GRAPHIC DESIGN

INSTRUCTOR: Noa Kaplan  
http://dma.ucla.edu/grad/profiles/?ID=117

COURSE OBJECTIVES
The course will reinforce the role of the designer / artist as author. Each student will be responsible for conceptualizing, composing and fabricating a 6-10 page magazine. Emphasis will be divided between learning the process of clear visual communication and the mechanics of image-making and print design. Students will present their work to parents, instructors and other participants at the end of the week.

CLASS STRUCTURE
Lectures and demonstrations will expose the class to a broad range of typographic styles, influences, and visual communication techniques, while workshops and assignments will teach students Photoshop, InDesign, and other useful design processes. Students will conduct fieldwork to gather imagery and content for their assignments. In-class studio time will allow one-on-one interaction with the instructors. Students will also visit the historic Horn Press to gain an understanding and appreciation for traditional type-setting and print-making processes.

SUPPLIES & RESOURCES
Broad Art Center is equipped with the latest design hardware and software. Students should bring a sketchbook and pencil / pen to class each day. Students with special needs should contact the instructor. A list of alternative resources is available by request.

WEEK 1 - BEGINNER
Goal: design and create a 6-10 page magazine

Day 1 - Letter
am  introductions / expectations  
history / anatomy of letterforms  
books / mags / posters / blogs / foundries  
seeing type
pm  Intro to Photoshop / pixels  
design your own grid-based font using Photoshop  
found type – printed / digital
Day 2 - Word
am kerning / tracking / line spacing / alignment
   watch Helvetica
   intro to InDesign
   expressive word exercise
pm visit Horn Press
   word lists / idea maps
   client process / presentation
   create an idea map, begin process book

Day 3 - Grid
am intro to grid / golden section / hierarchy
   arrange content in different ways on a single grid
   sketch comps
pm writing / gathering
   google research
   printing

Day 4 - Layout / Binding
am content / visual communication / the book
pm binding techniques
   stapled saddle-stitch demo

Day 5 - Finish / Present
am print & bind final mag
pm final presentations

WEEK 2 - ADVANCED

Goal: design and create a 6-10 page mag + blog/stream/feed

Day 1 - Image / Media
am introductions / expectations
   books / mags / posters / blogs / foundries
   seeing type
pm watch selections from Helvetica
   Photoshop / Indesign overview
   google research
   found type – printed / digital

Day 2 - Type as Image
am good vs. bad / what's good-bad
image-making / scanners / photocopiers / xylene
pm work of Brian Roettinger / Carolina Trigo
image collection and making

Day 3 - Spreads / Binding
am content / visual communication / the book
pm printing / process books
client process / presentation

Day 4 - Print + New Media
am leveraging social media
blogs / streams / feeds
creating / customizing a blog
pm binding techniques
stapled saddle-stitch demo

Day 5 - Finish / Present.
am print & bind final mag
pm final presentations