triangle
- Xacto knife and sharp blades
- Glue: stick or spray
- Scotch tape
- Blank index cards 4"x 6" package of 50
- Cutting board