

GRDSN 121

COURSE LEARNING OUTCOMES (CLOs)

1. Research and collect industry examples for each of the course projects.
2. Create design projects that express the personality or spirit of the company/product/service/event through the creative concept, imagery, materials used and typography.
3. Incorporate typographic and page layout elements to help guide a reader and create interest.
4. Devise and apply grid systems.
5. Communicate concept / composition using thumbnail sketches.
6. Indicate the hierarchy of elements.
7. Develop creative design solutions that demonstrate effective use of the formal elements of design.
8. Create the illusion of depth.
9. Communicate refined concept, detailed composition and typographic formatting of each project using tight roughs.
10. Submit a style board for each of your rough designs.
11. Design a navigation structure for the newsletter site that flows easily, is user friendly and invites interactivity.
12. Design images to take advantage of Run Length Encoding / Compression.
13. Organize files and use correct web file formats / extensions.
14. Create small file sizes so web pages load quickly for the restaurant web site.

Course Outline

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

- I. 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
- II. Create design projects that express the personality or spirit of the company/product/service/event through the creative concept, imagery, materials used and typography
- III. Incorporate typographic and page layout elements to help guide a reader and create interest by incorporating...
 - A. headlines: The story's title
 - B. subheads: Short descriptions or categories within the article
 - C. lead-ins or deck: A smaller headline added below the main headline
 - D. drop caps: A large capital letter used to direct a reader's eye
 - E. pull quotes or lift out quote: A quotation from the story given graphic emphasis
 - F. end story markers: symbol, logo or type indicating the end of an article

- G. photo captions or cut line: Information about a photo or illustration
 - H. jump line: A line telling the reader what page the story continues on
 - I. flag or nameplate
 - J. info graphic
 - K. folio: A line showing the page number and paper's name
 - L. Display head
 - M. standing head(s)
 - N. photo credit(s)
 - O. photo cutouts or silhouette
- IV. Devise and apply grid systems by..
- A. setting the preferences in your layout program to have grids in front
 - B. setting the grid subdivisions to usable increments
- V. Communicate concept / composition using thumbnail sketches that ...
- A. are quick yet understandable
 - B. use ideation techniques such as the "Creative Techniques Listing" or the "Thinking Creatively" textbook
 - C. allow yourself to brainstorm and record every whim, even the bad, dumb, overused,
 - D. avoid inappropriate or impractical ideas in order to get to a unique idea
 - E. are drawn in proportion to the dimensions of the finished piece
 - F. convey an entirely separate or different creative concepts, grid systems and layouts
 - G. show emphasis, balance, rhythm, unity
 - H. show use of Gestalt principles: similarity, proximity, continuation, closure, figure/ground
 - I. convey composition, sizing and position
 - J. show the relationship between graphic elements
 - K. show general shapes of graphic elements
- VI. Indicate the hierarchy of elements by...
- A. determining the relative importance of every section of the client's text.
 - B. choosing a method of emphasis using size, weight, style, font choice, spacing, alignment, kerning, indent, etc.
 - C. indicating the visual weight of elements by careful rendering or varying the stroke weight of lines and/or hue and tint of shapes.
 - D. separating content using line, shape and value
- VII. Develop creative design solutions that demonstrate effective use of the formal elements of design by incorporating the following into your rough designs...
- A. line
 - B. shape
 - C. color
 - D. value
 - E. texture
- VIII. Create the illusion of depth by...
- A. overlapping imagery
 - B. varying the size of shape, type or imagery

- C. using color to have elements recede or come to the foreground
 - D. using perspective angles
- IX. Communicate refined concept, detailed composition and typographic formatting of each project using tight roughs that ...
- A. work off of one of the previous thumbnail sketches
 - B. are drawn in proportion or actual size
 - C. convey type choice
 - D. convey type size, spacing and leading
 - E. indicate usage of color
 - F. convey photographic or illustrative imagery
 - G. create each rough an entirely different creative concept
 - H. computer generated on the computer
- X. Submit a style board for each of your rough designs to show thinking as it relates to the design principles
- XI. Design a navigation structure for the newsletter site that flows easily, is user friendly and invites interactivity
- XII. Design images to take advantage of Run Length Encoding / Compression by...
- A. creating artwork that has horizontal changes in color. This will create a more compressed image (small file size).
 - B. creating artwork that has large areas of flat color
 - C. creating non-complicated line art and non-dithered images
- XIII. Organize files and use correct web file formats / extensions by..
- A. avoiding complex naming conventions
 - B. saving graphic files in gif and/or peg formats
 - C. using a .gif, .jpg or .htm extensions
- XIV. Create small file sizes so web pages load quickly for the restaurant web site by...
- A. using hexadecimal colors in tables and backgrounds
 - B. reducing the number of colors when possible (using the web, adaptive or exact palettes when saving gif files)
 - C. using compression / quality controls to improve file size reduction when saving jpeg files
 - D. cropping images tightly
- XV. Re-purpose Projects for multiple media, formats and platforms