

Syllabus  
**MCOM 3311 Visual Design**  
Fall 2021

Instructor: Vanessa Joyner

Office: CAS 224

Phone: 903-566-7301

Email: [vjoyner@uttyler.edu](mailto:vjoyner@uttyler.edu)

(The best way to contact me is email)

Office Hours: Wednesdays 11:00 AM and 2:00 PM and by appointment

**TA:** To be determined

**Course Overview:**

Visual Design covers the theory and practice of visual design. The emphasis in the course is on graphic design products such as corporate identity, advertising layout, ad design, logo design, and other related products. Students will understand and apply concepts and theories in the use and presentation of images and information using tools and technologies appropriate for public relations/integrated communication or mediated journalism.

**Student Learning Outcomes:**

- |  |
|--|
| 1) Know the many theories that are the foundation of visual and/or graphic design.   |
| 2) To learn various methods of creating visual or graphic design products such as logos, posters, ad design and campaigns, greeting cards, and more which will be useful for personal and/or commercial publication. |
| 3) Will have the ability to redesign a non-functional or weak print visual communication tool into a well-designed functional tool using research and the design process.  |

**Required Textbooks and Readings:**

**Graphic Design Solutions** by Robin Landa, Publisher: Cengage Learning

Print ISBN: 9781337554053, 1337554057

eText ISBN: 9781337671064, 1337671061

Edition: 6th

Copyright year: 2019 (VitalSource Learning)

Can order digital copy: <https://www.vitalsource.com/referral?term=9781337671064>

**The Non-Designer's Design Book** by Robin Williams, Edition: 4th © 2015,

Student Price: \$27.99 USD

ISBN-13: 978-0133966152

ISBN-10: 0133966151

Order digital copy at this link: <https://www.vitalsource.com/referral?term=9780133966343>

**Becoming a Graphic & Digital Designer, A Guide to Careers in Design**, Steven Heller & Veronique Vienne, check out from library

Library: Access the book by going to [uttyler.edu/library](http://uttyler.edu/library) > Swoop Search > Key in: Becoming a Graphic Designer > Search > Book comes up > Click Online Access and read!

Adobe Creative Cloud Subscription (For 24-hour access to Adobe applications) – Not required

**Special Course Notes:** -- The listed items are required. Details in Canvas

- 1) A PC or Macintosh computer that is capable of running graphic applications. A minimum of 8 Gb of RAM or more. The mini computers are not recommended.
- 2) The computers in CAS 106 are available for your use according to schedule posted.
- 3) The course will include a Service Project in which we will work with an actual client.
- 4) Membership in Department Design Club.
- 5) Membership in DSVC and attend 1 or 2 events by Zoom or in person.
- 6) Field Trip – Attend one to two learning sessions at Tyler Innovation Pipeline.
- 7) Field Trip – Art Museum
- 8) Guest Speaker – NWP as part of Service Project
- 9) Photography/Video Consent Form.

**Assignments and weights/point values**

1. Field Trips/Guest Speakers	10%
2. Service Project (All phases)	25%
Ad Design	
Critiques	
Attendance	
3. Exams or Quiz	30%
4. Projects:	
Brochure, Poster	
Ad Design / Flyer	35%
5. Critiques	5%
On several projects	
Total	100%

**Grading Scale:**

A	93% or greater
B	83 – 92%
C	73 – 82%
D	63 – 72%
F	below 63%

**Late Work and Make-Up Exams:** UT Tyler does have a [Class Attendance policy](#) in the catalog. For those unexpected events that occur in our lives, most of the time you will receive full credit for late work. Other situations may result in a 10 – 20 pt. grade reduction.

**Graded Course Requirements Information:** *TEC 51.9705 (HB 2504) requires that you list AND describe all major assignments. It is absolutely acceptable to provide an overview and note that detailed information will be provided in class.*

- 1) Introductory Exercise – To include 10 questions that show that you have a good
  - a) Quiz - To show understanding of course objectives.
  - b) Mask Design - Self-portrait, Illustrator.
  
- 2) Graphic Design History Video
  - a) Essay - On the history of graphic design.
  
- 3) Becoming a Graphic Designer
  - a) Quiz - This book is an introduction to some of the most notable designers in the field. Exercises in class.
  - b) Exercise - Logo create an identity (Who Are You)
  
- 4) Graphic Design Solutions
  - a) Exercises - in graphic design basics for chapters 1, 2, and 3.
  - b) Non-Designer’s Design Book - Basic flyer layout with text, InDesign
  - c) Project - Branching Out Florist Ad Design’s
  
- 5) Field Trip
  - a) Tyler Innovation Pipeline – A lesson in idea development and seeing the possibilities of graphic design in an entrepreneurial environment.
  - b) Tyler Museum of Art – Exploring design basics.
  
- 6) Service Project
  - a) Creating and ad or flyer for Nancy Wright Properties (NWP)
  
- 7) DVD - Fun, Fun, design project.
  
- 8) Meet your professor - To discuss all of your projects.

**Calendar of Topics, Readings, and Due Dates (REQUIRED COMPONENT)**

Note the last date to drop the course is included in the calendar along with the final exam date and time. These are required.

Students HIGHLY recommend that you link the assignments to the Canvas calendar. That comes up on their phones

A – Assignment    GDS – Graphic Design Solutions    LEC – Lecture    DIS – Discussion    CRIT – Critique

Unit 1: Begin: Introduction and InDesign				
Week #	Date	Class Topic	Readings for Next Class	Assignments Due
Week 1	T 8/24	A - Getting Started A – Introductory Exercise & Avatar	Syllabus Video - Graphic Design History	
	TH 8/26	Discussion: Graphic Design History	Becoming a Graphic Designer Ch 1 Pgs 17-78	
Week 2	T 8/31	LEC BGD Ch 1	BGD Ch 2 Pgs 96-186 BGD Ch 4 Pgs 230-300	Due: Quiz Due: Intro Exercise & Avatar
	TH 9/2	LEC: BGD Ch 2 & 4	Graphic Design Solutions (GDS) Ch 2 Basics Ch 3 Type &	
Week 3	T 9/7	Class: Work on A – Exercises Ch’s 1 - 7	<b>GDS</b> Ch 4 Process, Ch 5 Concept & Creativity	Due: Exam - BGD
	TH 9/9	LEC GDS Ch 2 Field Trip – Tyler Innovation Pipeline	<b>GDS</b> Ch 6 Visualization Process Ch 7 Composition	
Week 4	T 9/14	LEC GDS Ch 3 & 4	Non-Designer’s Design Book	Comment on Field Trip
	TH 9/16	LEC Non-Designer’s Handbook A – Flyer Redesign Class: Work on all Exercises & Projects.		
BRANCHING OUT FLORIST AD DESIGN				
Week 5	T 9/21	LEC GDS Ch 5 & 6 A – BOF Ad		
	TH 9/23			Due: GDS Chapters 1-7

				<i>Exercises and Projects.</i>
Week 6	T 9/28	CRIT	GDS Ch 12	<b>Due: BOF Ad Thumbs and Flyer Redesign</b>
	TH 9/30	Class: Work on Ads		
Week 7	T 10/5	Class: Work on Ads		
	TH 10/7	LEC GDS Ch 12 CRIT		<b>Due: BOF Ads 1</b>
Week 8	T 10/12	<b>A – Poster/Brochure</b>		<b>Due: BOF Ad 2 changes</b>
	TH 10/14	Work on Project		<b>Exam: GDS Comp</b>
Week 9	T 10/19	Work on Project <b>A - NWP Ad – Guest Speakers Hannah Hearn &amp; Josh Tavenner from NWP</b>		<b>Due: Pt 1 Poster/Brochure</b>
<i>SERVICE PROJECT - NWP</i>				
	TH 10/21			<b>Due: Pt 2 Poster/Brochure</b>
Week 10	T 10/26	Work on Project		
	TH 10/28	Work on Project		
Week 11	T 11/2	Work on Project		
	TH 11/4	CRIT 1 – NWP		<b>Due: NWP Ad Critique 1</b>
Week 12	T 11/9	CRIT 2 – NWP		<b>Due: NWP Ad Critique 2</b>
<i>DVD</i>				
	TH 11/11	<b>A – DVD Package</b>		
Week 13	T 11/16	Work on DVD		
	TH 11/18	CRIT 1 - DVD		<b>CRIT 1 - DVD</b>
Week 14	T 11/23	Thanksgiving		
	TH 11/25	Thanksgiving		
Week 15	T 11/30	Work on DVD		
	TH 12/2			<b>CRIT 2 – DVD / Show Portfolio</b>

**Art Organizations and Clubs  
Why?**

Being a part of these organizations will encourage teamwork and collaboration. Both are skills that will help prepare you for the professional world. Related organizations also will provide a space to step up into leadership, volunteer, manage projects, and learn to work through problems with new and fresh eyes.

[Art News DFW](#) – Art & Artist in North Texas

[DSVC](#) – The Dallas Society of Visual Communications, \$6.50 month or \$50.00 year

## Videos

Bob Aufuldish of [Aufuldish & Warinner](#), San Rafael, CA, shows us how he finds inspiration in his studio. [7:17]

Chapter 3 Movie

Armin Vit of [Under Consideration LLC](#), Austin, TX, talks about entering the "thought profession" of design. [10:10]  
[http://college.cengage.com/art/0495572780\\_landa/designers\\_speak/ArminVit.html](http://college.cengage.com/art/0495572780_landa/designers_speak/ArminVit.html)

Chapter 3 Movie

Mike Perry of [Mike Perry Studio](#), New York, speaks of life before and after Urban Outfitters. [8:49]  
[http://college.cengage.com/art/0495572780\\_landa/designers\\_speak/mperry.html](http://college.cengage.com/art/0495572780_landa/designers_speak/mperry.html)

Chapter 3 Movie

Jonathan Herman of [WAX](#), Calgary, Alberta talks about landing his first job at Pentagram. [7:01]  
[http://college.cengage.com/art/0495572780\\_landa/designers\\_speak/WAX.html](http://college.cengage.com/art/0495572780_landa/designers_speak/WAX.html)

Chapter 3 Movie

Max Spector of [Chen Design Associates](#), San Francisco, muses on "the designer as psychologist." [4:50]  
[http://college.cengage.com/art/0495572780\\_landa/designers\\_speak/chen.html](http://college.cengage.com/art/0495572780_landa/designers_speak/chen.html)

Chapter 13 Movie

Danny Noval, Tracey Coleman, Chuck Rudy and Josh Horn of [Ogilvy & Mather](#) talk about the importance of networking. [7:28]  
[http://college.cengage.com/art/0495572780\\_landa/designers\\_speak/ogilvy.html](http://college.cengage.com/art/0495572780_landa/designers_speak/ogilvy.html)

Other Resources

Web Links for Educators and Students

[http://college.cengage.com/art/0495572780\\_landa/links/all\\_links.html](http://college.cengage.com/art/0495572780_landa/links/all_links.html)

Google has a solution for the UX Design Education Gap: Google

<http://www.fastcodesign.com/3062640/google-has-a-solution-for-the-ux-design-education-gap-google>

AIGA Design Archives

<http://designarchives.aiga.org/#/entries/%2Bdiscipline%3A%22Brand%20and%20identity%20systems%20design%22/formats%3A%22Brand%20and%20identity%20systems%22/grid/relevance/asc/0/8/120>

**PHOTO AND VIDEO CONSENT FORM – Fall 2021 / Ms. Vanessa Joyner**

I, \_\_\_\_\_ with a mailing address of  
\_\_\_\_\_  
\_\_\_\_\_ City of \_\_\_\_\_, State of  
\_\_\_\_\_ (the “Releasor”) grant permission and give my consent  
to Ms. Vanessa Joyner (the “Releasee”) for the photograph(s) or electronic media  
images, or videos used in this class for presentation under any *legal* use:

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**Artworks in Visual Design**

**Presentation (social media, websites, and print)**

**Revocation (check one)**

- I understand that with my authorization below the photograph(s) may never be revoked.

- I understand that I may revoke this authorization at any time by notifying \_\_\_\_\_ in writing. The revocation will not affect any actions taken before the receipt of this written notification. Images will be stored in a secure location and only authorized staff will have access to them. They will be kept as long as they are relevant and after that time destroyed or archived.

Releasor’s Signature \_\_\_\_\_ Date \_\_\_\_\_

Releasee's Signature \_\_\_\_\_ Date \_\_\_\_\_