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MAR 456.03: Directing

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MAR 456 Section 3 Brant Clater Fall 2013

Graphic design as a discipline holds a rather unique and fascinating position in the world of aesthetic creation and study. As a tool to convey information to a mass audience, it is praised for its ability to clarify, educate, direct, and beautify; as an artistic medium, it is attractive because it holds possibilities for the student to manipulate a world of images, signs, and structures. Graphic design is responsible for informing the everyday object or common piece of information with a visual consciousness, for enlightening the mind of its audience, and for dismantling the usual social barriers that often prohibit an aesthetic experience in the everyday.

Books, magazines, posters, billboards, films, Web sites, product packaging etc., are the objects of the everyday, and as they are designed with artistic consideration, a complex identity and thought process begins to emerge and resonate within the consumer. A meaningful experience with the object, attained through thoughtful design, lay at the heart of what graphic design truly is.

This course will allow the students to further understand the discipline as well as have the opportunities to learn about the production side of print design and it's working processes.

Project 1

Branding project

Students will create a branding package that will encompass business cards, letterhead, and envelopes for the purpose of understanding the basics of modern print design by going through the process of initial designs to final printed product using a modern press.

Project 2

Book Series

Students will have a crash course on the history of book design and then apply this new found knowledge by creating designs and mocked up for an overall tactile experience in design and materials

Project 3

Packing Design

Students will select a current existing food product and redesign it to match current design trends. This project will allow students to creatively think outside the bounds of the normalcy of everyday design and how we as designers can improve upon them.

These projects may be subject to change. Once the initial class has occurred, these projects may be modified based on the students's feedback as well as their needs and expectations of the course.