Syllabus for GRD 101  
Professor James P. Stroud  
October 15, 2009  

We are communicators. More specifically: We are visual communicators. How do we get our message across? How do we make it interesting?

This course will enhance one's development in the techniques and skills necessary for the graphic design professions. Through a series of lectures, selected readings, and exercises students will:

Identify basic principles of design.  
Identify the steps taken for creating design.  
Leaning type, color, form and the use of images.  
Prepare and implement a grid system.  
Learn how to develop trademark and advertising design.  
Learn brainstorming and the creative process.  
Identify steps in the creative process.  
Crop and scale artwork.  
Identify basic categories and styles of typography  
The use of typography.  
Choosing colors.  
Fundamental use of software including Adobe Illustrator, InDesign, and Photoshop  

Required Materials  

Textbook: Design Elements: A Graphic Style Manual by Timothy Samara  
1 USB Drive (min 512mb)  
2CD-R for the end of the semester storage.  
1 3" 3 ring binder.  
Black markers  
Bond paper  

Week One:  
Course outline discussion  
Meeting the Class  
Introducing myself  
Homework for week two:  
Read pages 8-79 and write about three designs you like.  

Week Two:  
Lecture on Design  
Slide presentation.  
Demo on Adobe Illustrator.
Exercise: Abstract Design. Create an Illustrator file. Show an emotion (such as jealousy, anger, love, surprise) using only shapes, space, line. No representational shapes ie: a heart, happy face, modicon. NO COLOR!
Review.
Homework for week three:
Read pages 114-159
Write a paragraph about 3 designs you do NOT like.
Start collecting examples of designs you like or dislike. Write a short note (one or two lines) why you feel this way. Collect ten each week and place them in the sleeves of your 3 ring binder. Will be looked at during mid-term and final weeks.

Week Three:
Lecture on type.
Slide presentation.
Demo on type in Adobe Illustrator.
Exercise One: Open the AI doc. named: Type xrs 1.ai and we will re-design the page using only type.
Homework for week four: Read pages 80-113.

Week Four:
Continuation on type.
Exercise Two: create a logo (using outlines) for a pharmacological company that uses natural ingredients. Show these and be prepared to defend your choices.

Week Five:
Lecture on Color followed by a slide presentation.
Exercise 1 In Illustrator create 35 different 'blues'.
Exercise 2: Adjusting color palette in an abstract design.
Exercise 3: Replicate the rose using only CMYK and transparency.
Homework: Read pages 164-195 on Images.

Week Six:
Continuation on color:
Exercise: Create a logo for yourself that can be used on a t-shirt and business card using thumbnails, comps, and the computer.
Homework: Create ten thumbnails based on ten designs samples from your 3 ring binder.

Week Seven:
Putting it all together.
Billboard advertising.
Slide presentation.
Exercise: Learning to work on a team. Create a billboard.
Working first as a class we will go over brainstorming methods.
Homework: Pages 196-244
Week Eight
Finish up work on logos and billboards.
Lecture on magazine designs and introduction of the grid.

Week Nine.

Week Ten.
Magazine layouts. Adobe InDesign single and multipage layouts.

Week Eleven
Continuation of layouts. Start Final Project (TBD).

Week Twelve
Final Projects
Binders Due.

Week Thirteen.
Final Project due. Review in class.