Syllabus
MCOM 3311 Visual Design
T TH 3:30 PM – 4:50 PM
Fall 2024

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:

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

1. Exercises:	25%	
(Field Trips, Guest Speakers, Critiques, Class Participation, and more)		
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.

Instructor: Vanessa Joyner
Calendar of Topics, Readings, and Due Dates
Note that the last date to drop the course is included in the calendar along with the final exam date and time.
A – Assignment   GDS – Graphic Design School   LEC – Lecture   DIS – Discussion   CRIT – Critique
BGD – Becoming a Graphic Designer   E – Exercise   P – Project   UG – Ungraded

		VISUAL DESIGN Fall 2024	
		Unit 1: Begin: Introduction and InDesign	
Week #	*Date*	*Class Topic*	*Readings for Next Class*
Week 1	T 8/27	ASSIGN – Getting Started Quiz and, Introductory Exercise, Due: 9/3 • Read – Syllabus	*Video - Graphic Design History*
	TH 8/29	LEC – *Graphic Design History* • ASSIGN: History PP & Write-ups, Due: 9/10	
Week 2	T 9/3	LEC – *Becoming a Graphic Designer* • (Chapters 1, 2 & 4) DUE: *Getting Started Quiz* DUE: *Introductory Exercise on Padlet Wall*	
	TH 9/5	LEC – *Becoming a Graphic Designer* – Cont. • Answer Questions – Due 9/14 (UG) GUEST SPEAKER (In-Class): Hannah Buchanan	*READ* *Part 1/Ch 1-Principles/ Research & Concepts Pages 9 – 29* *READ* *Part 1/Ch 2-Funda of Composition Pages 32 – 59*
Week 3	T 9/10	LEC – *Graphic Design School* • *Part 1/Principles/Ch 1-Research & Concepts, Pages 9 – 29* • *Part 1/Ch 2-Fundamentals of Composition, Pages 32 – 59* ASSIGN Exercises: Ch 1, and 2, Critique: 9/17 DUE: History PP & Write-up	*READ* *Part 1/Ch 3-Funda of Typography Pages 62 – 85* *READ* *Part 1/Ch4-Funda of Color Pages 88 – 97*
	TH 9/12	LEC – *Graphic Design School* • *Part 1/Ch 3-Funda of Typography Pages 62 – 85* • *Part 1/Ch 4-Funda of Color* • *Pages 88 – 97* ASSIGN Exercises: Ch 3, and 4, Critique: 9/19	

Week 4	*T 9/17*	CRITIQUE EXERCISES *– Part 1, Ch1 and Ch2*	**READ** *Part 2/Ch5-Tools and Technologies/Photo Basics & Animate Pages 102-105, 118-119* **READ** *Part 2/Ch6-Print Production and Presentations Pages 124-142*
	TH 9/19	CRITIQUE EXERCISES *– Part 1, Ch3 and Ch4*	
Week 5	*T 9/24*	*LEC – Graphic Design School* • *Part 2/Ch5-Tools and Technologies/Photo Basics & Animate Pages 102-105, 118-119* • *Part 2/Ch6-Print Production and Presentations Pages 124 – 142* ASSIGN Exercises: *Ch 5, and 6, Exercises, Critique: 10/1*	CRIT: *Avatar*
	TH 9/26	*LEC – PRACTICE AD DESIGN (2 ads)* • *Chapter 12 (Graphic Design Solutions) – Advertising* ASSIGN Project: Branching Out Florist (BOF)/ • *Critique: Thumbnail sketches, Due 10/1* • *Critique 1: Ad Design, Due 10/10* • *Critique 2: Final Ad, Due 10/22*	Quiz: *Part 1/Chs 1 – 4*
Week 6	*T 10/1*	CRITIQUE: *Thumbnails for BOF/Choose best*	
	TH 10/3	*Work on BOF Ad Designs*	
Week 7	*T 10/8*	*Work on BOF Ad Designs*	
	TH 10/10	CRITIQUE 1: *BOF*	*Prepare and Announce for Field Trip next session.*
Week 8	*T 10/15*	*FIELD TRIP:* • *Meet client, (to be determined)* • *Create art*	

		• *Information Session*	
	TH 10/17	*REVIEW: Client Follow-up for (to be determined)* <mark>ASSIGN Project</mark>: *Client Ad Design* • *Begin Research* • *Critique: Thumbnail sketches of Ad and Poster, Due 10/29* • *Critique 1: Ads/Poster, Due 11/5*	
Week 9	*T 10/22*	<mark>CRITIQUE 2:</mark> *BOF Final* *Add to project*	<mark>ASSIGN:</mark> <mark>Career Success Conference</mark>
	TH 10/24	*NO CLASS* • *Career Success Conference - All Day*	
Week 10	*T 10/29*	<mark>CRITIQUE:</mark> *(Client) Thumbs* *Career Success: Follow-up questions* *Work on Ad Design*	
	TH 10/31	*LEC* *Work on Ads*	
Week 11	*T 11/5*	<mark>CRIT 1:</mark> *Client Project LEC* *Work on Ads*	
	TH 11/7	*Work Day*	
Week 12	*T 11/12*	<mark>CRIT 2:</mark> *Client Project*	*READ* *Part 7: Web Design* *Sec – Project Development, SEO, Portfolio*
	TH 11/14	<mark>ASSIGN Project</mark>: *DVD Package* • *Begin Research* • *Thumbnail sketches of DVD, Due 11/19* • *Ads/Poster, Due 11/7*	
Week 13	*T 11/19*	*LEC – Graphic Design School* • *Part 2: Chapter 7/Web Design* *Sec – Project Development, SEO, Portfolio*	

		ASSIGN Project: Portfolio • Project, Due 12/5 Work on DVD	
	TH 11/21	CRIT 1: DVD Special Project	
Week 14	T 11/26	Thanksgiving	
	TH 11/28	Thanksgiving	
Week 15	T 12/3	CRIT 2: DVD	
	TH 12/5	CRIT: Portfolio	
Finals	12/9-13		

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 will also 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]

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 _____