

University of Wisconsin
Oshkosh
Journalism Department

Spring 2007

Clow 148
MW 12:40–2:50 p.m.

Kevin Rau, BSA, MFA
Instructor
Office hours:
MW 11 a.m.–12:15 p.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. 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

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 2-inch, 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. Do NOT use pocket inserts or sheet protectors to contain projects/exercises. Three-hole punch all pages, use dividers to separate individual exercises/assignments, and print your name clearly on the binder's 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

Final grades are based on:

Projects	40%
Quiz scores	30%
Organization and depth of portfolio	20%
Exercises	10%

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.

PROPOSED COURSE SCHEDULE

January

- M 1/29 Course introduction
- W 1/31 Introduction to InDesign, Photoshop, Illustrator

February

- M 2/5 Design History, Part 1; Berryman pp. 4-5;
Project 1: Notable Designers
- W 2/7 Design History, Part 2
- M 2/12 Origins of Type; Williams, pp. 121-142; Exercises 1 & 2
- W 2/14 Typography; Williams, pp. 143-174; Berryman, pp. 22-29; Exercise 3 & 4
- M 2/19 Corporate Identity; Berryman, pp. 10-17, 32-33
Project 2: Personal logo
- W 2/21 Identity design methodology
- M 2/26 Project 1 due: presentations
- W 2/28 Work day

March

- M 3/5 Design principles; Williams, pp. 11-86; Exercise 5
- W 3/7 Color theory, systems; Berryman pp. 34-35; Exercise 6
- M 3/12 Work day
- W 3/14 Midterm quiz; Submit portfolio for review, include all Exercises and Projects
to date (finished or in-progress)
- MW 3/19, 21 Spring Break
- M 3/26 Logo applications; Berryman, pg. 20-21
Project 3: Résumé, Letterhead, Envelope, Business card
- W 3/28 Work day

April

- M 4/2 Project 2 due; presentations
- W 4/4 Publication design; Williams, pp. 87-112; Berryman pp. 6-7;
Project 4: Magazine spread
- M 4/9 Grid systems; Berryman pp. 38-43; Exercise 7;
Geometry in design; Exercise 8
- W 4/11 Illustration, Photography; Exercise 9
- M 4/16 Work day
- W 4/18 Paper: Standard sizes, weights, finishes
- M 4/23 Project 4 due; Preparing files for printing; Exercise 10
- W 4/25 Printing processes
- M 4/30 Work day

May

- W 5/2 Final quiz; Project 3 due; submit portfolio
- M 5/7 Individual Student Meetings
- W 5/9 Individual Student Meetings

PORTFOLIO CONTENTS (Clearly separate and 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:

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

Exercise 6:

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

Exercise 7:

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

Exercise 8:

Create a Golden Rectangle in Adobe Illustrator.

Exercise 9:

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

Exercise 10:

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

Project 1: Notable Designers PowerPoint print-out, notes, sources

Project 2: Personal logo (include sketches, early versions, and "client brief")

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

Project 4: Design a magazine spread that follows an established format.