

Credits: 6 ECTS

Language: English

Professor: Mariana Eidler, Marc Lesperut

Length of the course: 45 Hours

COURSE DESCRIPTION

This course focuses on graphic communication with special attention to texts and the written word, and their integration and relationship with images, colors and textures. The course aims to introduce to the students and to practice the basic tools of graphic design: Typography, Color and Composition. It will discuss graphic and visual design as essential elements of communication across social, cultural and functional boundaries. Students will become familiar also with basic visual communication skills, considering that contemporary narratives require the capacity of dealing with static and dynamic images.

Short projects will allow students to implement and experiment with design methodology and basic design skills. Projects will range from artistic and experimental calligraphy, typography, poster composition, editorials and digital interaction. All mock-ups (except for digital design) will be presented in foam.

MODULES

- Typography: from sign to type
- Types and style
- Designer analysis
- Composition
- Branding: Brand and logotype
- The moving image

LEARNING OBJECTIVES/OUTCOMES

- At the end of this class, students will be able to:
- Recognize the basic elements of graphic design.
 - Use the fundamental tools in the graphic design process, including conceptualization, formalization and printing to design a graphic piece.
 - Create graphic elements with basic tools and digital software.
 - Design communicative and graphic designs based on typography, color and composition.

- Tell short stories through videos and moving images.

REQUIREMENTS

- Daily Projects. Student will develop creativity and resourcefulness in developing project proposals and working on daily projects.
 - Poster design: Design poster with only one color typography, no computer.
 - Template: Design a template for designer's research.
 - Weekly designer research: Each week students will research 4 known designers.
 - Project assignment: Corporate identity including new technologies.
- Semester Project: Apply all the knowledge learned during the semester. Students will identify and propose a design context to create their graphic design.
- Final Exam: The final exam will be a presentation of all the works the student has created during the semester.

TEACHING METHOD

This course will combine classroom lectures, discussion and interactive hands-on learning through visits to a design studio, printing plant, a newspaper studio and design museum.

GRADING

- 10% attendance to class
- 20% commitment and participation in class discussion
- 30% design process
- 40% design outcomes

Students will have to complete all the parts included in the grade weights and earn at least a 5/10 in each part.

BIBLIOGRAPHY

- DE BONO, Edward. *Lateral thinking: creativity step by step*. New York: Harper Perennial, 1990.
- DE BONO, Edward. *Six thinking hat*. London: Penguin, 1987.
- BELJON, Joop. *Gramática del arte*. Madrid: Celeste Ediciones, 1997.
- *The annual of TDC. Typography annual [26, 31 & 16]*. Collins.
- HELLER, Steven; LANDERS, Rick. *Infographic designers' sketchbook*. New York: Princeton Architectural Press, 2014.