COURSE SYLLABUS

Visual Trends in Graphic Design
VIC 5205

GENERAL INFORMATION

PROFESSOR INFORMATION

Instructor: Prof. Elizabeth Marsh
Phone: (305) 919-5936
Office: AC2, 324D (BBC)
Office Hours: By appointment or immediately after class
Email: Please use Blackboard Messages

COURSE DESCRIPTION AND PURPOSE

Trends in Graphic Design examines the contemporary practice of Graphic Design in print and digital. Using Lester’s six perspectives we will examine visual communication both historically and in the present. We will discuss current issues in design as well as contemporary designers and design trends in the context of changing cultural, political and social environments.

COURSE OBJECTIVES

Students will be able to:

• Recognize and identify the basic elements of good design.
• Apply contemporary aesthetic norms to typography, image production, and layout.
• Critique others’ publications and design decisions.
• Develop a basic understanding of the technology supporting graphic, print & web design work

Student Learning Outcomes:

• Understand concepts and apply graphic design theories in the creation and presentation of combined text-image communication pieces.
• Think critically, creatively and independently when producing assigned projects and assignments as well as when providing critique of other designers’ work.
• To use design elements appropriate to the specific publication format, its purpose, design language and target audience

IMPORTANT INFORMATION

Diversity

The School of Journalism and Mass Communication (SJMC) fosters an environment of inclusivity and respect for diversity and multiculturalism. The SJMC educates students to embrace diversity and understand the root causes of discrimination, as well as social, ethnic, sexual, disability and gender-based exclusion.

ACCESSIBILITY AND ACCOMMODATION

For assistance with accommodation please contact our Disability Resource Center.

COURSE DETAIL

COURSE COMMUNICATION

Communication in this course will take place via Blackboard email. By using the Blackboard email your message is prefaced with the class number and title, and I know it’s not spam. You may email me at my FIU email address: marshe@fiu.edu, but the message is more likely to be overlooked. Both email options go to the same inbox.

My cell phone is 305 766 1910. Text me if you’re having a crisis. I am unsure what a Trends in Graphic Design crisis might be, but I’m sure you’ll know it if you’re having it.

The best way to communicate with me is in person in class.

TEACHING METHODOLOGY

As an undergraduate the model has been that you were given information from the professor, and you were responsible for “learning” it. As a graduate student I expect you to take the information I provide you, in articles and book chapters, combined with information you yourself discover through your research, and synthesize it to create your own learning experience. Think of it as you all teaching me. You are teaching all your colleagues, which is me and your fellow students, for what are we if not colleagues. So be sure to post and share anything you discover. We will work through problems together
and in small groups. I may will ask you to present topics. I expect you to argue with me. I expect you to disagree politely with each other. I expect you to enlighten all of us. If you don’t then you’re not thinking enough about the topic.

ASSIGNMENTS

Image is crucial in corporate publications. Although great visual ideas and graphic design are critically important, presentation must not be overlooked. All copy must be edited for typos and spelling errors before they are submitted. Good writing is vital to both advertising and public relations careers. Accordingly, all students will be held to a uniform writing standard. All papers, reports and tests written outside of the classroom - regardless of length - will first be graded for content. Following that, the paper will be reviewed for writing. Should a paper contain six or more errors, the work will automatically lose 10 points (based on 100). At the instructor’s discretion, more stringent grading may be applied.

AWESOME DESIGN THING OF THE WEEK

What is the awesome design thing of the week, you ask? Every student must choose an article from one of the websites below and put it up on Facebook. We will discuss these articles in class. First come first serve, meaning if someone else puts up an article you can’t put up the same one.

All assignments must be uploaded to Blackboard by the end of the assigned day (usually Thursday @ 12:00 midnight). Late assignments will receive a full letter grade reduction and must be turned no later than 1 week from the assigned date to receive any credit.

OUTSIDE RESOURCES

- Creative Bloq
  - http://www.creativebloq.com/
- Eye on Design
  - https://eyeondesign.aiga.org/
- Designmodo
  - http://designmodo.com/
- Eye Magazine (both printed and online)
  - http://www.eyemagazine.com
- Graphic Design Blog
  - http://www.graphicdesignblog.co.uk/
- I Love Typography
  - http://ilovetypography.com
- 5. Print – specially the Daily Heller
  - http://imprint.printmag.com/
- YOUTHEDESIGNER
  - http://www.ucreative.com/design/
GRADING

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<td>Classroom Presentations</td>
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<td>Awesome design thing of the week</td>
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<td>Final Presentation</td>
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<td>B+</td>
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COURSE CALENDAR

Class Schedule

Class 1: Introduction to the Course/Visual Communication

Class 2: Visual cues – Ch. 1,2 and 3

Class 3: What we see – Ch. 4

Class 4: Theories of visual perception and communication – Chapter 5

Class 4: Persuasion and Propaganda – Ch. 6 and 7

Class 5: Visual Stereotypes

Class 6: Typography - 8

Class 7: Graphic Design - 9

Class 8: Informational Graphics and Cartoons Ch. 10-11

Class 9: Photography Ch. 12

Class 10: Film and TV Ch. 13-14
Class 11: Digital and Online

**Spring Break March 14-19**

Class 12: Designing for Meaning

Class 13: Looking Ahead

Class 14: Presentations

Class 15: Presentations