HU 2645: INFORMATION AND GRAPHIC DESIGN (FALL 2007)

MTWTh 9:35 – 10:55 A.M.
Walker 134 & 113 (CCLI)

(3 credit hours)

Dr. Undrahbuyan Baasanjav
Office: Walker 337
Email: ubaasanj@mtu.edu
Office hours: After class or by appointment

Course Goals:

The goals of this course are to:

- build a foundation for understanding visual communication and design principles;
- analyze critically visual images and design elements by contextualizing them in cultural and social settings;
- develop our own sense and guidelines for visual and digital design skills;
- become comfortable with common computer layout and design software: Illustrator, InDesign, and Photoshop.

Texts and Reading:


The following reading materials will be handed out in class.


Howard, Andrew. (2001). There is such a thing as society. Eye. 65.

In addition, you will be required to subscribe to www.lynda.com to learn Adobe software – Illustrator, Photoshop, and InDesign. Choose the following lesson packages:

- Adobe Illustrator CS3 Essential Training
- Adobe Photoshop CS3 One-On-One: The Essentials
- Adobe Photoshop CS3 One-On-One: Beyond the Basics
- Adobe InDesign CS3 Essential Training
- InDesign CS3: Beyond the Basics

Class Policies:

Attendance and Participation: Students are expected to be prepared and actively participate in every class. The course is designed with a cumulative structure; therefore attendance is required. Two "unexcused" absences are allowed. Each additional absence must be explained with a proper documentation or I will lower your final grade by a half letter grade. For example, if your grade would have been an A, it becomes an AB. There is a strict NO MAKE-UP policy for assigned work, including quizzes. Excused absences (such as those resulting from an official MTU activity) must be documented in advance, and work including quizzes, must be completed prior to the anticipated absence. In the event of an unforeseen emergency or serious illness, it is your responsibility to contact me promptly, and to supply adequate documentation.

The Computer Lab: We will use the Center for Computer-Assisted Language Instruction (CCLI, Walker 113) during regular class meetings. You are also expected to work on your assignments in either CCLI or on your computer if you have the software. Please ask for help from lab consultants. They are there to help you.

Writing: There will be several writing assignments where you write essays, reflective evaluations or conceptual descriptions for your projects. All writing should be typed in 12 pt fonts and double-spaced.

Late Work: Work submitted after the due date will be penalized by one point for each late day. You are responsible for keeping backups of your work on media such as DVDs, rewriteable CDs or flash disks.
**Academic Conduct:** Any form of dishonesty is unacceptable. This includes plagiarism, cheating, and the falsification of data. *Plagiarism is the use of others' material, knowingly and unknowingly, that leave the perception it is the author's own.* For more information talk to me or visit http://www.admin.mtu.edu/urel/stuhandbook/SPPol/Conduct/acadinteg.html.

**Disability Policy:** Michigan Technological University complies with all federal and state laws and regulations regarding discrimination, including the Americans with Disability Act of 1990 (ADA). If you have a disability and need a reasonable accommodation for equal access to education or services at MTU, please call Dr. Gloria Melton, Associate Dean for Students (2212). For other concerns about discrimination, you may contact your advisor, department head, or the Affirmative Action Office (3310).

**Assignments:**

You will work on four major projects for this course. One major project for each design software package: Illustrator, Photoshop, and InDesign and a critical essay on a commercial advertisement.

**Assignment 1: Logo Design**

*Due May 27, Tuesday*

The purpose of this assignment is to give you practice in vector graphics using Adobe Illustrator. In this assignment, you choose an organization (for example, MTU, the Department of Humanities, the Royal Island, the Finnish Heritage Museum, the Copper county, or the Coffee Cabin), or an event (the Strawberry Festival, the Northern Light Movie Festival, hurricane relief etc.) and design a new logo for it. Symbols and logos communicate a clear message about an organization, or an event incorporating visuals that make explicit the attributes and the characteristics of the organization, or event. Simple graphic forms like the husky that represent MTU sport teams are frequently used to create logos. You will design either symbol or lettermark logo using Adobe Illustrator. Play with different designs and save several versions of your design.
Before you begin designing your logos, you will write a 100 word conceptual statement explaining what you hope to communicate with your design. After you finish designing your logos you will write a 250 word reflective assessment explaining the choices you made, the design elements you incorporated, and the things that worked and did not work. A more detailed discussion of the conceptual statement, and the reflective assessment will take place in class. Turn in your concept statement, logo and reflective statement on the due date.

**Assignment 2: Critical Evaluation of Advertisements**  
Due June 5, Thursday

This assignment is designed to encourage you to critically analyze visual ads in the magazines you read. Americans encounter thousands of ads a day on television, magazines, bill boards, and the Internet. We will read Kathy Myers article “Toward a theory of consumption: Tu – a cosmetic case study”. This reading will help you develop your skills to critically examine images we routinely encounter and do not really bother to think about. Choose one of the ads in your favorite magazine and critically analyze it. First, you might describe the ad. What do you see? What is present, and what is absent? What is contrasted and emphasized? What are the possible interpretations? You will write a 2-3 page analysis of the ad. Critique the ad by answering the following questions:
- Who does the ad target? Who does the ad portray (sex, age, race, and class)?
- How does the image and message on the ad relate to the targeted audience?
- What makes an advertisement remain in your memory? (images? words? phrases?)
- Which products is the ad trying to sell using images of women and femininity (the images of men and masculinity)?

**Assignment 3: Designing Posters Addressing Societal Issues**  
Due June 16, Monday

The purpose of this assignment is to develop a viewpoint using visual communication. Read Andrew Howard’s article “There is such a thing as society” and reflect on the
author's point of view. After you read the article, I hope that you will be motivated to voice your opinion on current political and social issues.

In this project, I will place you in teams of two students. Each team will develop a poster using Adobe Photoshop on a social issue you chose. To do this project you need to research the topic and identify problems and develop some clear message you want to communicate in your poster. You will write these ideas out in the form of a conceptual statement as you did before. We will look at some examples in the class, and we will talk about your ideas. Your classmates will give you feedback. After you finish designing your poster, you will write a 250 word reflexive assessment explaining the choices you made, the design elements you incorporated, and the things that worked and did not work. Your team will submit poster, conceptual statement and reflexive statement on due date.

**Assignment 4: My Design Guidelines**

Due June 26, Thursday

The purpose of this assignment is to give you practice in layout design. In this project imagine that you were asked to write an article for a magazine for your peers who haven't taken this class. You will design a 2-3 page-long magazine article about the design principles we studied in class. Using Adobe InDesign layout software, you will explain your own design guidelines and explain how your guidelines incorporate or depart from the guidelines we discussed in class. Try to dramatize your guidelines in the layout of your magazine article. You are encouraged to use bits of your previous assignment in your article.

**Grading Policy:**

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| 6/4  | Design Components | The Seven Design Components  
Reading: White, pp. 58-68 |
| 6/5  | Presentations | Assignment 2 is due  
Reading: Howard Andrew's article |
| 6/9  | Societal Issues | Discussion of Howard Andrew's article  
Reading Quiz 1 |
| 6/10 | Color | Lynda movies: Photoshop CS3 One-on-One:  
The Essentials: 4 & 5 |
| 6/11 | Design Components | Reading: White, pp. 69-76 |
| 6/12 | Layers | Lynda movies: Photoshop CS3: Beyond the  
Work on Assignment 3 Basics: 10, 13 &18 |
| 6/16 | Presentations | Assignment 3 is due  
Reading: White, pp. 75-86 |
| 6/17 | Page Architecture | Page structure and design  
Reading: White, pp. 87-100 |
| 6/18 | Intro to InDesign | Lynda movies: InDesign: 2 & 3 |
| 6/19 | Lab Practice | InDesign Practice:  
Lynda movies InDesign: 6-7 |
| 6/23 | Type | Typography  
Reading: White, 101-120 |
| 6/24 | Page layouts | Reading Quiz 2  
Lynda movies: InDesign: 4 & 5 |
| 6/25 | Text | Work on Assignment 4  
Reading: White, pp. 121-135 |
| 6/26 | Presentations | Assignment 4 is due  
Course Wrap-up |