
331 VISUAL MEDIA DESIGN

University of
Wisconsin Oshkosh
Journalism
Department

Fall 2008

Clow 128
MW 10:20 a.m.–
12:30 p.m.

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Catalog description

Theory and application of publication and media materials design. Covers introductory design principles and practical computer application of these concepts, addresses planning and production issues. Prerequisites: Journalism 141, 221 and 224.

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 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 text

Robin Williams, *The Non-Designer's Design Book*, Third Edition, Peachpit Press, Berkely, CA

Class Policies

Attendance and Etiquette

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. The use of e-mail, cell phones, personal music players, and web browsers (unless so directed) is discouraged during class 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 1-inch width, 3-ring binder 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:

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|---|-----|
| 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

September

- W 9/3 Course introduction
- M 9/8 Introduction to InDesign, Illustrator
- W 9/10 Design History, Part 1; Project 1: Notable Designers
- M 9/15. Design History, Part 2
- W 9/17 Origins of Type; Williams, pp. 153–164; Exercises 1 & 2
- M 9/22. Typography; Williams, pp. 145–152; Exercises 3 & 4
- W 9/24 Corporate Identity; Project 2: Personal logo
- M 9/29. Identity design methodology

October

- W 10/1 Project 1 due: Notable Designers presentations
- M 10/6. Project 1 presentations
- W 10/8 Design principles; Williams, pp. 11-90; Exercise 5
- M 10/13. Color theory, systems; Williams pp. 91–108; Exercise 6
- W 10/15 Midterm Review
- M 10/20. Midterm quiz; Submit portfolio for review, include all Exercises and Projects to date (finished or in-progress)
- W 10/22 Logo applications; Project 3: Résumé, Letterhead, Envelope, Business card; Williams pp. 56, 60, 61, 68-69 (review), 110–118, 127–130
- M 10/27. Introduction to Photoshop
- W 10/29 Project 2 due; presentations

November

- M 11/3. Grid systems; Exercise 7
- W 11/5 Publication design; Williams, pp. 54–55 (review), 198; Project 4: Magazine spread
- M 11/10. The Golden Ratio; Exercise 8
- W 11/12 Illustration, Photography; Exercise 9
- M 11/17. Paper: Standard sizes, weights, finishes
- W 11/19 Printing processes
- M 11/24. “Helvetica,” a documentary film by Gary Hustwit
- W 11/26 Thanksgiving recess

December

- M 12/1. Project 4 due; Preparing files for printing; Exercise 10
- W 12/3 Final quiz
- M 12/8. Project 3 due; Submit portfolio
- W 12/10 Individual Student Meetings

BINDER CONTENTS

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Exercise 1:

Recreate hand drawn script and serif type using the brush tool in Adobe Illustrator.

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:

Create four or more examples each of concordant and contrasting use of type using the quote on Williams, pg. 144.

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 utilizing a grid.

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. Write a paragraph describing how you used Williams' design principles.