

**Course Outline – 2011/2012 Academic Year**  
**IAT 102-3: Graphic Design**  
**School of Interactive Arts & Technology**

**Instructor:** Andrew Hawryshkewich

**Location:** SFU Surrey, Room 2600

**Prerequisite:** None

**Course Description:**

This course will introduce you to the fundamental principles of Graphic Design which is also referred to as Visual Communication. Organized as a continual interplay of theory and practice, we will examine historical, philosophical, perceptual and semiotic approaches to understanding and creating Graphic Design. This includes Graphic Design principles, e.g. the typographic grid, color theory, as well as type styles, spacing and legibility.

You will work within small groups and manage your time and collaboration independently. The hands-on coursework will focus on a series of two-dimensional design assignments. These assignments are designed to build on each other and further support the larger projects which include print design and identity design.

Together with Spatial Design (IAT 233) and Information Design (IAT 235), this course lays the foundation for upper level design courses. You will acquire the design foundations necessary for all other design classes.

**Course Objectives:**

The course will:

- Develop a conceptual and practical foundation in the principles of Graphic Design and Visual Communication
- Teach you the foundations of Visual Communication through lectures and lab exercises in typography, image production and meaning making
- This is not a software course; you are expected to show a high motivation for independent learning of software skills

**Learning Outcomes:**

Learning Prerequisites - before starting this class, you should be able to:

- Utilize presentation software to create presentations and present your ideas
- Utilize basic functionality of an operating system and software applications (print, scan and download instructional materials from a server)
- Organize your work-schedule; keep deadlines

Learning Outcomes (based on prerequisites) - you will be able to:

- Present and explain your own design work to a professional audience
- Organize your work schedule within a team

Learning Outcomes (not based on prerequisites):

- Identify designs from important Graphic Design movements, e.g. Constructivism, Swiss Style, New York School, Post-Modernism

**Note:** This outline is a draft and subject to change.

- Understand basic principles of typography (e.g. grid, spacing, hierarchies) and apply them to your own designs
- Understand the concept of connotation, use it to analyze given designs and apply considerations of connotation to your own work
- Analyze two-dimensional designs according to their grid structure
- Critique Graphic Designs using appropriate terminology
- Create small Graphic Design-projects independently; demonstrate at a novice-level, the application of an iterative and lateral design process

**Delivery Method:**

Lecture (LEC) and Studio Lab (STL)

**Learning Activities + Evaluation:**

Learning Activities – in the labs, you will do two kinds of activities: exercises (both in lab and homework) and projects.

The lab exercises are there to teach you basic skills of Graphic Design. Most of them are very fundamental. The projects are more applied - here you can demonstrate your understanding of the principles you have learned in the exercises.

Evaluation - Projects: 70%

Lab Activities (exercises/participation/attendance\* - see below): 15%

Online Quizzes (WebCT): 10%

Clickers: 5%

NOTE: Regular attendance of lectures, labs and active participation is necessary to pass.

**Texts, Resources + Materials:**

Resources & Materials –

Software: Adobe InDesign, Photoshop and Illustrator.

Materials: Some lab exercises require pens, pencils, scissors, tape and tracing paper.

i-clickers - student response systems that may be purchased from the bookstore.

**Required Text:**

“Thinking with Type: A Critical Guide for Designers, Writers, Editors & Students” (2010) by Ellen Lupton; 2<sup>nd</sup> Edition; Princeton Architectural Press; ISBN 9781568989693

**Recommended Text:**

“Megg’s History of Graphic Design” (2006) by Phillip Meggs; 4th Edition; Wiley; ISBN 9780471699026

Supplementary readings will be available online.

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