New York City College of Technology, The City University of New York
Department of Communication Design
Professor: Patricia Childers, *pchilders@citytech.cuny.edu*

Graphic Design Principles II

COMD 1200, OL56, SPRING 2022;
Prerequisites: COMD 1100, COMD 1127
1 class hour, 5 lab hours, 6 credits

Meeting

Monday & Wednesday 11:30-2:00

Zoom Meeting: *https://us02web.zoom.us/j/89525372199*   *Meeting ID: 895 2537 2199*

Office hours

Monday 2-3:00, or by appointment

Website

OpenLab: *https://openlab.citytech.cuny.edu/comd1200spring2022childers/*

Google Drive: gd2-Spring202s: https://drive.google.com/drive/u/0/
folders/1fS4IGZNMjaWhxAqY1USvoxDa6uskJr08

Course Description

COMD 1200, the culminating freshman design course, investigates visual communication and its relevance to graphic design. Through the process of image-making, we will explore concept using type and image. Students develop projects from thumbnails to final presentations while exploring multiple disciplines such as graphic design, web design, and motion.

Teaching/Learning Method

Group discussion (critique,) lecture, research, demonstration, assignments, blog, reading, writing, presentation, quizzes.

General education outcome:	How is outcome assessed?
Information Literacy: Demonstrate the ability to find information through proper resources.	Research, writing and presenting a design report.
Oral Communication and Listening: Demonstrate the ability to discern pertinent information from irrelevant information.	Critiques demonstrate the understanding of concepts.
Thinking Critically: Demonstrate the ability to evaluate strengths and relevance of arguments on a particular issue.	Through student's ability to advance concepts.

Instructional Objectives

▷ Evaluate methods and criteria

▷ Compose form conceptually, as opposed to composing through collage

▷ Demonstrate competency through four projects with multiple parts

▷ Analyze, productively and diplomatically, during a presentation; give and receive constructive criticism during critiques

Outcome

▷ Understand the design tools (conventional and digital) and the production required to create graphics, typography and images

▷ Explore the various aspects of dynamic composition and page layout

▷ Understand project pacing and deadlines.

▷ Cleanly and professionally present your work.

Focus

Graphic designers create visual form to communicate specific messages to specific audiences. This class focuses on developing your ability to manipulate design elements to communicate compelling, meaningful ideas.

In design, there are not always 'correct' solutions—but some are more appropriate and compelling than others. Appropriate solutions are hardly ever arrived at quickly, but through a series of evolutionary steps. In this class, you will investigate which "steps" work best for you and develop a methodology based on reliable habits that will support you throughout your career.

This syllabus is subject to change at any time. You will be notified of any changes.

ONLINE COURSEWORK

This is a synchronic course, it is similar to a traditional on-campus college course in that students must be virtually present during class time. Although it is conducted over the Internet via the Zoom platform, it is "live"—it takes place in real-time.

Students agree to commit to scheduled class times and sign onto our Zoom platform on schedule. During class, students will show and discuss their work, watch video lessons and slideshow presentations, and participate in virtual group projects and discussions. The benefit of this format is that you will interact with me and your classmates. You aren't on their own.

Technology

We use the Zoom platform for face-to-face discussion and Miro to work together in class.

Process

Each week, you will access a schedule of what is needed to participate through our class website. The semester revolves around a set of five scaffolded projects. This means that each project will build on the material that you have produced in the previous project. Therefore, it is imperative that you complete all projects within the deadline.

All projects are explained in class with a project sheet. Detailed, step-by-step instructions are posted online. The class is tightly scheduled with the expectation that you will read each assignment and follow instructions. Please re-read instructions after project completion to assure compliance. Failure to follow instructions will slow your to progress to the next assignment.

Classes are formatted to assist you with feedback at every step. We critique work-in-progress as well as finished projects at 11:30 pm. You must be in attendance to present your work to receive full credit. This schedule assures immediate feedback on every project and every homework assignment. In addition, virtual office hours are held twice a week, and are flexible to accommodate your schedule.

Ongoing Assignments

Sketches: Each week, fill your process book with homework images, ideas, notes, etc. Your pages will be checked once a month. Your process book will be due at the end of the semester.

Homework

Blog: Instructions for comments are included in each homework assignment. Class review of homework gives direction for your next assignment. Therefore, it is critical to complete all homework to proceed. All assignments are due at the beginning of class and recorded in the homework roster. Grading of homework is based on Projects must adhere to documented instructions in a professional manner to earn credit.

However, homework is a time to experiment. We critique it to discover your thoughts and processes. There is no "wrong" homework. Therefore, as long as your homework is complete and basic criteria followed, you will do well! Playfulness is encouraged!

TECHNOLOGY	Prepare for our first meeting: The right sidebar on our OpenLab homepage contains these links
OpenLab	Our "home port," OpenLab, will host assignments, and discussions. You'll need an OpenLab account to sign in. Create an account, sign-on and request access. **OpenLab:** *https://openlab.citytech.cuny.edu/comd1200spring2022childers/*
Zoom	To attend class you will need to use the Zoom platform for face-to-face discussion. If you don't have an account, open one before our first class, Wednesday at 6 p.m.
Miro	We will use the Miro platform to for working together on group projects. Join our class's "table." https://miro.com/app/board/uXjVOUgcX50=/
Google Drive	Sign in with a Gmail account. Large files and final projects will be stored here. Final projects will be uploaded to designated folders as jpg unless otherwise specified. Correctly name files: course_season year_project name_last name_first name. *For example:* comd1200_s2s_letterform_smith_amy https://drive.google.com/drive/u/0/folders/1fS4IGZNMjaWhxAqY1USvoxDa6uskJr08
Dropbox	You are expected to have an effective backup strategy for all files. Open a free Dropbox account through Citytech: *https://dropbox.cuny.edu/* and log in with your CUNY Login account (Username: Firstname.Lastname##@login.cuny.edu).
Design Programs	**InDesign, Photoshop, and Illustrator** Please let me know if you do not have access to Adobe CC
MATERIALS For Every Class	▷ Sketch book: 8.5 x 11
	▷ Roll of 12" tracing paper
	▷ 2 black markers: 1 wide & 1 fine point
	▷ 2 flash drives: one master, one back-up
	▷ Pencils of varying hardness
	▷ Pencil sharpener
	 Additional material listed in the syllabus will be used as needed. We will discuss a week in advance.
Additional Resources	Multiple resources are available on our website in "resources" including instructions for the Adobe programs that we use in class;
Books	***Graphic Design: The New Basics;*** Ellen Lupton & Jennifer Cole Phillips I will distribute handouts for specific reference.
DESIGN INFLUENCE RESOURCES	This semester we look at design through your eyes. What has influenced you? Partial list of historical and contemporary graphic designers: The Peoples Graphic Design Resource: An archive build by everyone for everyone. A favorite!! BIPOC Design History: This originated as a workshop by my advisor Silas Munro Graphic Designers in Latin America Across Borders: A Look at the Work of Latinx Designers Ladies Who Design Some of today's most influential Chinese designers Mumbai's Growing Creative Scene is Luring in Graphic Designers The genius of Iranian graphic design

Critiques

Class critiques are conversations that are a part of the process of making. By learning and using professional design terminology will help you to develop professional confidence.

Like most professional design projects, each assignment has goals and constraints. By nature, visual solutions elicit aesthetic, socio-political, and functional responses specific to each individual. Through peer responses we can explore varied interpretations.

Class Participation

Class participation means that you are fully present in class, not gaming, surfing, chatting, etc. Transgressions will result in a reduction of your participation grade.

This class will be conducted as a professional experience—a job, or an interview. Assume that your professor and peers will be in a position to recommend you in the near future. In class, you are not only building your knowledge and your portfolio, you are establishing your professional reputation.

Professionalism is demonstrated by:

▷ Class preparedness: completes projects on time, has all materials needed for class, checks web site for instructions

▷ Participation: volunteer comments and answers, ask questions, and help classmates

▷ Remaining attentive: arrive on time and remain for the full time period

▷ Preparation: Follow project instructions and takes notes

▷ Punctuality: deadlines are critical to professional situations and this class.
This class reflects that in both assignments and deadlines.

Attendance Policy

While CUNY does not have an attendance policy, the Communication Design Department stresses the importance of attendance while permitting each instructor to set their own attendance policy. Since COMD 1200 is a course designed for process learning, attendance is critical for success. Missing critiques is reflected in your grade.

Both absences and arrival of more than 10 minutes after the start of class are marked. If excessive, the instructor will alert the student that they are in danger of not meeting the course objectives and participation expectations.

Common Sense Rules

▷ Homework is due at start of class

▷ Come to class ready to work, with completed homework and all supplies.

▷ No games/browsing/email/etc. during class.

▷ Failure to comply, including late attendance, extended breaks, leaving early, and incomplete homework, will affect your grade.

Communication

Please consistently check your City Tech email (or the email you provide to me and OpenLab) for reminders or changes. Check mail at least 24 hrs before class.

It is your responsibility to keep lines of communication open.
Please remember to check that your mailbox is not full.

Academic Integrity Standards

 Anyone who works with information, ideas, texts, images, music, inventions, and other intellectual property owe their audience and sources accuracy and honesty in using, crediting, and citing sources. As a community of intellectual and professional workers, the College recognizes its responsibility for providing instruction in information literacy and academic integrity, offering models of good practice, and responding vigilantly and appropriately to infractions of academic integrity. Accordingly, academic dishonesty is prohibited in The City University of New York and at New York City College of Technology and is punishable by penalties, including failing grades, suspension, and expulsion.

ASSESSMENT/GRADING   Goals & Methods of Assessment

▷ **Goal #1: Preparation:** Understand the preparation process:
Follow directions, assemble materials, conduct research.
Method of Assessment: Evaluate each step.

▷ **Goal #2: Process:** Understand professional methods and procedures.
Method of Assessment: Evaluate process.

Goal #3: Concept: Compose with professional imagery.
▷ **Method of Assessment:** Evaluate clarity of message.

Goal #4: Craft: Understand the importance of presentation.
Method of Assessment: Evaluate based on the stated goal.

▷ **Goal #5: Punctuality:** Understand the importance of arrival time and deadlines.
Students who know they will be absent must e-mail homework before the start of class.

Method of Assessment: Class roster

Grading

Students are evaluated on participation, presentation, and verbal communication. Attendance affects participation and the final grade.

Projects are graded daily and on completion. Homework is due at beginning of class, late homework will results in a grade reduction. Homework and in-class skill-building exercises are graded on a credit/no-credit basis, and can not be completed later.

Project/Assignment

PROJECT	percent of grade
1 Image project	15%
2 Type/Image project	15%
3 Poster Project	15%
4 Motion project	15%
5 Final: process book	15%
Homework & participation	15%
Blog	10%
PROJECT	**100%**

See pages 7-9 for information on assignments

Assessment

A [4.0; 95 –100%]   Exceptional quality work and participation, exceeds course goals

A- [3.7; 90 – <95%]   Very high quality work, much participation

B+ [3.3; 87 – <90%]   High quality work, much participation

B [3.0; 83 – <87%]   Very good work, satisfies goals, some participation

B- [2.7; 80 – <83%]   Good work, some participation

C+ [2.3; 77 – <80%]   Average work, participation shows a general understanding of project

C [2.0; 73 – <77%]   Average work, little participation

C- [1.7; 70 – <73%]   Passing work but below requirements

D [1.0; 60 – <70%]   Below requirement, incomplete

F [0 – <60%]   Failure, no credit

PARTICIPATION

Participation Assessment

▷ Participation, presentation, and verbal communication is graded. Attendance affects the participation grade.

▷ Active participation is shown through working effectively in groups as well as through cooperation and respect for others.

Accessed by:

Level 1 Participation

▷ All of the markers of level 2 participation, plus:

▷ Volunteers participation

▷ Expands on ideas or concerns of others

▷ Re-visits issues or ideas that need more attention

▷ Helps the group stay on track

▷ Summarizes group decisions and action assignments

Level 2 Participation

▷ Well prepared in advance

▷ Takes a large part in setting group goals and agendas

▷ Actively participates in discussion and asks questions

▷ Listens actively and shows understanding

▷ Acknowledges and builds on others' ideas

▷ Volunteers willingly

Level 3 Participation

▷ Moderately prepared in advance

▷ Some participation, occasionally introduces information

▷ If absent or late, informs professor and sends homework

Level 4 Participation

▷ Little advance preparation, observes passively, says little

▷ Uses phone and talks with others

▷ Gives the impression of wanting to be somewhere else

▷ Attendance record is haphazard and inconsistent

Your Contribution

The diversity that each student brings to this class is a resource and a strength. It is my intent to present materials and activities that are respectful of diversity: gender, sexuality, disability, age, socioeconomic status, ethnicity, race, and culture.

Your suggestions are encouraged and appreciated. Please let me know ways to improve the effectiveness of the course for you personally and for other students.
Source: University of Iowa College of Education

Class Blog Posts

Students must contribute to the blog. The process gives you professional experience using design vocabulary and it develops your critical "eye" through observation, and assessment.

File Naming

All students are expected to label all files.
COMD file name convention:
course number_ season year__your last name_ first name_project name.
For example: comd1200_s22_smith_amy_letterform

ASSIGNMENTS

Five Projects

The class progresses through four scaffolded assignments and culminates in a final synthesis project, a book that includes work from the entire semester.

Project 1: Image

Goal: Explore 2-dimensional form, figure-ground, focal point, and proportion.

Objective: Manipulate one form to create two dynamic shapes

Process: Working within a 6 x 6-inch square, create compositions using a single letterform. Manipulate the forms and counter-form of the letter to create figure-ground compositions that strike a balance between positive and negative shape. Isolate just enough of each letter to hint at its identity. Letterforms can be from any culture.

Project 2: Image/Text

Goal: Explore scale, and cultural awareness.

Objective: Combine two forms to create an image with context.

Process: Working within a 6 x 6-inch square, combine a graphic image that represents a specific object with a letter that represents it. Create one cohesive recognizable mark.

Project 3: Design Influence Poster

Goal: Explore your influences through research. Organize and explore the grid, proportion, and create hierarchy, to provide context.

Objective: Combine multiple forms to provide context. Research and design a typographic poster that visually represents design that has influenced you.

Process: Where did your design understand come from? Art from home, games, or music? Research, write, and report on something that has influenced your design philosophy. Use a grid to integrate proportion, use hierarchy and color to reinforce context. Apply principles in a step-by-step process to explore a design methodology.

Project 4: Motion

Goal: Create the illusion of movement in a two-dimensional space.

Objective: Combine multiple forms to create form progression. Activate your poster to reinforce your message.

Process: Choose an element from your poster and manipulate it in a way that will reinforce your message. Create a gif.

Project 5: Process book

Goal: Synthesis of multiple elements over multiple pages.

Objective: Showing your process and conclusions. Combine everything that you have created this semester from sketches to final projects to document your semester.

Process: Create a grid and organize content. Display the semester process from sketch to finished project for each assignment.

SEMESTER SCHEDULE

WEEK/DATE	SUBJECT	ASSIGNMENT
1 1/31	Welcome: semester review discussion: principles of design	Letterform abstraction, 25 thumbnail sketches, enlarge 2
2/2	Critique: letterform discussion: figure/ground breakout group: form identification	Revise letterform abstraction 5 revised sketches, enlarge 2
2 2/7	Critique: letterform group review: illustrator, photoshop discussion: image as logo/symbol	Design critique practice using letterforms
2/9	Critique: revised letterform discussion: mark making techniques	Work on letterform in class
3 2/14	Critique: revised letterforms discussion: gestalt principles group project: alignment	Align letterforms in class. Finalize and create a negative version bring object to class
2/16	**Critique: final letterform critique** create negative in class group project: combining images	Revise letterform for positive and negative versions 25 sketches of object
4 2/23	Critique: glyph day: positive & negative letters due critique: sketches discussion: simplification in class: revise object in class	Visually show your process: create a "tight" sketch, label #1. Create a new refined version, label #2. Create a new refined version, label #3
2/28	Critique: review sketches discussion: design precedents, grid group project: align dummy type to the grid	Digitize image/letter investigate your design inspiration
5 3/2	Critique: review sketches discuss your design inspiration **workshop: I did this!**	Begin research on design hero, refine image, create negative version of image
3/7	Critique: last image/letter revision discussion: design research demonstration: InDesign	Finalize positive and negative image prepare your on-line Google slide influence presentation
6 3/9	**Critique: icon day: icon due** discussion: posters, proportion & grid breakout group: poster review	Revise final image if necessary create 2 different grids
3/14	**Presentation day: design influence** discussion: designer as author group project: revise text for poster	Compose text, spell check, align, add to 2 posters
7 3/16	Critique: poster with text discussion: posters, grid **video: The art of Arabic calligraphy** | Mona Mahmood	Revise 1 poster, with 2 different hierarchical structures
3/21	Critique: poster hierarchy presentation: design presentation slides workshop: finding synchronicity	Revise 2 posters read: "*Karate, Wonton, Chow Fun: The end of 'chop suey' fonts*" handout provided
8 3/23	Critique: posters discussion: context, symbols **video: Ingenuity and elegance in ancient African alphabets** Saki Mafundikwa	Apply additional element to 2 posters
3/28	Critique: poster with additional element **workshop: opposite approach**	Revise posters

IMAGE

IMAGE/TEXT

POSTER

POSTER MOTION

PROCESS BOOK

WEEK/DATE	SUBJECT	ASSIGNMENT
9 3/30	Critique: poster discussion: production breakout group to review poster	Apply color, 2 versions select 2 areas of poster
4/4	Critique: and poster discussion: continuity **workshop: exquisite corpse**	Revise poster, create final pdf 10 thumbnail motion sketches
10 4/7	Critique: resumes discuss motion sketches;	Finalize your professional resume finalize poster refine 2 motion sketches
4/11	**Critique: gallery day: final posters** motion sketches demonstration: motion	Choose (2) 4-step motion directions create motion in Photoshop
11 4/14	Critique: motion discussion: surprise breakout groups to review motion surprise by popular vote: music	Refine and expand on 1 motion add surprise element gather materials for final book
4/25	Critique: final motion demonstration: inDesign grid **video: The Politics of Arabic Type Design**	Nadine Chahine	Option to revise motion gather materials for final book download inDesign grid and fonts
12 4/28	**Critique: movie day: final motion** discussion: book vs poster typography demonstration: inDesign pages	Apply elements to book grid gather material for resume
5/2	Critique: examine position of elements in book review grids and alignment discussion: parts of a book & resume **workshop: professional day: resume**	Continue to apply documents to grid upload resume material to website watch: the perfect resume
13 5/5	Critique: book revisions discussion: book vs poster typography breakout groups: resume review	Continue book through 4th chapter finalize resume and add it to your book
5/9	Critique: book grid & resume discussion: pacing in 2 dimensions breakout groups to review books by popular vote: music	Continue book through 5th chapter add resume
14 5/12	Critique: review books discussion: demonstrate book making	Complete all chapters
5/16	Critique: review books individual review of books discussion: cover design	Complete all chapters upload final projects to google drive
15 5/19	Review all portfolio books breakout groups to review books	Finalize and produce book
5/23	**Publishing day: book presentation** **Suggest an activity**	relax…sleep…relax…eat…relax…play…