

Graphic DESIGN 11/12

The 3 Big Learning Objectives for the Year

Their are several goals we will set and achieve this year in Graphic Design 11/12. However the main mission in this course can be focused into these 3 learning objectives:

- To be versatile, knowledgeable and selective in choosing the best synthesis of techniques, approaches and design fundamentals when constructing a design whether it be on paper, on the computer or a combination of both.
- To be able to think critically and creatively in the challenges of how best to “send” a message and have your viewer “receive” it and make a meaningful connection with your work.
- To make communication design that you feel is challenging, rewarding and that you care about both in terms of its content and how it communicates its content.

NO MATTER WHAT WE ARE STUDYING OR WORKING ON, THINK BACK TO THESE 3 POINTS AND ASK YOURSELF: “AM I SEEING THE BIG PICTURE?”

Course Summary

We live in a world which is becoming more visual every day. Being able to unravel the mysteries of why we respond to images and text the way we do allows us to be more in charge of how we react and interact with our visual environment as well as how to communicate with these tools. This course aims to introduce students to the artistic possibilities of graphic design as well as developing a more critical and aware eye of the visual media we see everyday. Through observation, discussion and creation of visual media we will be exploring the vast world that is Graphic Design. Projects we will explore range from pure typographical(font-based) creations to silkscreening designs on T-shirts. Although we will start all of our designs with research and sketching/ brainstorming most of the images that we create will ultimately be finalized using Adobe Creative Suite 6 with an emphasis on Illustrator and Photoshop as well as In Design. The majority of the work in Graphic Design will be created in the studio, However, students will occasionally be expected to do research, project building and sometimes assembly of design pieces outside of class time.

THE ILLUSTRATED WORD PROJECT



DESIGNED BY: ELLIS LYNCH-NEAL

THE TYPOGRAPHICAL INFOGRAPHIC PROJECT



DESIGNED BY: JACQUELIN LAU

THE ILLUSTRATED WORD PROJECT

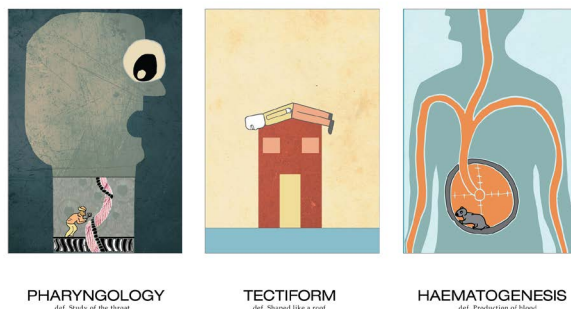


DESIGNED BY: KATARINA JURIK

HOW DO I APPROACH THIS COURSE ?

	WADING	SNORKELLING	SCUBA DIVING
<p>It's not what you "get" in this course, it's how deep you go. People take a GRAPHIC DESIGN COURSE for lots of reasons, however many students are not armed with previous design knowledge when they enter this course. This is why I encourage you to immerse yourself in the world of design, we all have a lot of catching up to do!</p> <p>It is entirely possible to do well in the class without being transformed by your new found design knowledge, but it would be a darn shame. I like to think that this (and indeed, any) course operates on three levels. Imagine we are standing on the seashore; the course is the ocean. Enter with me and go as deep as you dare..</p>	<p>You have a basic understanding and interest in understanding the fundamentals of good design. You grasp the highlights, the main skills & ideas, the surface-level knowledge</p> <p>There's nothing wrong with staying in the shallows; this approach may work for you if this is likely to be your only DESIGN course, or if you've never taken one before & it's all new</p> <p>"Waders" will tend to assume that exemplars, project outlines and expectations are to be taken at face value. No further digging is required. "Waders" are content to produce acceptable design that communicates but does not push the possibilities further.</p>	<p>You have a grasp of the basics and are ready to think creatively, push ideas further and explore what's below the surface</p> <p>Perhaps you've taken a design course before or another visual arts course. You already know that creating effective design is a challenging art form that needs a big commitment to get the best results.</p> <p>"Snorkelers" know that simply meeting the requirements and producing the basic requirements of a design project will not get their designs noticed or are likely to affect their viewers/ audience in a memorable way. Snorkelers are interested in pushing the limits of what a project "could" evolve to rather than how to just finish it at an acceptable level.</p>	<p>You want to go deeper into the vast possibilities of what the very best design can offer. Using your cognitive problem solving abilities and approaching each design as a critical thinker about to carve "David" from marble.</p> <p>Experienced and deeply immersed in the world of design? You are well aware of how mediocre design does not excite the viewer or the artist. You actively seek alternative sources, interpretations, and voices to guide you to thought provoking and visually stunning answers to communication problems.</p> <p>"Divers" don't take any of the course's structure or content as natural or inevitable. They see (and then fill) the course's gaps. They are curious, passionate, and concerned with WHY GRAPHIC DESIGN MATTERS and how they can play a powerful role in demonstrating this knowledge.</p>

THE ILLUSTRATED WORD PROJECT



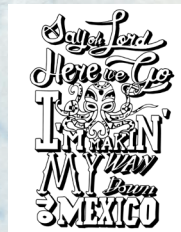
DESIGNED BY: MERAT GOHARSHADI

LOGO DESIGN PROJECT



DESIGNED BY: OLIVER ATKINS

HAND LETTERING PROJECT



DESIGNED BY: JON YOO

BAUHAUS REDESIGN PROJECT



DESIGNED BY: LUAN JARDINE

HAND LETTERING PROJECT



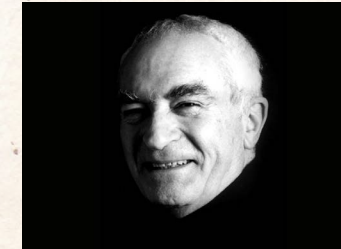
DESIGNED BY: SIU LEE

TERM 1: ARE YOU READY TO START DESIGNING?

What is the Big Idea for Term 1?

There are specific elements that are part of every piece of good design that we see every day. Specifically there are about 5 or 6 fundamental elements that great designs are composed. In this course, we will refer to these as the Pillars of Design(POD's) By the end of this term it will become more clear and meaningful to you when and why we use or do not use these POD's in each design challenge we face. It is crucial that we critically and creatively will grasp these fundamentals in order to ensure our viewer "receives" the message in our design and remembers it long after they have encountered it.

MASSIMO VIGNELLI



THE BAUHAUS



PAULA SCHER



Who are the Hero's/ Inspiration to us in Term 1?

The Bauhaus School of Art
 Massimo Vignelli
 David Carson
 Jacqueline Casey
 Paula Scher(Typographic Infographic)
 Stefan Sagmeister
 Erik Speakerman

WHAT CONCEPTS/SKILLS WILL WE COVER IN TERM 1?:

ADOBE PHOTOSHOP & ILLUSTRATOR BASICS:

2-3 tools/processes will be covered for each Pillar of Design(POD) that we explore
 Adobe Photoshop Basics:
 1-2 Tools/Process will be covered when applicable.(We don't use Photoshop as much as Illustrator in this course but it will be taught when needed)

HISTORY OF GRAPHIC DESIGN & THE FUNDAMENTALS OF GOOD DESIGN

We will examine the origins of Graphic Design and focus especially on the last 100 years of Graphic Design as well as contemporary design. We will begin to understand what makes a good design good.

TYPOGRAPHY

We will examine the origins of Typography and the many intricacies of the wonderful world of type! You will never look at fonts the same way again after Term 1 is complete.

THE TYPOGRAPHICAL INFOGRAPHIC PROJECT



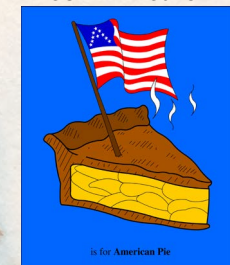
DESIGNED BY: MEGHAN CHASE

THE TYPOGRAPHICAL INFOGRAPHIC PROJECT



DESIGNED BY: SARA CHOI

THE ALPHABET MOVIE POSTER PROJECT



DESIGNED BY: SCOTT LIVINGSTONE

TERM 1 MAJOR ASSIGNMENTS & PROJECTS:

6 PILLARS OF DESIGN(PODS) 60 MINUTE CHALLENGES

DURATION: 3 WEEKS
HOMEWORK: RESEARCH AND RECON OF DESIGN IN VANCOUVER
SKILLS/CONCEPT: HAND DRAWING, DESIGN LAYOUT, COLOUR, BASIC ILLUSTRATOR

3-D LETTER ASSIGNMENT

DURATION: 1 WEEK
HOMEWORK: RESEARCH AND RECON OF APPROPRIATE FONTS PLUS SKETCHING PRACTICE
SKILLS/CONCEPT: TYPOGRAPHY, HAND DRAWING, DETAILING, SHADOWING, BASIC ILLUSTRATOR SKILLS

TYPOGRAPHICAL INFOGRAPHIC

DURATION: 3 WEEKS
HOMEWORK: RESEARCH AND RECON OF FONTS. PLANNING AND WRITING OF COPY FOR POSTER.
SKILLS/CONCEPT: TYPOGRAPHY PANEL IN ILLUSTRATOR
 DESIGN LAYOUT, COLOUR, BASIC ILLUSTRATOR SKILLS

BAUHAUSING THE FAMILIAR

DURATION: 3 WEEKS
HOMEWORK: RESEARCH AND RECON OF SIGNS AND VISUAL COMMUNICATION, RESEARCH OF BAUHAUS STYLE
SKILLS/CONCEPTS: BASIC SHAPES & PATHFINDER TOOL IN ILLUSTRATOR
 DESIGN LAYOUT, COLOUR, TEXTURES AND CLIPPING MASKS BASIC ILLUSTRATOR SKILLS

WHAT IS GRAPHIC DESIGN POSTER

DURATION: 3 WEEKS
HOMEWORK: RESEARCH AND RECON OF TYPE AND IMAGE BASED POSTERS. PLANNING AND WRITING OF COPY FOR POSTER.
SKILLS/CONCEPT: 3D TOOLS, DESIGN LAYOUT, COLOUR, BASIC ILLUSTRATOR SKILLS

READINGS, RESOURCES AND VIDEOS FOR TERM 1 CAN BE FOUND AT:

foggylens.weebly.com

ILLUSTRATED WORD PROJECT



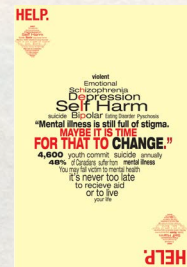
DESIGNED BY: JON YOO

ALPHABET MOVIE POSTER PROJECT



DESIGNED BY: ERIC JUNG

TYPOGRAPHICAL INFOGRAPHIC



DESIGNED BY: MELANIE MAN

TERM 2: LET'S TAKE THINGS TO THE NEXT LEVEL

What is the Big Idea for Term 2?

Having Examined the POD's of Graphic Design, being introduced to some basic tools in Adobe programs and created several designs thus far, in term 2 we will begin to explore the world of Illustration and Image Making. Whereas Type(Copy) was king in Term 1, Pictures(Art) will be king in Term 2. The Big Idea will be centered on the concept that a picture really is worth a thousand words...if you get it right! We are going to explore several methods for Creating Illustrations, from hand drawing our own letters and fonts, to building illustrations out of simple shapes in Illustrator we will seek to find the secret of what makes a stunning illustration in a piece of effective design. We will also attempt to answer the question: What are the limits to how much I can "borrow" art from the world around me and from other artists/inspiration...the ethics of imitation and re-appropriation of existing imagery. The goal for success in this term as we create Illustrations, is to be able to answer the question, does my illustration communicate in a powerful way even without words? That will be the driving question and motivation to our creations in Term 2!

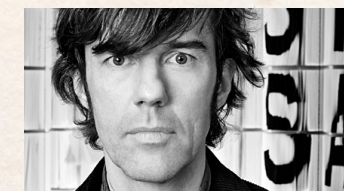
SHEPARD FAIREY



JAY ROEDER



STEFAN SAGMEISTER



Who are the Hero's/ Inspiration to us in Term 2?

Jay Roeder
 Allison Glancey
 The Project Twins
 Sheppard Ferry
 Banksy
 Milton Glaser
 Paul Rand
 Stefan Sagmeister

ALISON GLANCEY



WHAT CONCEPTS/SKILLS WILL WE COVER IN TERM 2?:

THE ETHICS AND LIMITS OF IMAGE COPYING AND RE-APPROPRIATION OF IMAGES

We will examine the question of ethics in graphic design and the art world in general in term 2. We will explore the work of Banksy, Shepard Fairey and JR, artists who all pull inspiration from the world around them and push the boundaries of what design can be.

ILLUSTRATION(DIGITAL VS. ANALOG)

We will explore several options for creating original and modified images both with pencil and paper as well as through use of the Wacom Tablet and more exploration of Adobe Illustrator tools.

SCREENPRINTING

We will dive into the finicky and highly rewarding world of screenprinting! This technique of pushing ink through a screen is how we get our Graphic T-shirts that many of us own and love. Now its YOUR turn to create your own design and print it!

THE ILLUSTRATED WORD PROJECT



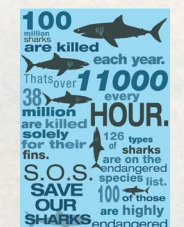
DESIGNED BY: KITTY WANG

LOGO DESIGN PROJECT



DESIGNED BY: EVAN LEDINGHAM

TYPOGRAPHICAL INFOGRAPHIC PROJECT



DESIGNED BY: ALEX BALFOUR

TERM 2 MAJOR ASSIGNMENTS & PROJECTS:

HAND DRAWN FONTS ON ANTIQUE PHOTOS

DURATION: 1 WEEK
HOMEWORK: PRACTICE OF VARIOUS FONTS(CURSIVE, SERIF, SANS-SERIF)
SKILLS/CONCEPTS: TYPOGRAPHY, HAND DRAWING, BRUSH TIP PEN

HAND DRAWING FONTS (VARIOUS CONTEXTS)

DURATION: 5 WEEKS
HOMEWORK: PRACTICE OF VARIOUS FONTS(CURSIVE, SERIF, SANS-SERIF), RESEARCH OF APPROPRIATE APHORISMS
SKILLS/CONCEPTS: TYPOGRAPHY, HAND DRAWING/LETTERING, FINE TIP DRAWING PEN, BRUSH TIP PEN, LIVE TRACING

GRAPHIC TEES (THREADLESS.COM INSPIRED) (SCREENPRINTING)

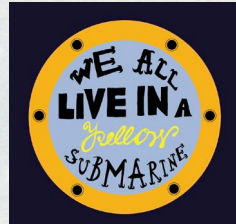
DURATION: 3 WEEKS
HOMEWORK: RESEARCH, SKETCHING AND PLANNING OF ILLUSTRATIONS.
SKILLS/CONCEPTS: HOW AN ILLUSTRATION CAN COMMUNICATE, BASIC SHAPE BUILDING IN ILLUSTRATOR, THE PATHFINDER TOOL, CREATING TEXTURES AND CLIPPING MASKS, USING THE WACOM TABLET, DESIGN LAYOUT, COLOUR, SCREENPRINTING

HAND LETTERING PROJECT



DESIGNED BY: KATARINA JURIK

HAND LETTERING PROJECT



DESIGNED BY: ERIN JOHNSTON

LOGO REDESIGN PROJECT



DESIGNED BY: ALLEN BAI

THE ILLUSTRATED WORD PROJECT

DURATION: 3 WEEKS
HOMEWORK: RESEARCH, SKETCHING AND PLANNING OF ILLUSTRATIONS.
SKILLS/CONCEPTS: HOW AN ILLUSTRATION CAN COMMUNICATE, BASIC SHAPE BUILDING IN ILLUSTRATOR, THE PATHFINDER TOOL, CREATING TEXTURES AND CLIPPING MASKS, USING THE WACOM TABLET, DESIGN LAYOUT, COLOUR.

LOGO MAKEOVERS PROJECT

DURATION: 2 WEEKS
HOMEWORK: RESEARCH, SKETCHING AND PLANNING OF LOGOS. RECON OF GOOD AND BAD LOGOS. PRESENTATION OF FINDINGS
SKILLS/CONCEPTS: HOW A LOGO CAN COMMUNICATE, BASIC SHAPE BUILDING IN ILLUSTRATOR, THE PATHFINDER TOOL, COLOUR, INTERMEDIATE USE OF PEN TOOL, INTERMEDIATE USE OF STROKE AND FILL TOOL

PHOTOGRAPHIC ADVERTISEMENTS

DURATION: 2 WEEKS
HOMEWORK: RESEARCH AND RECON OF PHOTOGRAPHIC GRAPHIC DESIGN. PLANNING AND WRITING OF COPY FOR POSTER.
SKILLS/CONCEPTS: BASIC PHOTOGRAPHIC SKILLS/CONCEPTS, INTERMEDIATE TYPE TOOLS, PAGE LAYOUT. INTRODUCTION TO ADOBE IN DESIGN

TERM 3: MAKING A FINAL STATEMENT!

What is the Big Idea for Term 3?

Term 3 will be a natural culmination and synthesis of all we have explored, learned and experimented with in Terms 1 and 2. By this point, your eyes should be plenty sharpened to what makes brilliant design as well as what you DON'T want to do when shooting for a stellar piece of art. The goal for this term is to find the perfect balance of all the skills, tools and ideas you have swirling around in your creative brains and put it together in a final piece which will answer the question: I understand the true potential of what Graphic Design can be when it is realized beyond the ordinary and obvious into the realm of extraordinary and leaving the viewer forever changed and thirsty for more of my work. This is term will culminate in a Corporate Identity Package(Final Exam of sorts) where you will get the chance to see to what extent you can answer this question. Good luck!

ANNIE LEIBOVITZ



GEORGE LOIS



DAVID CARSON



Who are the Hero's/ Inspiration to us in Term 2?

David Carson
 Massimo Vignelli
 Meghan Hyland
 Annie Leibovitz
 Cipe Peneles
 George Lois(Equire Work)



WHAT CONCEPTS/SKILLS WILL WE COVER IN TERM 2?:

BRANDING AND MARKETING OF A COMPANY

Armed with the tools and the creative mindset we have nurtured since term 1, we will examine how, where and why it is so difficult yet rewarding to find the solution to marketing a company to the world(well, at least the Colling-world)

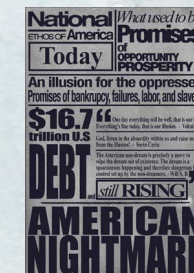
THE SYNTHESIS OF ILLUSTRATION, PHOTOGRAPHY & TYPOGRAPHY

We will add a third ingredient to our design toolkit this term focusing(no pun intended) more intensely on DIGITAL PHOTOGRAPHY and how it can be fused with illustrations and typography to make striking multi-media designs.

LAYOUTS THAT DAZZLE

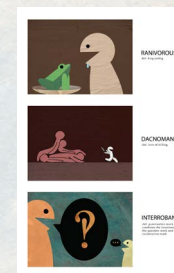
We will continue to explore Adobe InDesign in greater depth and use it as a tool to composite our Photoshop and Illustrator creations. We will also push ourselves towards thinking in creative and challenging ways to design great looking layouts!

TYPOGRAPHICAL INFOGRAPHIC



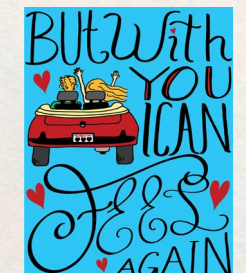
DESIGNED BY: JON YOO

THE ILLUSTRATED WORD



DESIGNED BY: JACQUELINE LAU

HAND LETTERING PROJECT



DESIGNED BY: MEGHAN CHASE

TERM 3 MAJOR ASSIGNMENTS & PROJECTS:

MAGAZINE COVER PROJECT (PHOTOGRAPHIC)

DURATION: 2 WEEKS
HOMEWORK: RESEARCH AND RECON OF PHOTOGRAPHIC GRAPHIC DESIGN. PLANNING AND WRITING OF COPY FOR MAGAZINE COVER. PRACTICE SHOOTING WITH PHONE CAMERA
SKILLS/CONCEPTS: BASIC PHOTOGRAPHIC SKILLS/CONCEPTS, INTERMEDIATE TYPE TOOLS, PAGE LAYOUT. INTRODUCTION TO ADOBE IN DESIGN

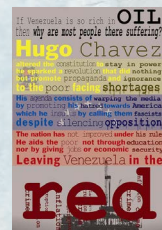
CORPORATE IDENTITY PROJECT (ILLUSTRATIVE, PHOTOGRAPHIC, TYPOGRAPHIC)

DURATION: 6 WEEKS
HOMEWORK: RESEARCH, RECON OF BRANDING AND MARKETING ACROSS SEVERAL SOURCES. PLANNING, PRESENTATIONS.
SKILLS/CONCEPTS: ADVANCED ADOBE INDESIGN TOOLS, ADVANCED LAYOUT SKILLS AND APPROACHES, SYNTHESIS OF ILLUSTRATOR ART, HAND DRAWN ART AND PHOTOGRAPHIC ART, ADVANCED USE OF TYPOGRAPHY.

MOVIE POSTERS (ILLUSTRATIVE & PHOTOGRAPHIC)

DURATION: 2 WEEKS
HOMEWORK: RESEARCH, DISSECTING CHOSEN FILM, SKETCHING AND PLANNING OF ILLUSTRATIONS.
SKILLS/CONCEPTS: HOW AN ILLUSTRATION CAN COMMUNICATE, BASIC SHAPE BUILDING IN ILLUSTRATOR, THE PATH-FINDER TOOL, CREATING TEXTURES AND CLIPPING MASKS, USING THE WACOM TABLET, DESIGN LAYOUT, COLOUR,

TYPOGRAPHICAL INFOGRAPHIC



DESIGNED BY: CHRISTOPHER CANNISTRARO

ILLUSTRATED WORD PROJECT



DESIGNED BY: CARLO QUICHO

ALPHABET MOVIE POSTER PROJECT



DESIGNED BY: MELANIE MAN

HAND LETTERING PROJECT



DESIGNED BY: MERAT GOHARSHADI

FINAL INDEPENDENT DESIGN PROJECT (TBD)

DURATION: 3 WEEKS
MORE DETAILS TO FOLLOW.

HAND LETTERING PROJECT



DESIGNED BY: JACQUELINE LAU

Evaluation and Studio Expectations:

- Students will always be clearly informed of how any individual project is to be marked, and what the expectations will be. It is the students' responsibility to inform their teacher if they do not understand what is required. Students will often be asked to participate in the marking of their own work and in the assigning of their own Effort marks.
- When a student creates a work of art, their attitude, and the process and experience of planning and making the art is as important as the final product. Students will therefore be marked on their performance at every stage of the process as well as on the finished piece.
- Students will respect the studio and materials whenever in the art dept. ESPECIALLY considering this a brand new space, and we should all consider this our studio that we ALL take pride in.

READINGS, RESOURCES AND VIDEOS FOR TERM 1 CAN BE FOUND AT:

foggylens.weebly.com

Teacher: Mr. Jake Francis
email: jake.francis@collingwood.org
twitter: @jakefrancis
flickr: jacobfrancis
instagram: jacobdfancis