

GRC 39A Graphic Design I.

(Formerly Printing Technology 39)

See also: Art 39

3 units, 2 lecture 3 lab

Pre-requisite: Grc20

Advisory: Eligibility for Engl 25 and 26 or Engl 53 or Engl 67 and 68 and Math 1 recommended.

BT 6 or equivalent strongly recommended.

GRC 5 or familiarity with basic computer operations and related software recommended.

Principles and methods of graphic communication. Projects incorporate symbols and typography into visual design, exploring interrelationships between the formal elements and symbolic content

- I. The elements and principles of design: design making as a process.
 - A. Pictographic communication
 - B. Letter forms - synergy
 - C. Communication through type
- II. Organization of design elements
 - A. Letter forms - figure and ground
 - B. Symmetry and asymmetry
 - C. Recognizing visual organization and interaction of elements
- III. Materials and analysis of forms of communication:
Contemporary designers and the client/designer relationship
 - A. Symbols - developing simplified pictorial forms
 - B. Project comparing graphic presentation of information and data
 1. thumbnail work, problem solving and working through ideas
 - C. Research project on contemporary graphic designer
- IV. Technical expertise and production skills
 - A. Typography: fonts as image
 - B. Principles of type: consideration of font in relationship to idea and readability
 - C. Camera ready art prepared on computer
 - D. Paper considerations
- V. Working with typography
 - A. Brief history of typography
 - B. Typography vocabulary (terminology and copy fitting specs)
 - C. Mechanics of typography (measurement systems and processes)
 - D. Typographic readability/legibility (appropriateness of type elements to space)
 - E. Systems of organization: grids, golden mean, Fibonacci
 - F. Aesthetics of typographic selection (sizing and placement)
 - G. Computer and typography
 - H. Address psychological impact of type and design
- VI. Project 1: Newspaper/magazine ad
Type only, style considerations
Teacher generates client scenario, budget consideration and company profile
Design concepts as related to gender, religion, age, and ethnicity
Camera ready on computer
- VII. Project 2: Newspaper/magazine ad
Ad combining image and type
Teacher generates client scenario, budget consideration and company profile
Design concepts as related to gender, religion, age, and ethnicity
Camera ready on computer
- VIII. Project 3: Direct mail flyer
Teacher generates client scenario, budget consideration and company profile
Two or three fold with two to three images

Camera ready on computer