

University of Wisconsin  
Oshkosh  
Journalism Department

Fall 2006

Clow 128  
MW 10:20 a.m.–12:30 p.m.

Kevin Rau, BSA, MFA  
Instructor  
Office hours:  
MW 8:30–10 a.m.  
and by appt.  
106a Clow

E-mail: rauk@uwosh.edu  
Tel. 424.2342/0852

### **331 VISUAL MEDIA DESIGN**

#### **Catalog description**

A study of basic principles of graphic design, typography, uses of visual images and color. Covers selection of paper and inks, printing processes, finishing and working with clients and printers. Laboratory portion of the course focuses on applying principles of design, the practice of layout skills in crafting materials for graphic communication, and the use of computers in the planning, production and publication of printed materials.

#### **Course Objectives**

- Introduction to the terminology, function and history of typography and graphic design
- Development of fundamental design skills through visual problem-solving processes
- Investigation of technology's impact of on typography, printing and design
- Exploration of color theory and technical aspects of color reproduction
- Introduction to printing processes, paper production, and working with service providers
- Development of basic desktop publishing skills

#### **Required texts**

Robin Williams, *The Non-Designer's Design Book, Second Edition*, Peachpit Press, Berkely, CA  
Gregg Berryman, *Notes on Graphic Design and Visual Communication*, Crisp Publications, Inc.

#### **CLASS POLICIES**

##### **Attendance**

Attendance is required and will be recorded each class period. Students will be penalized one-half letter grade for each absence after two unexcused absences. Late arrivals/early departures count as 1/4 absence. As the first half of each class consists of lecture and discussion of assigned readings and course issues, it is imperative that you arrive on time.

##### **Assignments**

**Weekly Assignment:** Each Monday of the semester you are required to turn in a 3x5 index card with a hand-drawn letterform. The source for this letterform may be anyplace you find an interesting typeface. On the back of the card, identify the typeface's classification (oldstyle, modern, slab serif, sans serif, script, decorative) and be sure to include your name so you receive credit.

**Projects:** Various exercises and projects are assigned throughout the semester. These will consist of several pages of laserwriter output as you work through design/typographic variations. You will also generate hand-rendered "thumbnail sketches" for some exercises/projects. All documentation for each exercise/project should be clearly labeled and placed in a 3-ring binder (portfolio) which will be reviewed at the middle and end of the semester. The organization, content and quality of your binder is important and will impact your final grade. Please print your name and the class title clearly on the spine.

**Readings:** Be sure to check the attached course schedule and keep up with readings. If a reading is assigned for a certain date, please do the reading sometime before that class is held so we can discuss the material together.

##### **Grading**

Grades are based on quality and depth of portfolio, weekly assignments, attendance, and attitude.

#### **ACADEMIC HONESTY POLICY**

UWO is committed to a standard of academic integrity for all students. The system guidelines state: "Students are responsible for the honest completion and representation of their work ... and for respect of others' academic endeavors" (s. UWS 14.01, Wis. Adm. Code). Students are subject to disciplinary action for academic misconduct, as defined in s. UWS 14.03, Wis. Adm. Code. Specific questions regarding the provisions in and implementation of Chapter UWS 14 should be directed to the Dean of Students Office.

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## PROPOSED COURSE SCHEDULE

### September

- W 9/6 . . . . . Course introduction
- M 9/11 . . . . . Introduction to InDesign, Photoshop, Illustrator
- W 9/13 . . . . . History of Type, Part 1; Williams, pp. 131-142; Exercises 1 & 2
- M 9/18 . . . . . History of Type, Part 2; Williams, pp. 121-130; Exercises 3 & 4
- W 9/20 . . . . . Typography; Williams, pp. 143-174; Berryman, pp. 22-29; Exercise 5
- M 9/25 . . . . . Grid systems; Berryman pp. 38-43; Exercise 6;
- W 9/27 . . . . . Geometry in design; Exercises 7, 8 & 9

### October

- M 10/2 . . . . . Corporate Identity; Berryman, pp. 10-17, 32-33  
Project 1: Personal logo
- W 10/4 . . . . . Identity design methodology
- M 10/9 . . . . . Design principles; Williams, pp. 11-86; Exercise 10
- W 10/11 . . . . . Color theory, systems; Berryman pp. 34-35; Exercise 11
- M 10/16 . . . . . Illustration, Photography; Exercise 12
- W 10/18 . . . . . Publication design, information hierarchy;  
Williams, pp. 87-112; Berryman pp. 6-7;  
Project 2: Magazine spread
- M 10/23 . . . . . Work day
- W 10/25 . . . . . Logo applications; Berryman, pg. 20-21  
Project 3: Résumé, Letterhead, Envelope, Business card
- M 10/30 . . . . . Project 1 due; presentations

### November

- W 11/1 . . . . . Submit portfolio for midterm review. Include all Exercises and Projects  
to date (finished or in-progress)
- M 11/6 . . . . . Design History, Part 1; Berryman pp. 4-5;  
Project 4: Notable Designers
- W 11/8 . . . . . Design History, Part 2
- M 11/13 . . . . . Paper: Standard sizes, weights, finishes
- W 11/15 . . . . . Field Trip: Neenah Paper Mill
- M 11/20 . . . . . Notable Designer presentations
- W 11/22 . . . . . Thanksgiving Recess
- M 11/27 . . . . . Print ad design; Williams, pp. 113-120;  
Project 5: The Pits!
- W 11/29 . . . . . Preparing files for printing; Exercise 13

### December

- M 12/4 . . . . . Printing processes; Submit Portfolio
- W 12/6 . . . . . Field Trip: Castle-Pierce Printing Plant
- M 12/11 . . . . . Individual Student Meetings
- W 12/13 . . . . . Individual Student Meetings

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## **PORTFOLIO CONTENTS (Clearly label all Exercises and Projects)**

### Exercise 1:

Recreate hand drawn script and serif type using a computer.

### Exercise 2:

- 1) Choose an Oldstyle typeface. Set a paragraph in: Roman, Italic, Bold, All caps, Small caps;
- 2) Set the same paragraph in: Modern, Slab serif, Sans serif, Script, Decorative.

### Exercise 3:

- 1) Go online and find at least six digital type foundries;
- 2) Print and label samples of each of the type categories (oldstyle, modern, slab serif, sans serif, script, decorative), each one from a different foundry.

### Exercise 4:

Set a minimum of three examples each of concordant and contrasting use of type using the quote on Williams, pg. 122.

### Exercise 5:

Use five different typefaces to create structural contrast for the following quote. Consider content as well as form. "Give a lazy man a difficult job, and he will find an easy way to do it."

### Exercise 6:

Create several different layouts of a 6x6 document w/5 gray rectangles and a circle utilizing a grid (printed with grid visible).

### Exercise 7:

Create a Golden Rectangle in Adobe Illustrator.

### Exercise 8:

Import a color version of your Golden Rectangle into InDesign.

### Exercise 9:

On the web, find and print two references to the Golden Mean's use in graphic design.

### Exercise 10:

Create two examples of the principle of contrast by arranging a headline, body copy, and photo.

### Exercise 11:

Create 3 examples each of complimentary and triadic color harmony using Pantone colors.

### Exercise 12:

Go online and find at least six stock photography/illustration vendors. Download and print low-resolution versions of two photos and two illustrations.

### Exercise 13:

Print out of the "Instructions.txt" sheet and folder content window from preflighting/packaging your magazine spread in InDesign.

Project 1: Personal logo (include sketches, early versions, and "client brief")

Project 2: Design a magazine spread that follows an established format.

Project 3: Résumé, Letterhead, Envelope, Business card (include sketches, early versions)

Project 4: Notable Designers presentation notes, sources

Project 5: Redesign "The Pits" print advertisement.