

**School of Design  
Graphic Design Program**

Intro to Graphic Design  
GDES 101-01  
Fall 2019

WEDNESDAYS 4:00pm–6:50pm  
Terra Hall, Room 1355

One + ½ credit

Professor: Theresa “Nacho” Montiel  
Email: [tmontiel@uarts.edu](mailto:tmontiel@uarts.edu)

Office Hours: Monday 5-6pm TERRA  
Tuesday: 4-5pm ANDERSON  
Wednesday: 3-4pm TERRA

Other times available by appointment

*This syllabus is subject to change.*

**Course Description**

This course provides an introduction to the profession of graphic design and the integration of basic design principles, processes, and applications. Studio processes include research, ideation, visual thinking, sketching, and prototyping. The course introduces design tools and methodologies that allow students to understand, explore, and create meaningful solutions to design problems. Through a series of exercises and projects, students experience how design can inform, facilitate, inspire, persuade, engage, and provoke.

**Objectives**

1. Build basic familiarity with best practices within the field of graphic design and become familiar with industry standard production techniques
2. Gain a familiarity with Adobe Suite Program's GUI (Graphical User Interface) of each software program covered in the course
3. Organize and structure production files to industry standards -- both screen and print
4. Integrate/dynamically link assets from one production file into another while making live updates
5. Create files that can be shared and translated in collaborative environments

**Academic Program**

This course is one choice of the required School of Design core courses for completion of the Industrial Design, Graphic Design, and Web Development & Interaction Design major curriculum. It is also one of several elective courses offered by the School of Design from which any incoming freshmen and transfers in the College of Art, Media, and Design may choose. There are no pre-requisites for this course.

**Class Format**

This is a studio class that meets regularly in Terra Hall, 13th Floor Room 1355. Students will be informed when occasionally lectures, digital demonstrations and workshops, and seminar critiques occur in other locations.

**Student Learning Outcomes**

Students will be prepared with the communication skills for success in the department:

1. through the development of a vocabulary of visual forms as well as the understanding of the perceptual/conceptual processes during which form and content are critically analyzed, evaluated and finally integrated to perform a specific task and to communicate a direct and coherent message.
2. by experiencing and understanding an approach to design research and development which is based on the analysis of the syntactic, semantic and pragmatic relationships pertinent to any visual communications assignment.

**Course Work**

By the end of the course students will have the best practices that is used in the applied world, in both ad agency freelance formats in the design field. In order to advance to the next section, students will also have to demonstrate proficient design history, skill, and dexterity.

**Attendance**

Attendance AND punctuality is mandatory. Absences and systemic tardiness can lead to course failure, how many will make you fail?

- Three (3) unexcused absences will result in failure of the course
- Tardiness will be counted as a 1/2 day absence. Six (6) unexcused tardies equal to three (3) days of absences and will result in failure in the course.
- Cumulative absences and tardies, excused and unexcused, that exceed 25% of the contact hours of the course will result in failure in the course.

Students should notify the Graphic Design Office, 215.717.6225 and your instructor at (480) 22.33.44.9 for foreseen tardiness or absences for any reason 30 minutes BEFORE class time to be under consideration for it to be excused.

Should a student need additional help, or further exposure to key concepts, the student is responsible for communicating this need to the instructor. In the event that absences are the result of extraordinary, documented circumstances and are numerous enough that it is impossible for the student to qualify for advancement, the student may be advised to withdraw from the course. If the course is required for the degree, the student will also be required to repeat the course in a subsequent semester.

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All students are expected to attend classes regularly and promptly, and for the duration of the scheduled instructional time. Individual instructors will decide the optimum time for taking attendance and may penalize for habitual lateness or absence. Repeated absences may result in a grade of “F” for a course.

Students who withdraw from a course or the University must do so through the Registrar’s Office. Non-attendance does not constitute an official withdrawal. If the final grade for the class is below a “C” for the semester, the student may be required to retake this course.

**Grading + Assessment**

Work will be assessed through a clear demonstration of the following:

- Overall quality of finished art;
- Quality of presentations, in-class work, project statements, and homework;
- Successful creative process: ideation, research, reference, thumbnails, final sketches, value and color studies through to finished work;
- Clear personal vision;
- Understanding of one’s audiences;
- Positive professional attitude;
- Time management and meeting all assignment deadlines;
- Class attendance and participation.

**Grading Rubric**

*20% in-studio work & weekly progress, 20% homework, 30% participation, 30% final project*

- A** 4.00 Work is of exceptional quality and beyond the stated goals of the class.  
**A-** 3.67 Work is of very high quality.  
**B+** 3.33 Work is of high quality and exhibits significantly better than average ability.  
**B** 3.00 Work is very good and satisfies the goals of the course.  
**B-** 2.67 Good work.  
**C+** 2.33 Above average work.  
**C** 2.00 Average work that demonstrates understanding of class material.  
Satisfactory completion of the course.  
**C-** 1.67 Passing work that demonstrates below average ability and understanding of course material.  
**D+** 1.33 Below average work that demonstrates limited understanding of goals and assignments and lack of effort.  
**D** 1.00 Below average work that demonstrates poor understanding of goals and assignments and severe lack of effort.  
**F** 0.00 Failure, no class credit.

ANY assignments not handed in on the day they are due will result in a 25% reduction of credit for that given assignment. After the 3rd day, that assignment will no longer be accepted, unless you have a CARE ticket, I get a Student Affairs notification, or have a doctors note. Communication with instructor and completing assignments on time is critical for achieving success in this course.

**Midterm Grading**

Students will also receive a midterm grade in this course. The midterm grade will show up in student self-service but will not become part of your permanent academic record or factor into your GPA. Rather, the purpose of the midterm grade is to provide students with an indication of your progress in meeting course requirements and objectives and to allow you, with the help of your instructor and your advisors, to take any necessary steps to improve your learning and performance.

The midterm grade will be determined based on the grades received from assignments 1-2 as well the attitude and participation grades through the 6th week of class. Final grades will be determined based on the points received on all assignments and your class participation and attitude throughout the semester.

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**EXPECTATIONS**

Students are expected to come to studio completely prepared for the day’s assignments and to work diligently through the duration of class. A positive evaluation for the course will depend on: prompt and productive class attendance, active participation in group critiques and discussions, thorough execution of outside assignments (i.e. research, research documentation, up-keep of sketch book, etc.), consistent weekly progress, successful time management, the overall quality and presentation of work, as well as a clear design vision and an empathetic understanding of one’s audience.

Student performance will be evaluated after individual end-of-semester reviews/critiques and will be detailed on the Student Evaluation Form. Important note! In order to receive a grade for the course, students must upload final project materials and required files to the Graphic Design Department Archive before the end of Final Crits. All course work must be the student’s own. Plagiarism is unacceptable. University policy on Academic Progress and Student Responsibility can be found in the UArts catalog: <http://catalogue.uarts.edu/>

**Recreational computing during class**

No recreational computing during class is permitted during class-time or within the classroom. That means, NO SOCIAL MEDIA during class or texting. Computers are not to be used for outside course-work during class-time. Cell phones or other personal communication devices are not to be used during class time unless given specific permission by the instructor. PLEASE TURN YOUR PHONE TO VIBRATE before every class begins. Students caught texting or using other social media platforms instead of engaging with class materials and discussions will be marked absent for that day. Students are responsible for the security of their own equipment. The DAAT department will not be held accountable for student-owned technology.

**Required Texts and Technology**

Although there is not any required texts, there will be, throughout the course of the semester, references the students will be required to read or view. These will be available on-line or through the library. The instructor may suggest additional materials as necessary. Students can expect to read and reflect on 2-3 articles throughout the semester. If reading is an issue for you or you have a learning/reading disability, please refer to Tutoring and/or Office of Educational Accessibility sections.

This course is digitally intensive. Students are expected to know how to use both the GSuite and Adobe software programs: *InDesign, Photoshop, and Illustrator*.

**ACADEMICS**

**Standing**

All students who enrolled at **UArts in 2014** or earlier must achieve a grade of C or better to earn credit for any major required course. This includes Discipline Histories required in the degree program. Failure to do so will require that student to repeat the course for credit and obtain a C or better grade.

All students who enrolled at **UArts in 2015** or later will earn credit in any course taken at the University with a grade of D or better. However, the student must maintain a Semester CUM of 2.33 in their required major courses to avoid Academic Probation. The Semester CUM within the major includes an average of the grades in all major required courses attempted in a given semester.

**Good Standing**

To maintain academic good standing, students must have a cumulative grade point average of 2.0 for undergraduates and 3.0 for graduate students. Undergraduate students in degree programs in the College of Art, Media, and Design must maintain a cumulative grade point average of 2.33 in their major program.

**Probation**

Academic probation is a serious matter. To clear academic probation the student must achieve academic good standing. Students who do not clear academic probation by the end of the following semester (fall or spring) of enrollment will be subject to dismissal by the University. Students should meet with an Advisor to understand their academic status and discuss their plan to return to academic good standing.

**Academic Integrity**

Academic Integrity is a commitment to the core values of honesty, trust, fairness, respect and responsibility and their role in ensuring the health and vigor of the academic and creative community.

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Violations of academic integrity are considered to be acts of academic dishonesty and include but are not limited to cheating, plagiarizing, fabricating, denying others access to information or material, and facilitating academic dishonesty. The lack of knowledge of citation procedures is an unacceptable explanation for plagiarism, as is having studied together to produce remarkably similar papers or creative works submitted separately by two students. University policy on Academic Integrity may be found in the UArts catalog ([catalog.uarts.edu](http://catalog.uarts.edu)). If you are not clear about what constitutes plagiarism, a guide to avoiding it is available on the University Libraries website ([www.uarts.edu/libraries/index.html](http://www.uarts.edu/libraries/index.html)).

**Office of Educational Accessibility**

UArts values diverse types of learners and is committed to ensuring that each student is afforded an equal opportunity to participate in all learning experiences. If you have or think you may have a learning difference or disability – including a mental health, medical, or physical impairment – that would impact your educational experience in this class, please contact the Office of Educational Accessibility (OEA) at 215-717-6616 or [access@uarts.edu](mailto:access@uarts.edu) to register for appropriate accommodations. Faculty can provide course accommodations/modifications only after receipt of an approved accommodations letter from OEA.

**Tutoring**

Treat the classroom as a collaborative environment. Be generous: compliment each other's skills, when possible. Be willing to teach/share each other. But also advocate for yourself, if you feel you are putting extra pressure on your fellow students or falling behind on projects/process, tutoring can help. And tutoring can help with all kinds of things, including technical instruction, language, or other skills. If you have questions about tutoring or think you might benefit, contact:

Advising Center, Academic Achievement Program, and Tutoring:  
1500 Pine Street, Suite 102  
Mondays through Thursdays, 9 am – 5 pm

Christy Gonzalez, Director  
E-mail: [cgonzalez@uarts.edu](mailto:cgonzalez@uarts.edu)  
215.717.6820

**Notice of Nondiscrimination**

The University expressly prohibits any form of discrimination and harassment on the basis of race, color, national origin, religion, sex, gender, sexual orientation, gender identity, age, mental or physical disability, veteran status, or any other protected classification in accordance with Federal, state, and local non-discrimination and equal opportunity laws. If you have encountered any such form of harassment or discrimination, we encourage you to report this to the Title IX Coordinator and Diversity Administrator, Lexi Morrison, at [lmorrison@uarts.edu](mailto:lmorrison@uarts.edu).

Sexual violence, sexual harassment, intimate partner/dating violence, and other forms of sexual misconduct are considered forms of sex-based discrimination and are prohibited by University policy and by law. We encourage students to report any incidents of sexual misconduct by contacting the Title IX Coordinator at [titleix@uarts.edu](mailto:titleix@uarts.edu). For more information about options and resources available to those who may have been impacted by sexual misconduct, please visit [www.uarts.edu/titleix](http://www.uarts.edu/titleix).

**Official Basic Needs Clause**

Any student who has difficulty affording groceries, accessing sufficient food to eat every day, or living in a safe and stable environment – and believes this may affect their performance in this course – is urged to contact Student Services in Gershman Hall (room 311). Students also can email [studentaffairs@uarts.edu](mailto:studentaffairs@uarts.edu). Student Services will provide students with any available resources.

**Official Wellness Statement**

UArts students have access to free, confidential wellness services via the Counseling Center and Health Services offices. For counseling services, please visit walk-in hours (Monday - Friday, 11:00am - 1:00pm) in Gershman Hall (room 307). Counseling provides trained staff interested in supporting you through your academic journey as artists. Visit our website – [www.uarts.edu/counseling](http://www.uarts.edu/counseling) – for more information. Students with medical concerns or in need of help from the campus nurse should visit Health Services in Gershman Hall (room 306), call 215-717-6652, or email [healthservices@uarts.edu](mailto:healthservices@uarts.edu). To learn more about medical services, please visit our website: [www.uarts.edu/health](http://www.uarts.edu/health). We are here to help.

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**Class Vocabulary + Values**

- **MAKING (or DESIGNING):** learning by doing or creating
- **DESIGNER:** someone who creates to share and educate (and motivate)
- **(GRAPHIC) DESIGN:** Creative problem solving with the use visuals
- **CLASSROOMS:** a safe space to design and create
- **EXPLORATION:** design/art is not about “right” answers, it is about creative solutions through technique and iteration, how do you get to the “unknown”? We experiment (and explore)
- **ITERATION:** Sometimes you make magic the first time, sometimes not. Sometimes you have to make 10 to realize that X version was the best. The only way to get there is to explore through iteration.
- **COLLABORATION:** Classrooms are a place to share tools, share space, share ideas, and share expertise: allow opportunities to do those things
- **GROWTH EDGE:** Growth is not staying still and it is not comfortable. You enrolled in this class and came to the first day, so you have signed up to be pushed to new places and accepted the responsibilities included.

As fellow students and collaborators, we should allow people...

- freedom to experiment and to feel comfortable with failing
- the opportunity to progress and iterate
- provide shared access to equipment + programs
- to be cooperative / collaborative
- improve/ grow from where they started

I believe that life (school/work) is 10% what happens to you and 90% of how you react to it, especially in settings we have volunteered/enrolled in, so to that end, you have so much responsibility in your court, which include...

- Ownership of YOUR learning + YOUR product / project
- All students should be able to describe their project in detail and what they learned in the process
- Stay yourself: we need your unique creativity
- Be mature: You are in an adult space, lets treat eachother like adults. Golden Rule applies.
- Respect eachother’s interest(s): we all like different things, and we may all not know or like it, but we need to stay respectful and stay positive.
- Respect eachother’s personal/project space: ask the person if they are ok with help/contact and wait for confirmation if they are ok with the physical touch or advice.
- Empower eachother: Stay positive while encouraging eachother.
- Offer Compliment Sandwiches: If you have a critique, ask the person if they would like feedback first: “I have a critique about your project, would you like to hear it? If they accept, offer a “compliment sandwich” -- something “I like \_\_\_\_ about it, but”...the thing you see that needs improved upon/you have concerns about, then a positive thing you see they learned or achieved.
- Stay curious: Even if you think you know something really well, stay curious about what you can learn from this class and/or this university
- Advocate for yourself and others (when you are comfortable): we are not all born sensitive or “woke,” but we can all learn to be better. If you see/find/experience an issue, I would encourage you to advocate for better or more knowledgeable behavior.
- Collaborate: Universities are a place to share tools, share space, share ideas, and share expertise: allow opportunities to do all these things -- TOGETHER!
- Have fun: learning + making should be fun!
- WHAT ARE YOUR ADDITIONS TO THIS: no seriously! If you would like to add to this contract and syllabus, propose a change.

AS ARTISTS/DESIGNERS, we...

- persevere and try hard
- empower others and lead by example
- can design things to be different

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**August 28**  
 Week 1

**CLASS INTRODUCTION:**

Including syllabus as a contract for academics + class community.  
 Think creatively + collaborate in teams through the game of “Super Fight.”

**September 4**  
 Week 2

**“WHAT IS GRAPHIC DESIGN” (PART 1)?**

Graphic design is “INVENTED.” How does it influence culture, community, society, normalcy...and even World Wars?

**September 11**  
 Week 3

**“WHAT IS GRAPHIC DESIGN?” -- CONTINUED**

Moving into 60’s/70’s/80’s, we get to see how the early 20th century effected design then and how this effects us today.

**September 18**  
 Week 4

**LAYOUT + BALANCE**

The success of a layout depends on the arrangement relationships — using the rules or breaking them on purpose.

**September 25**  
 Week 5

**PHOTOGRAPHY**

Photos arrange the subjects + objects so that they make sense, provoke emotions, or direct focus. It is a tool to make us stop, look, think and...?

**October 2**  
 Week 6

**PHILADELPHIA DESIGN WEEK**

It is your job to attend events, take pictures, get handouts, brochures, and interact with exhibits to report back with a recon presentation.

**October 9**  
 Week 7

**TYPOGRAPHY**

Calligraphy + handwriting was forever changed with the printing press. How does a head line change EVERYTHING? And really WhatTheFont?

**October 16**  
 Week 8

**ILLUSTRATION**

Illustrations are visual metaphors that can soften or hone, be light as a feather or sharp as a knife. Can one draw success?

**October 23**  
 Week 9

**AUDIENCE + NARRATIVE**

Are we identified by our product choices? Is that our story? Does every ad you see speak to everyone the same? Knowing WHO you are talking to is the start.

**October 30**  
 Week 10

**IDEATION + LATCH PROCESS**

Brainstorming, sketching, and prototyping are all ways to get to new ideas. You may have your personal practices, but how does that work in a group...and what are the general techniques?

**November 6**  
 Week 11

**INFOGRAPHICS**

Can we improve quick cognition and enhance the ability to see patterns and trends? Going beyond a pie chart or a bar graph.

**November 13**  
 Week 12

**DESIGNING FOR YOU**

Today is a great day to start thinking about your brand (or rebrand) -- so what is your brand story? And it is more than just a logo.

**November 20**  
 Week 13

**CRITIQUE DAY**

Deliver verbal +visual presentations for class review

**November 27**  
 Week 13

**TURKEY DAY HOLIDAY**

No class! Enjoy your break!

**December 4**  
 Week 14

**CH-CH-CHA-CHA-CHANGES**

Learning dexterity through iteration + design direction change. There will always be, at least, ONE round of changes when working with clients (or the public)

**December 11**  
 Week 15

**FINAL PRESENTATIONS**

Combining an overall recap of the semester, you will present both on your gained experience about design through this semester and how that fueled your brand.

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**Stages in a Typical Design Process (to be used as the basis for Process Presentation)**

- 1. Problem Definition** (Define the Problem.)  
Identify the problem to be solved—its goals, and the criteria by which it will be judged to be successful.
- 2. Research** (Gather Information.)
  - Do research! Find out about it.
  - Look into the entity's main competition.
  - Determine what they are doing right and wrong.
  - Get viewpoints from all relevant audiences.
  - Analyze the research and synthesize your findings.  
Take it all apart and put it back together in a new way.
- 3. Concept Development**  
Establish content. Determine organization and structure. Present a concept as a diagram or rough line drawing showing content, organization and general aesthetic treatment.
- 4. Design**  
Give it form. Make a complete prototype showing real content (actual words/typography and images) and closest representation possible (actual colors, materials, etcetera.)
- 5. Implementation**  
Get it out in the world. Create guidelines for final files and oversee production for: digital, print or environmental applications.

**Critical Design Process Behaviors**

- 1. Research**  
The systematic investigation into and study of materials and sources in order to establish facts and reach new conclusions.
- 2. Inquiry**  
To investigate; look into; or ask for information.
- 3. Collaboration**  
The action of working with someone to produce or create something.
- 4. Presentation**  
A demonstration or display of a product or idea.
- 5. Reflection**  
Serious thought or consideration that is a consequence of or arises from something else.

**Presentation Guidelines**

- Begin your presentation by telling your audience what your topic is and what you will be covering. Audiences like to have a guidepost.
- Do not read your remarks.
- Speak in a clear, audible voice loud enough to be heard in the back row.
- Speak to the audience.
- Stand up straight, don't slouch. Don't be afraid to move around the room.
- Don't rock back and forth on your heels, don't tap a pencil or play with a pencil or pointer, don't do things that will distract from your content.
- Never apologize to your audience for the state of your knowledge or your degree of preparation. The audience wants to have confidence in you; you are the authority, do nothing to undermine your authority.
- Never mention anything that could have been in your talk but was not.
- Make frequent eye contact with the audience... really look at the audience while talking.
- Be so familiar with your visual aids that the only reason you look at them is to point something out.
- Never turn your back on the audience.
- Adhere strictly to your time limit. Organize your main points and rate of speech so that you speak to the time allotted.
- At the end of the presentation, summarize your main points and give a strong concluding remark that reinforces why your information is of value.
- At the conclusion of your presentation ask for questions.
- Show enthusiasm.

<http://go.owu.edu/~dapeople/ggpresent.html>

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Page layout is the part of graphic design that deals in the arrangement of visual elements on a page. It generally involves organizational principles of composition to achieve specific communication objectives. This project objectives is for students to design three fliers or handouts using the techniques from our class lecture to discuss and/or educate the elements of design. FIVE clear technique uses are required for each flier, and each flier needs a unique combination of techniques. Rough drafts prints along with digital submissions are needed for review -- feel free to use your own printer or use the OTIS print lab, using your printing stipend.

**PROJECT DETAILS**

Students will be designing THREE fliers in Adobe InDesign that educate the viewer on the elements and techniques of LAYOUT. Using, at least, FIVE layout elements per flier they will explore their interactions and use those techniques to illustrate their topics

- Layout topic(s) for each flier are the student's choice, it is also the students decision to decide on your five design attributes that support the topic choice
- Each flier requires
- one header, one subheader, and, at least, three sentences of support information -- you can play with combinations and placement choices
- Your final fliers need to be 8.5 x 11 inches at 300dpi
- Feel free to use definitions of these layout elements or write your own reflections to these items for your copy
- Bring a printed Rough Draft version to class for review for each stage
- Save files in proper folder and naming convention -- with extension “-RoughDraft,” Version #, or “Final,” etc in BOTH packaged.indd + .pdf
- You will need to Include ALL versions of both your native files and pdfs in submission
- Folder conventions need to be followed in Google Drive folders (see GDrive Folder Handout)

**PROJECT SCHEDULE**

**CLASS 1: INTRODUCTION:**

- Instructor will give both a lecture and technique presentation on layout
- We will cover the 12 major elements of layout in design and introduce the overall project training in class, along with training videos will be given on Adobe Indesign
- Use only geometry, prescribed color scheme, and the font family Helvetica

**RESOURCES:**

- PROJECT FOLDER: All your handouts and support materials, **class presentation** live here <https://drive.google.com/drive/u/0/folders/1Kr0I9b4Ry0akNRDWWAna25TXDh2vly5>
- This support materials include your Helvetica font and .ase file

**TUTORIALS:**

HOW TO INSTALL A COLOR PALATTE: <https://www.youtube.com/watch?v=Ry24EuzMZco>  
HOW TO INSTALL A FONT (MAC): <https://www.youtube.com/watch?v=vY0wJzWyxRI>  
TOP TEN BEGINNER TIPS: <https://www.youtube.com/watch?v=mVW8AF2TMnw>  
HOW TO PACKAGE AN INDESIGN FILE: <https://www.youtube.com/watch?v=tFdqY97P6GU>

**SUBMISSION**

- First fliers need to stay in the **prescribed color scheme** -- see your .ase file in your project folder and you need to stay in the **HELVETICA font family**
- Save files in proper folder and naming convention -- with extension “-V1-Helvetica” packaged .indd + .pdf and upload to GDrive for submission 30 minutes before next class

**CLASS 2: ROUGH DRAFT DUE + PHOTOGRAPHY LECTURE**

**MINICRITIQUE**

- With your printed Rough Draft fliers in hand, you will break into mini groups for review
- With the designer being silent, your group will identify what they see as your intended techniques and discuss them as “Effective” or “Ineffective”
- Scribes will take down feedback from the group and the Designer will implement feedback from the mini-group and instructor for next steps

**LECTURE**

- Instructor will provide a lecture on photography collection + usage and provide any technical InDesign program demonstrations the class would like to recover

**RESOURCES:**

- Slideshow presentation is available in your GDrive as of the day this it is assigned, please

## PROJECT EXAMPLES

refer to for photography usages and assignment details

- WEBSITES: FREE STOCK PHOTOGRAPHY -- make sure you are in PRINT parameters (300 dpi, CMYK) -- you will need to convert these  
unplash.com | pexels.com | (google search, changing size, then image conversion)

### TUTORIALS:

- HOW TO CONVERT PHOTOS FROM RGB TO CMYK: <https://www.youtube.com/watch?v=ToL-ROGUJISg>

### SUBMISSION

- Keep all elements of your original fliers, including **prescribed color scheme** and **HELVETICA font family**, but this time update your fliers with your group feedback and also update with a font of your choice -- still using heirarchy and appropriate font usage
- Save files in proper folder and naming convention -- with extension "-V2-Photography" packaged .indd + .pdf and upload to GDrive for submission 30 minutes before next class

## CLASS 3: SECOND DRAFTS DUE + TYPOGRAPHY LECTURE

### MINICRITIQUE

- Again we will break into mini-critique group check-ins about second round updates based on feedback, following structure and feedback sheets as in previous class

### LECTURE

- Instructor will provide a lecture on typography collection + usage, showing how to find open source fonts and installation
- Instructor will also offer any further technical InDesign program demonstrations the class would like to recover

### RESOURCES:

- Slideshow presentation is available in your GDrive as of the day this it is assigned, please refer to for typography and assignment details
- WEBSITES: FREE FONTS 1001fonts.com | daFont.com | creativeMarket.com (free goods) | fonts.google.com

### SUBMISSION

- Keep all elements of your second round fliers, including **prescribed color scheme** and context, but this time update your fliers with your group feedback and also update with photography choices -- again keep layout elements, topic appropriateness, ect in mind
- Save files in proper folder and naming convention -- with extension "-V3-Typography" packaged .indd + .pdf and upload to GDrive for submission 30 minutes before next class
- **ALSO CREATE A FINAL CRITIQUE PRESENTATION, make sure to include/discuss:**
  - CREATE IN EITHER Google Slides (PREFERRED) or PowerPoint
  - Minimum of 5 slide presentation on your layout journey
  - Be sure to include an introduction and closing slide
  - Discuss your trails, tribulations, and wins
  - Discuss your new knowledge and take-aways

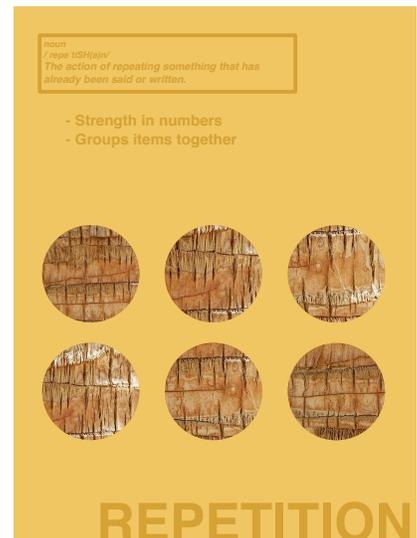
## CLASS 4: FINAL CRITIQUE PRESENTATION + FINAL FILES DUE

### FINAL SUBMISSION: Make sure all your files are to spec, including...

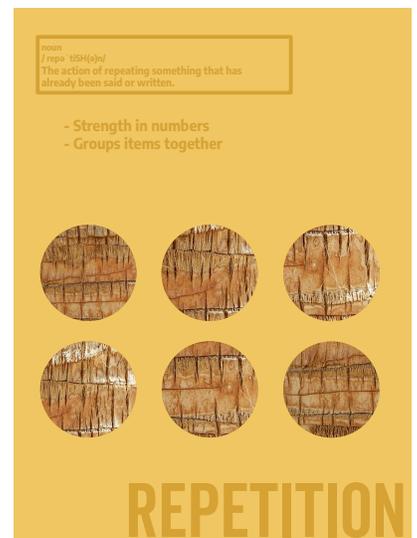
- Each flier's topics for are discussing layout elements
- Each flier requires one header, one subheader, and, at least, three sentences of support information -- you can play with combinations and placement choices
- Your final fliers need to be 8.5 x 11 inches at 300dpi
- Bring ALL your printed versions to class for final submission
- Make sure that each stage of this project is present in your files and file naming conventions, i.e. there should be THREE folders for each stage, including with links, fonts, .indd + pdf files in "packaged folders"
- Please also following the naming concretion for all assignments as perscribed GDrive Folder Handout



V1-Geometry



V2-Photography



V3-Typography