

## **GRDSN 111**

### **COURSE LEARNING OUTCOMES (CLOs)**

1. Research the target audience, demographics, and budget by asking the client specific questions during meetings and creating informal questionnaires.
2. Research and collect design.
3. Create a concept for the black and white newspaper ad that is the foundation of the advertising.
4. Create a menu and restaurant website that express the mood, personality, spirit and / or theme of the restaurant through creative concept, imagery, typography and invites interactivity.
5. Develop a hierarchy / flow chart by sketching out the site structure (navigation links).
6. Produce visual elements that are appropriate / effective in representing the client / product / service.
7. Communicate concept / composition using thumbnail sketches.
8. Develop creative design solutions that demonstrate effective use of the elements and principles of design by incorporating them into project designs.
9. Communicate refined concept, detailed composition and typographic formatting.
10. Submit a style board for each of your rough.
11. Create interesting typographic compositions.

### **Course Outline**

In this course, students are required to demonstrate the following competencies at a basic level of proficiency:

- I. Research the target audience, demographics, and budget by asking the client specific questions during meetings and creating informal questionnaires
- II. Research and collect examples of...
  - A. well designed pieces matching course projects
  - B. choosing examples that clearly show the graphic design principles in action
  - C. researching color, line, shape, texture, and typography as it is used on the web
  - D. submitting a styleboard for each of your rough designs to show thinking as it relates to the design principles
- III. Produce visual elements that are appropriate / effective in representing the client / product / service that...
  - A. visually communicate the clients message clearly
  - B. visually communicate the mood, spirit and/or theme of the product and company
  - C. are relevant and not offensive
  - D. speak with clarity to the target audience
- IV. Communicate concept / composition using thumbnail sketches that ...
  - A. Are fast and un-detailed
  - B. Drawn in proportion to the dimensions of the finished piece
  - C. Visually indicate headline, visual, body copy, sign-off and tag line.
  - D. Convey an entirely separate or different creative concept
  - E. Show emphasis, balance, rhythm, unity

- F. Convey composition, sizing and position
  - G. Show that you are able to come up with more than one good idea
  - H. Show the relationship between graphic elements
  - I. Show general shapes of graphic elements
- V. Develop creative design solutions that demonstrate effective use of the elements and principles of design by incorporating them into project designs.
- VI. Communicate refined concept, detailed composition and typographic formatting using tight roughs that...
- A. Draw in proportion or actual size
  - B. Include ad dimensions
  - C. Convey headline type choice ( include type sample of display and text type)
  - D. Convey type size and spacing
  - E. Indicate indents, leading and alignment of text
  - F. Indicate usage of gray tone
  - G. Convey photographic or illustrative imagery
  - H. Create each rough as an entirely different creative concept
  - I. Hand drawn using pencil, felt tip
- VII. Submit a style board for each of your rough designs that...
- A. clearly shows your use of the design principles
  - B. states your design objective and your creative strategy
  - C. clearly shows an industry example which illustrates your creative strategy
  - D. clearly shows creative usage of typography
  - E. shows choices of design elements (ie: color, line, shape, texture, value, spatial depth) which clearly help communicate your design objective
  - F. is linked to the roster page with your rough design
- VIII. Create interesting typographic compositions by...
- A. kerning type (wide, tight or varied)
  - B. using an overused font in a new and fresh way (using line, texture, shape or various sizes)
  - C. choosing appropriate typefaces to portray a style or personality
  - D. varying the use of caps and lower case letter forms
  - E. manipulating a typeface with an awareness of the horizontal and vertical line weights
- IX. Create a concept for the black and white newspaper ad that is the foundation of the advertising message that...
- A. answers the question, "What's in it for me?"
  - B. promotes the benefit through the creative solution or headline.
- X. Create a menu and restaurant website that express the mood, personality, spirit and / or theme of the restaurant through creative concept, imagery, typography and invites interactivity.
- XI. Develop a hierarchy / flow chart by sketching out the site structure (navigation links)
- XII. Re-purpose Projects for multiple media, formats and platforms

