New York City College of Technology
The City University of New York
Department of Communication Design

COMD 1200 Graphic Design Principles II

Course Description
This course explores creative visual thinking and its importance to communication design. Students will experiment with image making techniques and learn to use graphic elements to communicate concepts and ideas. The course will emphasize the integration of communication concepts, type and graphics and its relationship to multiple disciplines such as advertising, graphic design, web design, illustration, broadcast design, production, and others. Students develop projects from thumbnails through final presentations.

1 cl hr, 5 lab hrs, 3 cr

Prerequisites: COMD 1100, COMD 1167

Course Objectives

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<th>INSTRUCTIONAL OBJECTIVES</th>
<th>ASSESSMENT</th>
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<td>For the successful completion of this course, students should be able to:</td>
<td>Evaluation methods and criteria</td>
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<td>Demonstrate a sense of craft through the correct use of traditional hand production tools &amp; processes as well as digital methods.</td>
<td>Students will demonstrate competency in completing all major projects, specially project I, which emphasizes production skills.</td>
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| Create multiple design solutions for both conceptual and professional problems | Students will demonstrate competency in brainstorming exercises (individual & team) as documented in:  
- Maintaining sketchbook  
- Individual & class critiques.  
- Participation in brainstorming sessions. |
| Develop design research methodologies to aid in the problem solving process. | Students will demonstrate competency in documenting all project research, including library, internet, textbook & commercial supplier resources, as well as onsite visits, interviews and photo shoots. |
| Apply design elements & principles learned in Graphic Design Principles I to a client based assignment. | Students will demonstrate competency in completing projects III & IV, which emphasize unique professional communication challenges. |
| Demonstrate general knowledge of various design disciplines. | Students will demonstrate competency in completing of research paper, focusing on a particular discipline.  
- Successful completion of quizzes & participation in classroom discussions based on textbook readings. |

### General Education Outcomes

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<tr>
<th>General Education Outcome covered:</th>
<th>How the outcome is assessed:</th>
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| **Information Literacy**  
The student will demonstrate the ability to find proper resources. | Assess through class discussion and written tests if students have developed the ability to find information through proper resources. |
| **Oral Communication**  
Listening: The student will demonstrate the ability to discern pertinent information from irrelevant information. | Evaluate how well students absorbed and consequently applied the learning through oral critiques of projects. |
| **Thinking Critically**  
The student will demonstrate the ability to evaluate strengths and relevance of arguments on a particular issue. | Evaluate through class critique to determine how well students were able to advance their project concepts through creative, critical and technical decisions. |

### Teaching/Learning Method
- Lectures and readings
● Demonstration
● Project based labs
● Research assignments
● Blackboard
● ePortfolio

Required Text
Graphic Design Solutions
Robin Landa
Thomson, Delmar Learning
ISBN 1-4018-8154-8

Attendance (College) and Lateness (Department) Policies: Attendance is taken and is important to success in this class. Both absences and arrival more than 15 minutes after the start of class will be marked. If excessive, the instructor will alert the student that he or she may be in danger of not meeting the course objectives and participation expectations, which could lead to a lower grade.

Academic Integrity Standards
Students and all others who work with information, ideas, texts, images, music, inventions, and other intellectual property owe their audience and sources accuracy and honesty in using, crediting, and citing sources. As a community of intellectual and professional workers, the College recognizes its responsibility for providing instruction in information literacy and academic integrity, offering models of good practice, and responding vigilantly and appropriately to infractions of academic integrity. Accordingly, academic dishonesty is prohibited in The City University of New York and at New York City College of Technology and is punishable by penalties, including failing grades, suspension, and expulsion.

Grading
90% = Course projects/assignments
Project 1  18.75%
Project 2  18.75%
Project 3  18.75%
Project 4  18.75%
Paper  5%
ePortfolio  5%
quizzes/exercises  5%
Class preparation/participation/attendance  10%

Topics
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<th>WEEK</th>
<th>Lecture Topic</th>
<th>Laboratory Exercise</th>
<th>Homework Assignment</th>
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| 1    | - Design is defined, including a review of various design disciplines (architecture, industrial, environmental, gaming, etc).  
      - Review of compositional layout including symmetrical & asymmetrical balance, positive & negative space. | - Practice exercise using t-square, ruler & triangle.     | Book Project, Part I – 3 realistic pencil drawings of chosen object, following specific format. |
| 2    | - Visual Communication disciplines are reviewed including advertising, graphic design, web design, illustration, broadcast design, information design, experience design, publication design, digital multimedia and production.  
      - Image making techniques: stipple, cross hatch, contour.  
      - Abstraction & simplification of realistic images utilizing positive/negative and figure/ground concepts. | - Continued image making experimentation.                | Book Project, Part II – 2 b/w abstractions of realistic drawings, - read Chapter 1 of textbook. |
| 3    | - Design Process is explained.  
      - Integration of type & image, and type as image. | - Paper/surface materials as design elements.  
      - Demonstration and review of production skills including trimming, scoring and folding.  
      - measure/trimming exercise. | Book Project, Part III – 2 b/w abstractions redesigned to include integration of text.  
      - Online quiz based on textbook readings |
| 4    | - Designer vs. Fine Artists.  
      - Collaboration’s importance in the design process.  
      - research & purchase paper stock for inside pages & cover  
      - read chapter 2 of textbook. |
| 5    | - Production and craftsmanship: bookbinding options, working with vendors.  
      - Die cutting/laser cutting explained. | - Final assembled book due week 7.                        | Book Project, Part IV – Create die cut cover  
      - Print scaled templates on purchased paper stock.  
      - Print scaled templates on purchased paper stock.  
      - Final assembled book due week 7. |
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| 6    | - Developing a strategic approach to solving visual communication problems by the development of the creative brief.  
  - Idea generation: brainstorming.  
  - Hypothetical design brief is created.  
  - Brainstorming exercise.  
  - Read Chapter 3 of textbook. |     |
| 7    | - Idea generation: literal vs. symbolic design solutions  
  - Elements & principles of design used in visual communications context.  
  - Linear vs. non linear design solutions explained.  
  - Introduction of Word project: visually express the essence of word, brainstorming emphasized.  
  - Word project: thumbnail sketches  
  - Read Chapter 4 of textbook.  
  - Online quiz based on textbook readings. |     |
| 8    | - Typography review  
  - Type as image  
  - Layout: visual hierarchy, emphasis, unity, format and the grid.  
  - Word project: continued development.  
  - Experimentation with production methods.  
  - Research paper: introduced.  
  - Word project: continued development, focusing on production.  
  - Read chapter 5 of textbook.  
  - Research paper: due week 11. |     |
| 9    | - Logos, symbols & pictograms.  
  - Visual Identity & branding.  
  - Introduction of pictograph project (rest room signage).  
  - Pictograph project: select & research location. Create thumbnail sketches and begin researching format/materials.  
  - Read chapter 6 & 7 of textbook. |     |
| 10   | Posters: brief history, function of posters, type & image, format, etc.  
  - Pictograph project: continued development, emphasizing conceptual solution.  
  - Pictograph project: continued development, focusing on production.  
  - Read chapter 8 of textbook. |     |
| 11   | - Posters: continued.  
  - Illustration and Animation introduction  
  - Publication design: book jackets & covers, magazines, newspapers, etc  
  - Pictograph project: final refinements.  
  - Pictograph project: final due week 12.  
  - Read chapter 9 of textbook. |     |
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| 12   | - Advertising design: introduction.  
- Idea generating techniques: image integration, nostalgia & appropriation.  
- Broadcast Design Introduction  
- Introduction of poster project, including design journal.  
- Research papers: presentations.  
- Poster project: selection/research of topic and thumbnail sketches. Also begin documentation of research in design journal.  
- Read chapter 11 of textbook. |
| 13   | - Web design: introduction.  
- Poster project: continued development.  
- Review of appropriate production methods.  
- Poster project: continued development, focusing on image creation. Also continued updating of design journal.  
- Read chapter 14 of textbook. |
| 14   | - Portfolio & job search.  
- Poster project: final refinements.  
- Poster project: due week 15. |
| 15   | Final Project  
- Poster project: critique.  
- Poster project: critique.  
- Poster project: due week 15. |

**Bibliography**

Visual Literacy: A conceptual Approach to Graphic Problem Solving  
Judith and Richard Wilde  
Watson-Guptill  
ISBN-10: 0823056201  

Visual Workout: Creativity Workbook  
Robin Landa  
OnWord Press  
ISBN-10: 0766813649  

Thinking Creatively: New Ways to Unlock your Visual Imagination.  
Robin Landa  
How Design Books  
ISBN-10: 1581803389  

Communication Arts,
Palo Alto, CA (Bi-monthly)

Graphis
Zurich, Switzerland (Bi-monthly)

Print,
New York, NY (Bi-monthly)