LMC 3402: Graphic and Visual Design

Summer 2023

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Course Description

In this course students will be members of Skiles Studio. Skiles Studio is a student-centered creative studio that produces original art and design artifacts with traditional and emerging technologies. We use and develop techniques in creative projects that include digital, print, animation, fashion, 3D printing, clay, bookmaking, etc. The Studio considers a wide range of subjects through a lens of contemporary art and design theory and design thinking. Projects have included traditional graphic design, AI, UX, AR, game design, murals, fashion, painting, photography, and sculpture.

We will explore visual communication strategies utilizing the principles and elements of design, while engaging with recent contemporary art modes of practice. The studio will embrace analog and digital techniques, including various techniques on paper and digital tools (e.g. Adobe Creative Cloud). Students will work individually and in teams applying design concepts and strategies to a diverse range of projects.

Learning Outcomes

 - Applying skills for advanced production (identity design, poster, information
design)
- Developing graphic programming skills (Photoshop, Illustrator, Indesign)
- Learning to critique and analyze visual designs
- Working effectively in teams to accomplish a common goal
- Communicating information and ideas to a range of audiences
-   Developing fundamental skills for compositing with graphic
    elements

Prerequisites

Undergraduate Semester level ENGL 1102 Minimum Grade of C

Course Requirements

Attendance and participation, class assignments, discussions, and presentations. Class attendance is required. Each three (3) unexcused absences will result in the lowering of the final grade by one letter grade.

Grading

Attendance and participation, class assignments, discussions, and presentations

Participation - contribution to critiques, discussions (in-class and online), etc. 15%
sketchbook - sketchbook will be collected at the end of semester 15%
projects/exercises 45%
Final project and presentation 25%

Class attendance is required. Each three (3) unexcused absences will result in the lowering of the final grade by one letter grade.

Required Textbook
 – Design Basics [David A. Lauer, Stephen Pentak]

Suggested Textbooks
Materials from the following textbooks will be provided as class materials and used as
references:
– Thinking with Type [Ellen Lupton]
– Grid systems in graphic design [Muller Brockmann]
– Practices of Looking: An Introduction to Visual Culture [M. Sturken, L. Cartwright]
– Techniques of the Observer [Jonathan Crary]

Tools and Materials
Art materials and tools - please see materials list in Canvas>files.
Camera - DSLR, point and shoot, smartphone, scanner, etc.