

GRC 40A Graphic Design II.

(Formerly Printing Technology 40)

See also: Art 40

1.5 units, 2 lecture 3 lab, nine weeks

Prerequisite: Grc39A and Art 39B

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

- I. Color and design communication.
 - A. Color contrasts/readability
 - B. Sensory associations
 - C. Associations/symbolism
 - D. Contemporary graphic designers and the client/designer relationship
 - E. Color models (RGB, CMY, Pantone, Trumatch, LAB, HLS, Munsell, Toyo)
 - F. Aspects of color perception and interaction (Albers, adjacency, mettermism)

- II. Color correspondence: The design making process
 - A. Visual form and verbal content
 - B. Color preferences
 - C. Symbols - appropriate use of color
 - D. Recognizing visual organization and interaction of elements
 - E. Design concepts as related to gender, region, age, and ethnicity

- III. Production skills: The changing role of the graphic designer, advanced concepts and color use
 - A. Typography: fonts and image
 - B. Principles of type: consideration of font in relationship to idea and readability, and how it relates to color
 - C. Camera ready art to be produced as spot color and process color
 - D. Spec sheet

- IV. Corporate identity/client presentation
 - A. Symbol development/logotype and pictogram
 1. Improve and existing logo
 2. Develop a logo for actual client
 3. Final output: hard copy print and properly formatted files with support materials
 4. Class presentation
 - B. Stationery packet/system and application
 1. Two color stationery
 2. Four color single fold presentation folder
 3. Spec sheet and comparative bid; process vs. spot color
 4. Final output hard copy print and properly formatted files with support materials
 5. Class presentation