

GRDSN 221

COURSE LEARNING OUTCOMES (CLOs)

1. Research and collect examples of well-designed pieces matching course projects.
2. Create conceptual designs.
3. Create a concept for the greeting card that meets the client's criteria and represent high-quality creative design.
4. Create designs that expresses the personality or spirit of the product/message/event through the creative concept, imagery, materials used and typography
5. Assess the quality of a piece you have previously designed.
6. Communicate concept / composition using thumbnail sketches.
7. Develop roughs
8. Refine the effectiveness of designs.
9. Be productive and use studio (class) time.
10. Assess your work and make appropriate revisions.
11. Create a finished portfolio

Course outline

In this course, students are required to demonstrate the following competencies at an entry-level professional proficiency:

- I. Research and collect examples of well designed pieces matching course projects:
 - A. choosing examples that clearly show the graphic design principles in action
 - B. researching color, line, shape, texture, and typography as it is used on the web
 - C. submitting a styleboard for each of your rough designs to show thinking as it relates to the design principles
- II. Create conceptual designs that either...
 - A. invite interactivity (ie: is not immediately thrown in the trash)
 - B. make the viewer "think"
 - C. make the person laugh
 - D. show "intelligence" in the creative approach
 - E. show artistic, graphical, or typographical control in the design
 - F. through the use of materials and design elements
 - G. show "wit" (ie: good sense; the ability to make clever remarks in a sharp, amusing way)
- III. Create a concept for the greeting card that meets the client's criteria and represent high-quality creative design.
- IV. Create designs that expresses the personality or spirit of the product/message/event through the creative concept, imagery, materials used and typography
- V. Assess the quality of a piece you have previously designed by:
 - A. comparing it with professional examples of similar pieces.
 - B. determining if it communicates a clear objective.
 - C. considering how effectively each design principle supports the objective.
 - D. determining how each design element helps communicate the objective.

- E. writing down steps you can take to improve the quality of the piece for each of the following...
 - i. line
 - ii. shape
 - iii. color
 - iv. value
 - v. texture
 - vi. typographic composition
 - vii. balance
 - viii. emphasis
 - ix. rhythm
 - x. unity
 - xi. illusion of depth

- VI. 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

- VII. Develop roughs that...
 - A. demonstrate effective use typography
 - B. demonstrate use of line
 - C. demonstrate use of shape
 - D. demonstrate use of value
 - E. demonstrate use of texture
 - F. demonstrate appropriate use of color
 - G. demonstrate use of spatial depth

- VIII. Refine the effectiveness of designs by:
 - A. presenting your analysis and improvements to your peers.
 - B. being open to peer comments and suggestions.
 - C. using feedback to further improve your work.

- IX. Be productive and use studio (class) time effectively by...
 - A. attending all process class sessions
 - B. showing up with research materials
 - C. participating in concept development
 - D. using class time as an opportunity to get the job done

X. Assess your work and make appropriate revisions by getting feedback through the account executive, art director and other colleagues.

XI. Create a finished portfolio which...

- A. Contains professional level design work
- B. Incorporates personal branding
- C. Is professionally crafted
- D. presented with thought as to the visual flow of work
- E. includes objective/strategy statements to reveal design thinking
- F. is professionally bound
- G. contains a minimum of 10 pieces

XII. Re-purpose Projects for multiple media, formats and platforms