Graphic and Information Design  
HU 2645

Contact Info
Instructor: Shawn Apostel  
Office: Walker 147  
Office Hours: 10 to 11 a.m. on T (or by appt.)  
Web: http://www.hu.mtu.edu/~spaposte/graphic_design.html

Class Info
Fall 2006  
Room: 134  
Days: T/R  
Email: spaposte@mtu.edu  
Office: 906.487.3276

Course Description
This is a course about thinking critically and making informed decisions about graphic and information design. It's about applying rhetoric and visual theory to visual composition and analysis, and it's about learning how to design on a computer. This brings up an important point: this is a computer intensive course because computers are used to design the materials that you all will create in your respective fields.

In this course we will use Illustrator, Photoshop, and InDesign. I do not expect you to be an expert in these programs, but you should feel comfortable using them by the end of the semester.

At the end of the semester, you will produce and turn in a portfolio of your best work in this class. Successful portfolios will include 5 major projects and 5 minor projects. We will discuss these projects in class.

Student Outcomes
1. Describe the typographic elements and visual relationships of a two-dimensional layout  
2. Compose and analyze photographs rhetorically  
3. Analyze how a layout is or is not successful in terms of its audience, context, and intended effect  
4. Plan, create, and give rationale for your design decisions for two-dimensional single-page and multi-page layouts for different audiences and contexts  
5. Find pleasure in making layouts that achieve different ends with differing audiences

Required Materials
The Elements of Graphic Design, by Alex W. White  
Another graphic design book – approved by me  
A blank book of at least 8.5 by 11 for sketching out designs and keeping notes  
A pencil and eraser  
Materials for building a final portfolio of your semester’s work (more on this later)
Requirements/Attendance

If you miss more than one class, your final grade will suffer -- one grade level for each class (i.e. BC becomes C), and if you are late three times, it will be counted as one missed class.

I will not be grading each assignment individually, but I will be offering comments -- as will your classmates. If at any time you wish to know where you stand in the class, please ask me. Note: coming to class, reading the assignments, and doing all your work on time is my minimal expectation for an average, or C, student. Some qualities of "A" students are that they are active in class discussions, give helpful and respectful feedback to other students, ask for feedback from others before turning in an assignment, bring things to class that go along with the readings, actively search for more resources to help design their projects, continually use concepts and terms from the class in their designs and discussions of designs, and are constantly on the lookout for new/different/unique approaches to information design.

MTU’s Policy on Academic Integrity

Plagiarism and cheating are serious academic offenses. They are defined by this policy as “knowingly copying another’s work or ideas and calling them one’s own or not giving proper credit or citation,” and this policy covers copying sections or entire papers from printed or electronic sources as well as handing in papers written by students for other classes or purchasing academic papers. Plagiarism and cheating not only are dishonest, but also cheat you out of learning, the prime reason you are here. If you ever have questions about this issue, please talk with your instructor or consult a coach in the Writing Center (7-2007).

MTU’s Policy on Discrimination and Harassment

MTU complies with all federal and state laws and regulations regarding discrimination, including the Americans with Disabilities Act (ADA) of 1990. If you have a disability and need reasonable accommodation for equal access to education and services at MTU, please call Dr. Gloria Melton, Dean of Students (7-2212). For other concern about discrimination, you may contact your advisor, department chair, or the Affirmative Action Office (7-3310).
News> 'Graphic and Information Design' HU 2645 information page

Contact Info

Instructor: Shawn Apostel
Office: Walker 147
Office Hours: 10 to 11 a.m. on Tuesday (or by appt.)
Email: spaposte@mtu.edu
Office: 906.487.3276

Class Outline

Week 1: Introduction to the course
September 5: First day of class
.....The Zen of Seeing -- project
.....Introduction to Illustrator -- name-tag assignment
September 7: Discuss Tufte reading (page 27 to 53)
.....Introduction to Photoshop -- personal poster assignment

Week 2: Notions of Graphic Design
September 12: Discuss Maitra and Dixie Goswami reading
.....Tufte reading (pages 91 to 121)
September 14: Discuss Kostelnick reading

Week 3: A super-brief history of Graphic Design in the USA
September 19: Discuss The Newspaper Designer's Handbook (pages 2 to 12)
September 21: Discuss Graphic Design in America (pages 24 to 64)

Week 4: Graphic Design basics
September 26: Gestalt readings
September 28: Visual Communication readings

Week 5: Text book discussion
October 3: Discuss 1 to 29 of The Elements of Graphic Design (EGD)
October 5: Discuss 31 to 47 of EGD

Week 6
October 10: Discuss 51 to 55 of EGD
October 12: Discuss 57 to 73 of EGD

Week 7
October 17: Midterm Conferences
October 19: Midterm Conferences

Week 8
October 24: Discuss 103 to 119 of *EGD*
October 26: Discuss 121 to 135 of *EGD*

**Week 9: Photographs**
October 31: Readings on Semiotics
November 2: Readings on Myth

**Week 10**
November 7: Readings on Ideology
November 9: Readings on “Looking” and “The Gaze”

**Week 11: Other ideas from our own research**
November 14: Class Presentations
November 16: Class Presentations

(One week off -- Thanksgiving Break)

**Week 12**
November 28: Class Projects -- workshop and feedback
November 30: Class Projects -- workshop and feedback

**Week 13**
December 5: Class Projects -- workshop and feedback
December 7: Portfolio Workshop and Instructor Evaluation

**Week 14**
December 12: Portfolio Exhibit -- Portfolio Due by beginning of class
December 14: No Class -- Conferences to discuss final grade

*Note: All drafts, writing assignments, journaling ... everything you do in this class should be saved. It may be included in your final portfolio.*

*I reserve the right to modify this syllabus at my discretion.*

Shawn Apostel, Webmaster

---