

gs=Grid Systems, **lgd**= Language of Graphic Design, **tt**=Thinking with Type, **r**=library reserve, **z**=zloty website, **www**=internet

COURSE OUTLINE / PROJECTS / READINGS

- N.B. • Instructor may alter course outline during semester by in-class or email announcement.
 • Please complete assigned readings by the first class period after they are assigned.
 • Refer to course outline AND www.zloty-design.com > academic > GD107 for weekly assignments
 • **All assignments are due at the beginning of class on due dates.**

CLASS 1

- Movie Exercise: what ways do you think this exercise is like typography and layout?

HOMEWORK DUE CLASS 2

- **Read lgd** Introduction, Point, Line: pp6–29
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CLASS 2

- Contact information, policies/procedures, competencies and objectives/materials
- Projects, exercises, quizzes, critiques, homework, grading
- How to study
- Visual literacy/visual messages: visual communication design
- The creative design process: concept, define design problem, research, solution, production
- Design production stages: thumbnail sketches, rough layouts, comprehensive layouts (comps)

BASIC ELEMENTS OF ART, PRINCIPLES OF DESIGN, AND GESTALT LAWS

ELEMENTS OF ART

- point
- line
- shape (form)
- texture
- value
- space
- color

PRINCIPLES OF DESIGN

- contrast
- harmony
- proportion
- balance
- rhythm
- perspective
- unity

GESTALT LAWS

- proximity
- similarity
- continuity
- symmetry
- closure

EXERCISE 1: ACTUAL, IMPLIED AND PSYCHIC LINE IN A MAGAZINE COVER

- Line has physical and expressive qualities: actual, implied or psychic ('felt' by the viewer)
 - Line **direction** may be: horizontal, vertical, diagonal
 1. choose a two-page **editorial spread** from a magazine
 2. cut two pieces of tracing paper to fit the size of each page, align these over the editorial spread, and—demonstrated Class 2—draw directly on the tracing paper:
 - a. **red Micron pen** to show **actual line**
 - b. **blue Micron pen** to show **implied line** (for lines of typography, use the ruled line method—demonstrated Class 2—on at least six lines of body copy)
 - c. **green Micron pen** to show **psychic line**. Draw an arrow with green Micron in the direction to which the psychic line is 'pointing'
 - d. with **4h pencil** draw all margins and grid/organizational system on both pages
 - e. bring this completed exercise—the tracing paper and the magazine—to Class 3
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HOMEWORK DUE CLASS 3

- **Read gs** pp 5–15
- **lgd** Shape pp30–39
- **tt** pp10–33 Development, p34 Anatomy; pp36, 37 X-height, weight, proportion; pp42, 43 Classifications; pp44–47 Variations within family; pp52–55 Understanding Letterforms
- **www** <http://www.artofthegrid.com/grid-it.html>

- **Complete Exercise 1**
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