

Syllabus
MCOM 3311 Visual Design

T TH 3:30 PM – 4:50 PM
Fall 2022

Instructor: Vanessa Joyner

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(The best way to contact me is by email)

Office Hours: Wednesdays 11:00 AM and 2:00 PM and by appointment

Course Overview:

Visual Design covers the theory and practice of graphic design. The course emphasizes the history of graphic design; they will also gain progressive knowledge of the applications that produce them. Application expertise and an understanding of design principles will allow them to create various projects: corporate identity, advertising layout, logo design, poster, typographical projects, and other related products. Students will understand and apply concepts and theories in using and presenting images and information using tools and technologies appropriate for public relations/integrated communication or mediated journalism.

Student Learning Outcomes:

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| 1) Know the many theories that are the foundation of visual and/or graphic design. |
| 2) To learn various methods of creating visual or graphic design products such as logos, posters, ad design and campaigns, greeting cards, and more which will be useful for personal and/or commercial publication. |
| 3) Will have the ability to redesign a non-functional or weak print visual communication tool into a well-designed functional tool using research and the design process. |

Required Textbooks and Readings:

Graphic Design School: The Principles and Practice of Graphic Design

Authors: David Dabner; Sandra Stewart; Abbie Vickress

Publisher: John Wiley & Sons P&T

Print ISBN: 9781119647119, 1119647118

eText ISBN: 9781119647287, 1119647282

Edition: 7th

Copyright year: 2020 (VitalSource Learning)

Can order a digital copy: <https://www.vitalsource.com/referral?term=9781119647287>

Sketch Pad

Becoming a Graphic & Digital Designer, A Guide to Careers in Design, Steven Heller & Veronique Vienne, check out from the library.

Library: Access the book by going to uttyler.edu/library > Swoop Search > Key in: Becoming a Graphic Designer > Search > Book comes up > Click Online Access and read!

Additional Cost:

Piddlin' Pottery - \$15 - \$25 (required)

Other possible additions - \$20

Design Club Membership - \$10

[Dallas Society of Visual Communicators](#) DSVC - \$6.50 month, or \$50 year

[Adobe Creative Cloud Subscription](#) - \$19.99 Month (Not required, but helpful for 24-hour access to Adobe applications).

Alternative: Use the school-supplied lab computers in CAS 106.

Special Course Notes: -- The listed items are required. Details in Canvas

- 1) Guest Speaker – April Moore, Art Director, University of Texas at Tyler
- 2) Guest Speakers – To be announced
 - a. The course will include a Service Project where we will work with an actual client.
- 3) Field Trip – Attend one or more learning sessions at Piddlin' Pottery or Tyler Museum of Art.
- 4) Attend Career Success Conference.
- 5) A PC or Macintosh computer that is capable of running graphic applications. A minimum of 8 Gb of RAM or more. Mini-computers are not recommended.
- 6) The computers in CAS 106 are available for your use according to the schedule posted, but not while another class is in session.
- 7) Membership in Department Design Club. (Strongly encouraged)
- 8) Membership in DSVC and attend 1 or 2 events by Zoom or in person. (Strongly encouraged)
- 9) Photography/Video Consent Form.

Assignments and weights/point values

- | | |
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| 1. Exercises:
(Field Trips, Guest Speakers,
Critiques, Class Participation, and more) | 25% |
| 2. Exams or Quiz | 30% |
| 3. Projects:
Service Project, Brochure, Poster,
Ad Design, Flyer, and more. | 35% |
| 4. Attendance | 10% |

Total

100%

Grading Scale:

A	93% or greater
B	83 – 92%
C	73 – 82%
D	63 – 72%
F	below 63%

Late Work and Make-Up Exams: UT Tyler does have a [Class Attendance policy](#) in the catalog. For those unexpected events that occur in our lives, most of the time, you will receive full credit for late work. Other situations may result in a 10 – 20 pt—grade reduction.

- 1) Introduction
 - a) Getting Started Quiz – To show an understanding of course objectives.
 - b) Avatar Design – Self-portrait, Illustrator.
 - c) Padlet Wall – To begin the process of design thinking.

- 2) Graphic Design History Video /
 - a) Essay - On the history of graphic design.
 - b) Poster

- 3) Becoming a Graphic Designer
 - a) Quiz - This book introduces some of the most notable designers in the field—
 - b) Exercise – Typographical Expression

- 4) Graphic Design School
 - a) Exercises
 - i) Several exercises from this book.
 - ii) Basic flyer layout with text, InDesign
 - b) Project - Branching Out Florist Ad Design (3 ads)

- 5) Field Trip
 - a) Piddlin’ Pottery – This visit will be an exercise in experimental design.
 - b) Field Trip – Tyler Art Museum

- 6) Service Project
 - a) Creating an ad or flyer for a business (to be determined).
 - b) This project will have several parts to it.

- 7) DVD - Fun, Fun, design project.

- 8) Meet your professor - To discuss all of your projects.

		Assign Chapter 2 Assignments in your Sketchbook. Due: 9/21 Continue to work on Exercises	
	TH 9/14	Critique: Exercises 1 & 2 and, Chapter 1 Assignments in Sketchbook	
Week 5	T 9/19	READING: Lecture Part 3: Fundamentals of Typography Pages 62 – 84 Assign Chapter 3 Assignments in your Sketchbook. Due: 9/21	Quiz: Chapter 2 Assignment
	TH 9/21	Critique: Chapter 2 & 3 Assignments Continue Lecture on Part 3 Work on Exercises	
Week 6	T 9/26	READING: Lecture Part 4: Fundamentals of Color/Practice 2: Practice Pages 88 – 98 Assign Chapter 4 Assignments in your Sketchbook. Due 10/12	Quiz: Chapter 3 Assignment
	TH 9/28	Continue Lecture on Part 4 Work on Exercises	
Week 7	T 10/3	READING: Lecture Part 5: Tools and Technologies Pages 102 – 120 Assign Chapter 5 Assignments in your Sketchbook. Due 10/12	Quiz: Chapter 4 Assignments
	TH 10/5	Continue Lecture on Part 5 Work on Exercises	
Week 8	T 10/10	Reading: Lecture Part 6: Print Production and Presentations Pages 124 – 142	Quiz: Chapter 5 Assignments

		Assign Chapter 6 Assignments in your Sketchbook	
	TH 10/12	Critique: Chapters 4&5 Assignments Continue Lecture on Part 6 Work on Exercises	
Week 9	T 10/17	READING: Lecture Part 7: Web Design Sec – Proj Devel, SEO, Portfolio	Quiz: Chapter 6 Assignment
	TH 10/19	Career Success Conference - All Day Assign: Career Success Conference	
Week 10	T 10/24	Chapter 12 - Advertising Assign: Branching Out Florist (BOF) In Class: Work on thumbnail sketches.	
	TH 10/26	Critique 1: BOF Ads (All)	
Week 11	T 10/31	Critique 2: BOF Ads (All)	
	TH 11/2	Critique 1 – Special Project	
Week 12	T 11/7	Critique 2 – Special Project	
	TH 11/9	A – DVD Package	
Week 13	T 11/14	Work on DVD	
	TH 11/16	Critique 1: DVD	
Week 14	T 11/21	Thanksgiving	
	TH 11/23	Thanksgiving	
Week 15	T 11/28	Critique 2: DVD	
	TH 11/30	Critique: Portfolio	

Art Organizations and Clubs

Why?

Being a part of these organizations will encourage teamwork and collaboration. Both are skills that will help prepare you for the professional world. Related organizations also will provide a space to step up into leadership, volunteer, manage projects, and learn to work through problems with new and fresh eyes.

[Art News DFW](#) – Art & Artist in North Texas

[DSVC](#) – The Dallas Society of Visual Communications, \$6.50 per month or \$50.00 a year

Videos

Bob Aufuldish of [Aufuldish & Warinner](#), San Rafael, CA, shows us how he finds inspiration in his studio. [7:17]

Chapter 3 Movie

Armin Vit of [Under Consideration LLC](#), Austin, TX, talks about entering the "thought profession" of design. [10:10]

Chapter 3 Movie

Mike Perry of [Mike Perry Studio](#), New York, speaks of life before and after Urban Outfitters. [8:49]

Chapter 3 Movie

Max Spector of [Chen Design Associates](#), San Francisco, muses on "the designer as a psychologist." [4:50]

Chapter 13 Movie

Danny Noval, Tracey Coleman, Chuck Rudy, and Josh Horn of [Ogilvy & Mather](#) talk about the importance of networking. [7:28]

Other Resources

Web Links for Educators and Students

http://college.cengage.com/art/0495572780_landa/links/all_links.html

Google has a solution for the UX Design Education Gap: Google.

<https://www.fastcompany.com/3062640/google-has-a-solution-for-the-ux-design-education-gap-google>

AIGA Design Archives

<https://designarchives.aiga.org/#/entries/%2Bdiscipline%3A%22Brand%20and%20identity%20systems%20design%22/formats%3A%22Brand%20and%20identity%20systems%22/grid/relevance/asc/0/8/120>

PHOTO AND VIDEO CONSENT FORM – Fall 2023 / Ms. Vanessa Joyner

I, _____, with a mailing address of
_____ City of _____, State of
_____ (the “Releasor”), grant permission and give my
consent to Ms. Vanessa Joyner (the “Releasee”) for the photograph(s) or
electronic media images or videos used in this class for presentation under any
legal use:

Artworks in Visual Design

Presentation (social media, websites, and print)

Revocation (check one)

- I understand that with my authorization below, the photograph(s) may never be revoked.

- I understand that I may revoke this authorization at any time by notifying _____ in writing. The revocation will not affect any actions taken before receiving this written notification. Images will be stored in a secure location, and only authorized staff will have access to them. They will be kept as long as they are relevant and, after that time, destroyed or archived.

Releasor’s Signature _____ Date _____

Releasee’s Signature _____ Date _____