

# GDI. Syllabus/McDANIEL COLLEGE BUDAPEST

## **ART 2216 – Graphic Design I.**

Professor: Csilla Kőszeghy

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Availability: shortly before and after class, as well as by appointment

### **COURSE DESCRIPTION:**

Graphic Design is the process and art of combining text and images to communicate an effective message. We explore the fundamentals of visual organization; the building blocks of point/line/plane, and the intergration of images with text. Students will examine the essentials of letterform and typography, how to create an illustration, logodesign and a practical psymbol set design project to integrate this knowledge. The course is built up in a way that allows students to learn the basic skills of graphic design and show them its different genres. Students will learn to work on Adobe Photoshop, Illustrator and Indesign softwares.

### **COURSE OBJECTIVES:**

- get students acquainted with the fields of graphic design
- examine the basic typographic rules.
- students will learn how to design on computer and how to transform a handmade drawing to digital drawing and develop it and integrate it to a graphic design material

### **LEARNING OUTCOMES:**

- Critical Thinking: Recognize that art is socially and culturally constructed, and think critically about works of art in this light.
- Express an understanding of the interconnectedness of the history of art and the creation of art by presenting significant artists and art periods and styles.
- Creative Expression and Problem Solving: studeants will demonstrate skills in various media & technology as Adobe Photoshop, Illustrator and Indesign programs
- Develop a body of work (studio) that reflects problem solving and the ability to develop, investigate and think through an idea, like designing a personal logo that they will use on personal business card, or symbol set application design for packaging. Long process designs.
- Communication: Listen critically, and communicate effectively, both in oral and written form, demonstrating proficiency with artistic terminology by talking about each others works, presenting a famous graphic artist, talking about their own works and process.
- Global Citizenship: Demonstrate an understanding of art as both global and local, and show an openness to listen to and communicate with local cultures of art other than one's own. I prepare a presentation about famous poster artists at the time when the socialist regime ended, how graphic artists reacted the political situation. Presenting some famous Hungarian graphic artists who took important roles in forming art history.
- students will be able to design basic graphic design materials
- students will gain knowledge how to manage the information to a typographic unit.
- students will improve visual skills in choosing and analyzing the content of the visual and typographic elements of a graphic design product.
- students demonstrate skills relevant to the creative process

**REQUIRED MATERIALS:**

2-3 ring binder to keep all projects, scetchbook, pencils, block eraser, black felt pens, various sizes, A4 typing papers, glue stick, white masking tapes.

**ASSIGNMENTS AND GRADING:**

- Active participation in work sessions and critiques
- Providing finished projects
- presentations
- ability to provide at least 2 solutions for the projects
- After missing 2 occasions, a full letter grade minus
- After missing 4 occasions student will be asked to drop the class

**COURSE POLICIES:**

As this class is based on practice, student attendance and participation is a basic requirement. Each class builds on the material acquired in the previous class, so it is strongly advised not to miss 2 consecutive classes, as it would result in a serious drawback. After missing 2 occasions, a full letter grade per missed class will be deducted from your final course grade. You are also encouraged to arrive on time as the classes generally start with a presentation on the given topic or a quick practice of the material covered in the previous class.

You are expected without question to adhere completely to the McDaniel College Academic Honor Code.

It is not allowed to use artworks from other artists and present it as your own idea.

Plagiarism is strictly prohibited, and will have consequences. Ordinarily, an "F" in the course is the minimum penalty for a first offense.

**Graphic Design I. SYLLABUS**

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<b>Date</b>	<b>Project</b>	<b>Art Material</b>
6 September	Course introduction Introduce each other Genres of graphic design Self Image (type and picture)	Pen, pencil, magazines, brush or computer
13 September	Connect the Dots Introduce basic principles of typography Letterforms	Computer Computer
20 September	Semiotic Pairs Image and letterform	Computer, magazines or printed
27 September	Translation	Computer
4 October	Letter+Letter	Felt pen, pencil, comuter
11 October	Animal transformation	Computer
18 October	About Logos Monogram Design Personal logo <b>Turn in all assignments and notebook for grade</b>	Felt pen, pencil, comuter
25 October	Personal Business Card with personal logo	Pencil, computer
8 November	Collage	Magazines, glue, all paper you would like to recycle
11 November	Resume Text Settings I. Text Settings II.	Computer Computer Computer
15 November	Phobia Illustration	Computer, pencil, felt pen
29 November	One city one word	drawing, computer
6 December	Symbol Set I.	Pencil, paper
13 December	Symbol Set II. <b>Turn in all assignments and notebook for grade</b>	Computer, pencil, felt pen