Syllabus
MCOM 3311 Visual Design
T TH 3:30 PM – 4:50 PM
Fall 2022

Instructor: Vanessa Joyner
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(The best way to contact me is email)
Office Hours: Wednesdays 11:00 AM and 2:00 PM and by appointment

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 > Swoop Search > Key in: Becoming a
Graphic Designer > Search > Book comes up > Click Online Access and read!

Additional Cost:
Piddlin' Pottery - $15 - $25 (required)
Other possible additionalst - $20
Design Club Membership - $10
Dallas Society of Visual Communicators DSVC - $6.50 month, or $50 year

Adobe Creative Cloud Subscription - $19.99 Month (Not required, but helpful for 24-hour
access to Adobe applications).
Alternative: Make use of the school supplied lab computers, in CAS 106.

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

1) Guest Speaker – April Moore, Art Director, University of Texas at Tyler
2) Guest Speaker – Nancy Wright Properties (NWP) as part of Service Project
    a. The course will include a Service Project in which we will work with an actual
       client.
3) Field Trip – Attend one learning sessions at Piddlin' Pottery.
4) Attend Career Success Conference.
5) 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.
6) The computers in CAS 106 are available for your use according to schedule posted, but
   now while another class is in session.
7) Membership in Department Design Club. (Strongly encouraged)
8) Membership in DSVC and attend 1 or 2 events by Zoom or in person. (Strongly
   encouraged)
9) Photography/Video Consent Form.

Assignments and weights/point values
1.	Exercises:	25%
	(Field Trips, Guest Speakers,	
	Critiques, Class Participation, and more)	
2.	Exams or Quiz	30%

3. Projects:
   Service Project, Brochure, Poster,
   Ad Design, Flyer, and more.   35%
4. Attendance   10%
   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) Introduction
   a) Getting Started Quiz – To show an understanding of course objectives.
   b) Avatar Design – Self-portrait, Illustrator.
   c) Padlet Wall – To begin the process of design thinking.

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 Package, create an identity (Who Are You)

4) Graphic Design Solutions
   a) Exercises - in graphic design basics for chapters 1 - 7.
   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) Piddlin' Pottery – This visit will be an exercise in experimental design.

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

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

A – Assignment   GDS – Graphic Design Solutions   LEC – Lecture   DIS – Discussion   CRIT – Critique
BGD – Becoming a Graphic Designer   E – Exercise

Unit 1: Begin: Introduction and InDesign			
Week #	*Date*	*Class Topic*	*Readings for Next Class*
Week 1	T 8/23	A – Getting Started A – Introductory Read – Syllabus	
	TH 8/25	Application Review Exercise: Template (Turn in)	Video - Graphic Design History
Week 2	T 8/30	Tuesday: Graphic Design History Exercise: Avatar	**BGD** Ch 1 Pgs 17-78 Ch 2 Pgs 96-186 Ch 4 Pgs 230-300 **GDS** Ch 11 Branding and Visual Identity
	TH 9/1	Due: Getting Started Quiz Due: Introductory Exercise on Padlet Wall Becoming a Graphic Designer lecture (Chs 1, 2 & 4) PowerPoint - Becoming a Graphic Designer Chapter 11 - Branding and Visual Identity. Exercise: Personal Identity / Logo, Business Card, Letterhead / Portfolio	
Week 3	T 9/6	Due: Becoming a Graphic Designer: Questions Guest Speaker: April Moore - The Profession of Graphic Design	GDS Graphic Design Solutions (GDS) Ch 2 Basics Ch 3 Type

			Non-Designer's Design Book Ch 4 Process
	TH 9/8	**Graphic Design Solutions Section - GDS** (We will add all of these exercises to the template created in InDesign) Chapter 2 Graphic Design Basics Exercises: Chapter 2 Chapter 3 Typography / Non-Designer's Design Book Assign: Non-Designers Exercise Assign: Illustration of Type Chapter 4 – The Design Process Exercises: Chapter 4	**GDS** Ch 5 Concept & Creativity Ch 6 Visualization Process Ch 7 Composition Ch 8 Proportional Syst
Week 4	T 9/13	Chapter 5 - Concept Generation and Creativity Exercises: Chapter 5 Chapter 6 - Visualization, Icons, and Color Chapter 7 - Composition In-Class Exercises: Discuss and sketch out some of the listed exercises in class. Chapter 8 - Proportional Systems, the Grid, and Brochure Design Field Trip: Piddlin Pottery A Journey in Creative Expression	
	TH 9/15	Chapter 9 - Poster Assign: Poster	Ch 10 Book Cover GDS Ch 11 Branding
Week 5	T 9/20	Exam: Chapters 1 - 8 Graphic Design Solutions Chapter 10 - Book Cover In-Class: Discuss	Ch 12 Advertising
	TH 9/22	Due: Poster Thumbnail Sketches Chapter 12 - Advertising Assign: Branching Out Florist (BOF) In Class: Work on thumbnail sketches.	

Week 6	T 9/27	Critique: Ad Thumbnail Sketches Work on Ad Design	
	TH 9/29	Class: Work on Ads	
Week 7	T 10/4	Class: Work on Ads	
	TH 10/6	Critique 1: BOF Ads (All)	Ch 13 Web, Mobile, Etc
Week 8	T 10/11	Critique 2: BOF Ads (All) Chapter 13 - Web, Mobile, and Motion Design	Ch 14 Package Design
	TH 10/13	LEC: Chapter 14 - Package Design	
Week 9	T 10/18	Work on Project **A** - NWP Ad – Guest Speakers Hannah Hearn & Josh Tavenner from NWP	
	TH 10/20	Career Success Conference - All Day Assign: Career Success Conference	
Week 10	T 10/25	Discussion: Review NWP Instructions / Discuss Career Conference Critique: NWP Thumbnail Sketches Work on Ad Design	
	TH 10/27	Work on Project	
Week 11	T 11/1	Work on Project	
	TH 11/3	CRIT 1 – NWP	
Week 12	T 11/8	CRIT 2 – NWP	
	TH 11/10	A – DVD Package	
Week 13	T 11/15	Work on DVD	
	TH 11/17	CRIT 1 - DVD	
Week 14	T 11/22	Work on Project	
	TH 11/24	Thanksgiving	
Week 15	T 11/29	Critique 1: DVD	
	TH 12/1	Critique 2: DVD Critique: Portfolio	

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]

Chapter 3 Movie
Mike Perry of Mike Perry Studio, New York, speaks of life before and after Urban Outfitters. [8:49]

Chapter 3 Movie
Max Spector of Chen Design Associates, San Francisco, muses on "the designer as psychologist." [4:50]

Chapter 13 Movie
Danny Noval, Tracey Coleman, Chuck Rudy and Josh Horn of Ogilvy & Mather talk about the importance of networking. [7:28]

Other Resources
Web Links for Educators and Students
http://college.cengage.com/art/0495572780_landa/links/all_links.html

Google has a solution for the UX Design Education Gap: Google
https://www.fastcompany.com/3062640/google-has-a-solution-for-the-ux-design-education-gap-google

AIGA Design Archives
https://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

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_____ (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:

_____

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.

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