

syllabus

Digital Design | art 370

Assistant Professor | Lindsey Brammell

Course Information | MW 12:11pm–2:30pm | Olin 205

course description | A studio course for students who wish to improve their computer and graphic design skills. Students will be introduced to design software, primarily Adobe Photoshop, Adobe Illustrator, and Adobe InDesign. The study of general graphic design techniques, knowledge in the conceptual design process, communicating through presentation and critique, and high quality craftsmanship and production methods will be learned through the production of promotional materials.

Goals for Liberal Learning

1. Instill a love for learning
2. Develop foundational skills and transferable intellectual capacities
3. Develop an understanding of multiple perspectives and their interconnections
4. Cultivate an examined self-understanding
5. Encourage responsible participation in the world

office hours | by appointment through zoom
Lindsey Brammell | lbrammel@cord.edu

Class Policy

College-level courses, such as this one, are designed to require 4 hours of outside work for every day the class meets. This means, in addition to attending class meetings, each student should be working 4 hours after each class (8 hours a week) to do well in this course.

Students are expected to attend each class meeting, on time, fully prepared, and ready to participate. Students who are not fully prepared, who have not shown project progression, or who have not produced enough work, **five (5) points** will be deducted from the project grade each class period the student is not prepared. **note: there are 100 points per project**

Students arriving to meetings late or leaving early, without receiving authorization or making arrangements in advance with the instructor, will be marked tardy. **Each tardy is counted as ¼ an absence.** This means **four (4) recorded tardies will count as one (1) absence.**

Attendance is a required component of this course and students are expected to attend class meetings for its entirety. Excessive absences, tardiness, and/or leaving class early will be reflected in the final grade. Each student is granted **two (2) absences** for the semester. **Each additional absence will result in the drop of one full letter grade** in the student's final grade.

You will not be penalized for extreme emergency. Please note: vacations and work-related absences do not qualify as excused absences. College-sponsored activities are excused absences; however, you should meet with the instructor prior to the absence. In the event of serious or extended illness, or family emergency, the Office of Student Development and Campus Life should be notified.

Furthermore, attending every class meeting is important, because our meetings have already been reduced due to covid. When you miss a meeting, you are responsible for obtaining the information that was presented as well as moving forward in your project.

Participation Requirements

This class will reflect the behavior of a design firm. There will be group critiques throughout the semester. Intermittently, you will be meeting one on one with the client (your instructor). If "the client" rejects the direction you are headed, you must modify your design. Do not show up late or unprepared, every class imitates a client meeting and visuals are mandatory.

Grading System

Attendance for assignment critique is mandatory. Students arriving to the final presentation late, without receiving authorization from the instructor prior to the class period, **ten (10) points will be taken from their project grade.**

Students are expected to complete all projects within the given time frame. Projects are due at the time outlined in the assignment sheet and may not be submitted after the due date. **Projects will be evaluated as presented on the due date.**

An A is outstanding and original work, strong weekly performance, professional attitude, excellent presentation skills, strong participation in all class critiques, and completing assignments on time. B is solid work in all of the above. C is average work in all of the above. D is passing but a low grade. F is failing.

A	4.0	93–100%
A-	3.7	90–92%
B+	3.3	87–89%
B	3.0	83–86%
B-	2.7	80–82%
C+	2.3	77–79%
C	2.0	73–76%
C-	1.7	70–72%
D+	1.3	67–69%
D	1.0	63–66%
D-	0.7	60–62%
F	0	0–59%

Optional Books

Adobe Photoshop Classroom in a Book

Adobe Illustrator Classroom in a Book

Adobe InDesign Classroom in a Book

Required Tutorials

Hoonuit: Illustrator CC 2018 - Basics

Hoonuit: Photoshop CC 2018 - Basics

Hoonuit: InDesign CC 2018 - Basics

Required Materials

Flash Drive

You will be responsible for paying for your prints and paper if you go over the lab fee amount of \$55. Think of the lab fee as your textbook, since there isn't a required textbook to purchase. Printing on the color laser printer is 11 cents a printed page. Text weight digital paper is 25 cents and cover weight digital paper is 60 cents a sheet.

Recommended Books | Sources

Adobe. Classroom in a Book

Armstrong, Helen. Graphic Design Theory

Bass, Jennifer. Saul Bass: A Life in Film and Design

Carson, David. Trek: David Carson, Recent Werk

Carson, David. The End of Print: The Grafik Design of David Carson

Chen Design Associates. Fingerprint

Glaser, Milton. Milton Glaser: Graphic Design

Hofmann, Armin. Graphic Design Manual

Licko, Zuzana. Emigre No. 70

Lupton, Ellen. Thinking With Type

Tolleson Design. Soak Wash Rinse Spin

Sagmeister, Stefan. Sagmeister: Made You Look

Sagmeister, Stefan. Things I Have Learned In My Life So Far

Scher, Paula. Make It Bigger

Simmons, Christopher. Just Design: Socially Conscious Design for Critical Causes

Venezky, Martin. It Is Beautiful Then Gone

Recommended Websites | Sources

Milton Glaser

<http://www.miltonglaser.com/>

Seymour Chwast

<http://pushpininc.com/>

Paul Rand

<http://www.paul-rand.com/>

Saul Bass

<http://saulbass.tv/>

Martin Venezky

<http://appetiteengineers.com/>

Ed Fella

<http://edfella.com/>

Neville Brody

<http://www.researchstudios.com>

Michael Vanderbyl

<http://vanderbyldesign.com/>

Michael Manwaring

<http://manwaring.com/>

Jennifer Morla

<http://morladesign.com/>

Steve Tolleson

<http://tolleson.com/>

Rudy VanderLans and Zuzana Licko

<http://emigre.com/>

David Carson

<http://davidcarsondesign.com/>

Paula Scher

<http://www.paulaschermaps.com/>

Stefan Sagmeister

<http://sagmeister.com/>

Jennifer Sterling

<http://jennifersterlingdesign.com/>

Adam Brodsley and Eric Heiman

<http://volumesf.com/>

Cinthia Wen

<http://designatnoon.com/>

Carin Goldberg

<http://caringoldberg.com/>

Accommodations for Students with Disabilities

In accordance with the Americans with Disabilities Act, Concordia College and your instructor are committed to making reasonable accommodations to assist individuals with documented disabilities to reach their academic potential. Such disabilities include, but are not limited to, learning or psychological disabilities, mental health issues, or impairments to health, hearing, sight, or mobility. If you believe you require accommodations for a disability that may impact your performance in this course, you must schedule an appointment with Disability Services to determine eligibility. Students are then responsible for giving instructors a letter from Disability Services indicating the type of accommodation to be provided; please note that accommodations will not be retroactive. The Disability Services office is in Old Main 109A, phone 218-299-3514; <https://cobbernet.cord.edu/directories/offices-services/counseling-center-and-disability-services/disability/>.

Academic Honesty and Responsibility

Academic Honesty and Responsibility: All work must be the original creation of the student; for instance, designs need to be original and not copied from another source. If a student plagiarizes an assignment, the penalty for plagiarism is a failing grade for the assignment. Such work will be turned over to the Office of Academic Affairs for future action. Information about what constitutes plagiarism can be found in the Student handbook: <https://cobbernet.cord.edu/handbooks/student-handbook/academic-policies/> You are responsible for following the guidelines contained in the handbook even if not specifically discussed in class. If you have any questions as to what constitutes plagiarism, please ask.

Grading Breakdown

Branding Design 100%

Grading Criteria and Course Learning Outcomes

File Preparation – file is ready for press

Craftsmanship – attention to detail

Typography Skills – use of type hierarchy

Color & Composition – color and negative space

Graphics – interesting design style

Presentation/Critique – spoken language and giving informative critiques

Design Process – methodical consideration of project

Perception – concept, clearly thought out projects

Creativity – abstract approach to designing the project

Learning Curve – knowledge learned from project

schedule

Monday/Wednesday from 9:10–11:40

date	day	readings	assignment
1/11	M	syllabus project/logo Design Proc. Lec. Typography Lec.	<i>Zoom Meet</i>
1/13	W	ILLUS: Basic B ILLUS: Basic C	mind-map personas 20 thumbnails 4 wireframes
1/18	M	NO CLASS	

date	day	readings	assignment	date	day	readings	assignment
1/20	W	Pen Tool Lesson ILLUS: Basic D ILLUS: Basic E	mind-map personas 20 thumbnails 4 wireframes	3/3	W	Resume Lesson INDD: Basic B INDD: Basic C INDD: Advanced A Grid Lecture	no critique
1/25	M	ILLUS: Basic F ILLUS: Advanced D	soft proof	3/8	M	INDD: Basic D INDD: Advanced B INDD: Advanced F Paragraph Lecture	soft proof (editorial)
1/27	W	Shape Lesson ILLUS: Basic I ILLUS: Advanced E ILLUS: Basic H		3/10	W	Drawing Lesson INDD: Basic E INDD: Advanced C	
2/1	M	ILLUS: Basic G ILLUS: Basic J ILLUS: Basic A	soft proof branding	3/15	M	INDD: Basic F INDD: Advanced D Binding Lecture Binding Videos	soft proof
2/3	W	Color Lesson ILLUS: Advanced B ILLUS: Advanced C ILLUS: Advanced F		3/17	W	INDD: Basic G INDD: Advanced E INDD: Basic I INDD: Advanced H PSD mock-ups	
2/8	M	PHO: Basic B PHO: Basic C PHO: Advanced A Type Poster Lecture	soft proof 4 wireframes	3/22	M	INDD: Basic H INDD: Advanced G History Lecture	soft proof
2/10	W	Pathfinder Activity PHO: Basic D PHO: Basic E		3/24	W	INDD: Basic A INDD: Advanced I	
2/15	M	<i>group critique</i> Adjustment Lesson PHO: Basic F PHO: Basic G	brand/poster	4/7	W	<i>group critique</i>	poster/book
2/17	W	NO CLASS		4/12	M		soft proof everything
2/22	M	PHO: Basic H PHO: Basic I	soft proof (poster)	4/14	W		
2/24	W	Clone Lesson PHO: Basic J PHO: Basic K		4/19	M		soft proof everything
3/1	M	Masking Lesson PHO: Basic A PHO: Advanced	no critique soft proof	4/21	W		
				4/26	M	<i>group critique</i>	everything
				4/28–30		<i>submit via email</i>	files

Monday Individual Meetings with Instructor

12:30–12:45 PM – Liebenow, Ryan T.

12:45–1:00 PM – Lestrack, Robert

1:00–1:15 PM – Lenssen, Abigail A.

1:15–1:30 PM – Konkler, Amy N.

1:30–1:45 PM – Han, Min Khant

1:45–2:00 PM – Baus, Trey

Wednesday Individual Meetings with Instructor

12:30–12:45 PM – Sorenson, Brayden M.

12:45–1:00 PM – Schons, Nicholas W.

1:00–1:15 PM – Neumann, Naarah

1:15–1:30 PM – Tanin, Taviahna M.

1:30–1:45 PM – Reidle, Shanyin R.

1:45–2:00 PM – Younggren, Kinsey L.

Folders

Talk to your instructor about setting up your file. You will need to figure out how you are printing the pages and what paper you will be using.

packaging your file

Put the below information in one folder labeled: first_last name.

1. Fonts Folder
2. Links Folder (Tiff or Ai files)
3. Program file labeled: first_last name
4. PDF file labeled: first_last name
(create a double page-spread pdf file)

Email packaged folder the day of the final critique. You may not hand in your packaged folder late. If your packaged folder is not turned in on time your project grade will be lowered. Do not include any unnecessary files, you will be docked for a messy folder.

Printing

Print in class on the laser printer or a professional print shop like Concordia's Print Shop, Sir Speedy, Office Max, or FedEx Kinkos. *You will be responsible for paying for your prints and paper if you go over the lab fee amount of \$55.* Give the professional print shops at least 2 workdays to print. Concordia's print shop does not accept paper from an outside source. Their number is 218.299.3429. *Printing on the color laser printer is 11 cents a printed page. Text weight digital paper is 25 cents and cover weight digital paper is 60 cents a sheet.*

At no time is it acceptable to print in class the day of a group critique. Make sure you have enough time to print your work ahead of time.

Print the final on 12 x 18 letterhead paper in class on the laser printer. Present the material to the class in the most professional way possible.

Notes

Pinterest Board:

Create a board on Pinterest for the project.

You can follow my board at:

<https://www.pinterest.com/thelabds/>

Typography and Grids

Use one classic typeface only as you work with type hierarchy. Use variations in alignment, leading, line length, orientation, spacing, weight, and size. You may break the text into smaller elements and distribute them within the space. Carefully consider the typographic hierarchy of the information presented. A viewer should be able to easily understand the message and to quickly learn the main points.

Remember to use a grid, either a modular or multicolumn grid. Create guides on your master page in indesign. A typographic grid organizes content across the pages of a document. A grid can consist of a single column framed by margins, or it may have multiple columns. When you design a grid, you typically begin with vertical divisions (columns), and then add horizontal divisions.

Classic Typefaces

Serifs: Baskerville, Bembo, Bodoni, Caslon, Didot, Garamond, Minion, Mrs. Eaves, Palatino, Sabon

San Serifs: Arial, Frutiger, Futura, Gill Sans, Helvetica, Universe, Akzidenz Grotesk

Type Warnings:

1. No swimming. This happens when students start changing the size, style, spacing, and/or orientation of the type from word to word or line to line without having a sense of structure that holds the composition together. Read the text; understand its basic meaning; break it into parts. How do those parts relate to typographic forms and structures? Don't just jump in: think first.
2. Don't have a persistent anxiety with selecting the wrong typeface, which is often paired with the need to constantly adjust and readjust the spaces between letters.
3. Don't refuse to make a lifelong commitment to a single typeface—or even to five or six—or constantly tempted to test drive “hot” new fonts, often without a proper license.
4. Don't let your design look like an interoffice memo!
5. Don't be a slave to the document. For example, the title or subtitles don't have to be at the top of the page.
6. Use an interesting variety of type sizes (some big, some small), but in a consistent way.

projects

Branding Design

Files must be stored on a flash drive, external drive, or emailed to yourself. DO NOT store files on the desktop computers in class.

Choose one of the three project options to work on this semester.

1. Business Design: Redesign the brand for a small business in Fargo/Moorhead (preferably a restaurant or coffee shop). You must design the following material:

Option A

- Image Logo, Letterhead, Envelope, Business Card (Illustrator)
- Event Poster (Headline, Dates, Times, Location, Body Text). Majority of the poster is type, minimum imagery possible. (Illustrator)
- Text only Annual Report, Catalogue, Brochure, or Menu (InDesign)

Option B

- Image Logo, Letterhead, Envelope, Business Card (Illustrator)
- Business Website Design and Development (1 page) (Illustrator and Code)
- Text only Annual Report, Catalogue, Brochure, or Menu (InDesign)

2. Research Design: Design an image logo for a research project. You must design the following material:

- Image Logo (Illustrator)
- Research Infograph and Data Visualization Research Poster (Illustrator)
- Research Pamphlet (InDesign)

3. Journalism Design: Redesign an image logo for a newspaper or magazine. You must design the following material:

- Image Logo, Letterhead, Envelope, Business Card (Illustrator)
- News Article Infograph and Website Design (1 page minimum) (Illustrator)
- Newspaper or Magazine Design (InDesign)

Logo/Brand Design

Develop the logo in Illustrator using Artboards. Make the logo simple and abstract. Your logo must work in B/W and color format.

Use one classic typeface for the identity system and up to three weights from that one typeface. Use hierarchy for your logo and text (different sizes, weights, and spacing). You will be graded on kerning, tracking, leading, and word spacing.

Logo: 4"w x 4"h

Use one to three PMS (Pantone Matching System) colors.

Business Card: 2" x 3.5"

Logo, Address, Phone, Website

Letterhead: 8.5"w x 11"h

Logo, Address, Phone, Website

Envelope: 9.5"w x 4.125"h

(Do not design on lower right corner of envelope)

Logo, Address

Event Poster Design

Create an event poster for the small business you chose to work with this semester. Come up with the event or find one online and use the information from that event. Carefully consider the typographic hierarchy of the information presented. A viewer should be able to easily understand the importance of the event and the calendar of events. Your poster must be purely typographic.

Poster Size: 12" x 18"

Research Poster Design

Create a poster design for your research project you chose to work with this semester. Carefully consider the typographic hierarchy of the information presented. A viewer should be able to easily understand the importance of the research and its key components.

Poster Size: 12" x 18" or 36" x 24"

Infograph Design

Infographs are graphic visual representations of information, data, or knowledge intended to present information quickly and clearly. Gather content from an article or research topic to create a visual story.

Website Design

Create a website for the business you chose to work with this semester. First, look at the existing website and determine what isn't working with the content and navigation. Second, organize the content so it's user friendly (User Experience Design). Third, Generate the content for the site by gathering images and content.

Note: Normally you do not specify a height, but if your page is longer than 600 pixels, the page will need to scroll.

Keep with the medium of the web:

- Page size: 900–980px wide
- Standard san-serif typefaces: Arial, Verdana, Helvetica
- Standard serif typefaces: Georgia, Times New Roman.
- Standard type size: 16 pixels or 12 points.
- Use RGB and 72dpi resolution.
- Navigation bar on pages.
- Add the logo and copyright to pages.

Editorial Design

Design and produce an 8-page editorial for your project you chose to work with this semester. Choose one typeface for your project that has a substantial number of variations, such as Univers, Helvetica, Caslon, Baskerville, Garamond, Futura, or Bodoni. Look at a variety of typefaces before you choose one, and be sure that you have access to a good “cut” of the face (a full type family). Use a variety of sizes of your chosen typeface and apply it to the headlines and text.

Use a modular grid?

A typographic grid organizes text and images across the pages of a document.

Gather text for your project by researching online.

Editorial Size 7"w x 10"h (14"w x 10"h open).

You may choose a different size.

Newspaper Size: 11.5"w x 17.5"h

Magazine Size: 8"w x 11"h

Binding

Pamphlet Stitch or Saddle Stitch (stapled signature)

Due: 4/26

exercises

Composite | Illustration | Portfolio

Choose at least two exercise to complete.

PHOTOSHOP: Choose 3 or more images and create a composite in Photoshop. Use the adjustment palette, masking techniques, color overlays, etc... to create the composite. You may use stock photography. *Note: if you do not have access to the Adobe programs, you may create this project by hand.*

A composite is the process of using image-editing software like Photoshop to cut, rearrange, and overlap three or more photographs into a new image, so that the final image may appear as a seamless photographic print.

ILLUSTRATOR: Find a free Illustrator tutorial online or vector trace over an illustration of your choosing. This illustration could be an animated caricature, landscape design, object, or any other option. *Note: if you do not have access to the Adobe programs, you may create this project by hand.*

PORTFOLIO: Put all three projects (branding, poster/website, editorial) in a psd-mock-up (see tutorial). You may use acrobat, html & css, JavaScript, or a web template like Behance or Wix to give this portfolio a nicer presentation; however, it is not required.

Note: if you do not have access to the Adobe programs, you may create this project by hand by photographing your work to create a visual portfolio. Use a white or black background (bed sheets or paper would work well) and photograph in the sunlight using a nice camera or your phone. Take the shot at an angle or straight on, but be mindful of how you are cropping the image.

Due: This is not due, but should be completed.