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GDSN 231.50: Graphic Design Applications

Hailey Christine Faust

University of Montana, Missoula, hailey.faust@umontana.edu

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SYLLABUS - GDSN 231 Graphic Design Applications
Course Syllabus - GDSN 231 - Section 50
Fall 2021 | 3 cr.

School of Visual and Media Arts

Instructor: Hailey Faust

Email: hailey.faust@mso.umt.edu

Office Hours: Monday 10 – 11 am on zoom

Overview

GDSN 231 Graphic Design Applications provides a foundation in the fundamental tools, theories and principals of graphic design. We will explore these principals through a variety of lectures, videos, exercises and creative projects. This course will help refine your eye for design, learn the process of creative conceiving, and offer real world tricks and tools to elevate your visual communication.

This course is divided into 5 modules, each lasting roughly 3 weeks.

Module 1: Graphic Design Foundations

A deep dive review into the foundational elements and principals of effective graphic design. We'll explore the process of creating thumbnails for rapid idea generation, play with color theory and design a series of abstract commemorative postage stamps.

Module 2: Typography

We'll start by reviewing the technical nuts and bolts of type, then explore how we can combine typefaces for effective and dynamic communication. We'll play a typeface dating game, learn how to express emotion with type, and finally destroy and design typographic album art.

Module 3: Concept

Design is nothing without concept. Here we will explore how to use design thinking to develop witty, elegant concepts and solve problems. We will design a matchbook that does a magic trick and a cover for a book that isn't what it seems.

Module 4: Layout

In Module 4, we'll dive into the world of layout and whitespace. Whether it's a powerpoint slide, an Instagram story or a full magazine spread, layout is king. We'll look at how grids, alignment and whitespace can serve to direct the viewers eye and support your visual story.

Module 5: Gestalt

Here we bring it all together and focus on your final project. We will follow the design process from initial moodboards and thumbnails all the way through concepts and polished final deliverables.

Please note, this is not a software class. My hope is that many of you have already taken GDSN 149A Digital Imaging and have some Adobe software experience, though it is definitely not required. Please feel free to use whatever tools, digital or analog, you are most comfortable with to complete the assignments. Whether it's Adobe Photoshop, pen and ink, or mixed media collage, I encourage you to get creative with how to implement your concepts into a polished final form.

No prior experience is required for this course, only a dedication to growing as a designer and learning in a self-motivated environment are necessary.

Course Format

GDSN 231 is a fully online course. A wide variety of resources are provided to help you along your way to completing the required assignments and projects.

Moodle

Moodle is your go-to spot for the majority of course content. Go here first for each assignment and watch all of the videos and tutorials suggested for each session. You can also find assignment details, guest artist videos, helpful tips, links, and other still image artists' work for inspiration.

This is also where your assignments are turned in and where important assignment information lives. All assignments must be uploaded to the course Moodle to receive credit.

Having issues with Moodle? The UM Online Tech Support staff can help 8 am - 5 pm Mountain Time, Monday - Friday.

Required Materials

The required materials for this course will vary based on how you choose to approach the assignments. In general, having some basic art supplies like pencils (both graphite and colored), pens, and sketching paper is a great idea.

You will also need access to a printer (to print templates) and occasionally a scanner or high quality camera to upload your work.

Communication – Very Important!

All communications for the course must take place via your University of Montana email address. I cannot contact personal email addresses, so it is essential for you to regularly check your UM email to be successful in this course. I will not check Moodle comments or notes on

assignments – all information or questions must be communicated via University of Montana email.

The online learning environment presents some special concerns and challenges in communication. Please don't be afraid to be in touch with concerns or questions – better to address any issues quickly and directly than to let them build up over time. Though there is a chance we may never meet face to face – remember when you email, I am a real person. I will always address you with respect in our communications and request the same of you.

A note about due dates: if something comes up and you know that you will not be able to submit an assignment by the due date, contact me as soon as possible. I will be willing to work with you if I know ahead of time, rather than after-the-fact.

Like you, I have many responsibilities. I will work to respond as quickly as I can, please plan for a minimum of 24 hours response time when you email on weekdays. Messages sent after 5 pm will not be read until the following day. I cannot always respond to emails on the weekends. If you email on the weekend, expect a response on Monday. If you haven't heard back after 48 hours, please don't hesitate to send a follow-up message.

Time & Effort

When you complete the course, you will earn 3 university credits. For each project, you should budget a minimum of 2 hours of work per credit earned (6 hours per assignment). The time it takes each of you to complete your assignments will vary. You may find that some assignments require more effort, but if you put in that effort, it will be noticed and rewarded.

Assignments & Projects

Please see the assignment pages in Moodle each week for detailed information each week. All assignments must be submitted via Moodle. *All assignments are due on Moodle by 11 pm on their due dates unless otherwise noted.

For all project assignments, the student will find the conceptual entry point and be responsible for acquiring all source material. Once completed, you will submit to the Upload Area in Moodle. After reviewing the projects, I will upload a group feedback video so you can see everyone's work.

*Please note – assignments are subject to change, due to software updates, holidays, or other adjustments. You will be alerted via University of Montana email to any significant changes.

Each module is worth a total of 20 points, broken down between that section's exercises and assignments. The course is worth a total of 100 points.

Module 1: Graphic Design Foundations

Exercise 1: Artist Intro – 5 pts

Exercise 2: Space Exploration Thumbnails – 5 pts

Exercise 3: Space Exploration Roughs – 5 pts

Project 1: Space Exploration Commemorative Stamps – 5 pts

Module 2: Typography

Exercise 4: Just the Type - 5pts

Exercise 5: Typographic Exercise - 5pts

Project 2: Typographic Album Art - 10 pts

Module 3: Concept

Exercise 6: Spark of an Idea - 5 pts

Exercise 7: Book Jacket Roughs– 5pts

Project 3: Opposites Attract Book Cover – 10 pts

Module 4: Layout

Exercise 8: Movie Poster Focal Point – 5 pts

Exercise 9: The Art of Boiling Water – 5 pts

Project 4: The Invitation – 10 pts

Module 5: Gestalt

Final Project – 15 pts

Class Participation - 5 pts

COURSE TOTAL = 100 pts

Grading Scale

Points (decimals will be rounded to the nearest whole number) will translate into the following letter grade:

A 95-100

A- 90-94

B+ 86-89

B 83-85

B- 80-82

C+ 76-79

C 73-75

C- 70-72

D+ 66-69

D 63-65

D- 60-62

F 0-59

Grading Policy

Grades will be based primarily on the student's ability to follow directions, demonstrate effort, utilize the design elements and principles, and develop strong concepts and ideas. This will take into account visual expression areas such as the use of color, composition, and balance as well as personal expression areas. We will take into account your application and consideration of design and composition concepts introduced in the course, as well as your personal vision and conceptual foundations for your work. Points will be given for proper and punctual delivery of the correct file types and project organization.

There will be a total of 100 points for the course, making it easy to track the progress of your grade. Check your grade regularly throughout the semester. Please keep in mind that your grade will be represented as a number of points, not a percentage.

Upload Notes

Please do not upload a zipped folder unless otherwise instructed. The uploads on Moodle may take a while, please be patient and plan accordingly. Make sure to save your submissions and double-check that your submission was added to Moodle. Projects submitted late because of Moodle errors will be treated the same as any other late submission.

Late Submission Policy

IMPORTANT / LATE WORK: Projects handed in after the due date and time will have points deducted from the assignment. Those that are uploaded late, but within 24 hours of the due date will automatically lose 2 points. For those uploaded after that, the number of deducted points will be at the discretion of the instructor.

Revisions

It is possible to earn back missed points if you submit project revisions. Project revisions must demonstrate a clear improvement to earn points. The number of points received for revisions is at the discretion of the instructor. Important! Points deducted for late work, missing .jpg files, and Peer Reviews cannot be recovered.

Original Work Requirement

All assignments you turn in for this course must be comprised entirely of your own original work, fully created by you. You may use images from outside sources, but you must manipulate the images to make them your own original work.

Sensitive Subject Matter & Censorship

This course operates under a no-censorship policy, and you should feel free to experiment with challenging topics in your projects. That said - if you submit work with violent or sexually explicit themes, containing hate speech, racial slurs or other sensitive subject matter, I might contact you to request more background information on your choices and to evaluate if your projects violate the University of Montana Student Conduct Code.

Be Kind

Be respectful to each other, help each other, and be considerate in your communications with your instructor. No trolling shared work. Be constructive with any critical feedback you give.

Academic Misconduct & Student Conduct Code

All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or disciplinary sanction by the University. All students need to be familiar with the Student Conduct Code.

Disability Services for Students

The University of Montana assures equal access to instruction through collaboration between students with disabilities, instructors, and Disability Services for Students. If you think you may have a disability adversely affecting your academic performance, and you have not already registered with Disability Services, please contact Disability Services in Lommasson Center 154 or 406-243-2243. We will work with you and Disability Services to provide an appropriate modification. If you are registered with DSS, please send an email at the beginning of the course with your paperwork attached.

Accessibility

We are currently in the process of transitioning the course to increase accessibility for all students. Please be in touch if you have any questions or would like to speak about accessibility concerns. I'm happy to work with you and provide reasonable accommodations.

Incompletes

Students are responsible for completing the required coursework within the time frame of the semester. Students are NOT entitled to an Incomplete grade if the coursework is not completed. Incomplete grades are only given in cases of utmost emergency and are only assigned at the discretion of the instructor.

Withdrawals

If you need to drop the course, visit the following link for the official dates and deadlines this semester:

Calendar - Important Dates and Deadlines

2021-2022 Academic Calendar

School Statements

· COVID-19 policy: "The University of Montana requires masks for every course being held in a classroom, lab, or studio until otherwise informed."

· Land Acknowledgement: The Séliš-Qłispé Cultural Committee created the language, "The University of Montana acknowledges that we are in the aboriginal territories of the Salish and Kalispel people. Today, we honor the path they have always shown us in caring for this place for the generations to come."

· Inclusion Policies:

The University of Montana values leadership, engagement, diversity, and sustainability, because our institution is committed to respect, welcome, encourage, and celebrate the differences among us. As members of the University of Montana community, we aspire to:

- o Respect the dignity and rights of all persons.
- o Practice honesty, trustworthiness, and academic integrity.
- o Promote justice, learning, individual success, and service.
- o Act as good stewards of institutional resources.
- o Respect the natural environment.

The College of the Arts and Media at the University of Montana, has chosen to actively pursue equity and access for all persons. In this charge we will be researching, planning, and implementing ways in which our culture can be more accessible, inclusive, equitable, sustainable. It is not enough to be anti-bias in principle without being equitable in action. We will implement these actions organized by a group of students, faculty, and staff across the entire College in an ongoing way.

Student Support Resources

· Academic Misconduct and the Student Conduct Code: "This Code of Conduct embodies and promotes honesty, integrity, accountability, and duties associated with citizenship as a student in our community at the University of Montana. This Code exists to protect the interests of the community and dignity of its members, and to challenge those behaviors which are not in accordance with our policies". The Code is available for review online at

<https://staging.umat.edu/student-affairs/community-standards/student-code-of-conduct-2021-pdf>

- Accommodations: “Students with disabilities may request reasonable modifications by contacting the DSS office. The University of Montana assures equal access to instruction through collaboration between students with disabilities, instructors, and Disability Services for Students (DSS). For more information, please consult <http://www.umat.edu/disability>.”
- The Writing and Public Speaking Center provides one-on-one tutoring to students at all levels and at any time in the writing process. Visit now. Visit often. We’re ready when you are. www.umat.edu/writingcenter.
- Mental Health and Wellbeing Policy: The University of Montana is committed to advancing the mental health and wellbeing of its students. If you or someone you know is feeling overwhelmed, depressed, and/or in need of support, services are available. For help, visit <https://www.umat.edu/diversity/resources/mental-health.php>

Stay connected:

Please join SVMA social media to stay informed about events and happenings in our school. o Instagram: https://www.instagram.com/umat_svma/ o Facebook: <https://www.facebook.com/UMTsvma>