SUMMER INSTITUTE 2010

DESMA 1 - GRAPHIC DESIGN

Instructor: Pete Hawkes

COURSE OBJECTIVES:

The course will reinforce the role of the designer / artist as author. Each student will be responsible for conceiving, composing and crafting a printed narrative. Emphasis will be divided between learning the process of clear visual communication and the mechanics of image-making and print design.

A lecture and demonstrations will expose students to a broad range of typographic styles, influences, and visual communication strategies, while workshops and assignments will teach students to work with Adobe Photoshop, Illustrator and InDesign. Class includes a visit from a professional designer and/or a fieldtrip.

WEEK 1 - BEGINNER

Day 1:
- introductions / expectations
- history / anatomy of letterforms
- Studio

Day 2:
- watch Helvetica
- intro to InDesign
- visit Horn Press
- studio

Day 3:
- sketch comps
- writing / gathering
- google research
- studio
Day 4:
- Henri Lucas, Chair of Design | Media Arts
- binding techniques
- stapled saddle-stitch demo
- studio

Day 5:
- print & bind final mag
- final presentations

WEEK 2 - ADVANCED

Day 1:
- introductions / expectations.
- watch Helvetica
- Photoshop / Indesign overview
- google research
- studio

Day 2:
- image-making / scanners / photocopiers / xylene
- work of brian roettingen / carolina trigo (possible visit)
- studio

Day 3:
- Henri Lucas, Chair of Design | Media Arts
- printing / process books
- client process / presentation

Day 4:
- leveraging social media
- binding techniques
- stapled saddle-stitch demo
- Studio
Day 5:
- print & bind final mag
- final presentations