

## COURSE CONTENT

<b>Course Code</b>	DV9002
<b>Course Title</b>	Graphic Communication
<b>Pre-requisites</b>	NIL
<b>No of AUs</b>	3
<b>Contact Hours</b>	39 hours studio contact

### **Course Aims**

This course provides students with foundational knowledge in creating visual graphics, text and image, for communication. You will be introduced to industry standard digital tools, a brief history and theories relating to graphic design, as well as its application. You are encouraged to explore your personal voice and approach to solving issues that the contemporary designer faces. This course will give you a fundamental ability of graphic design that you can apply to any situation requiring visual communication.

### **Intended Learning Outcomes (ILO)**

By the end of the course, you should be able to:

1. Describe techniques and tools using appropriate graphic design language.
2. Develop personal methodologies in creating graphic forms.
3. Generate graphic design iterations, digital previews and physical design prototypes in response to a brief.
4. Present your design experimentations, sketches and final work clearly and effectively.
5. Engage in constructive criticism to the work presented by you and your peers in ways that improve the impact of visual communication.

### **Course Content**

This course provides an overview of the history, theories, and key concepts in regards to the practice of graphic design. In addition to mastering digital tools, you will explore various analog means to create graphic forms of your own.

#### **Brief History of Graphic Design**

Each design principle is accompanied by a short lecture on its evolution in the context of graphic design. These lectures provide historical background and precedents for your work. Supplemental readings will also be provided.

#### **Form Making**

You will experiment with different media and materials to create graphic forms. This includes learning to use appropriate graphic design software. (Currently Adobe Creative Suite).

#### **Basic Layout**

You will learn about page anatomy, typographic systems, and visual hierarchies. Using these skills, you will demonstrate how graphic information is layout on a page effectively.

#### **Visual System**

You will examine the relationships between parts and wholes of a design work. You will create a cohesive visual system for your deliverables.

### Class Assignments

You will produce four creative projects that demonstrate mastery of the above. Classes will include lectures, demonstrations, and activities that may be included in the assessment.

### Assessment (includes both continuous and summative assessment)

Component	ILO Tested	Programme LO	Weighting	Team/ Individual
<b>Continuous Assessment</b> Form Making (10%) Layout Design (20%) Visual System (20%)	1,2,3,4	--	50%	Individual
<b>Final Project</b>	1,2,3,4	--	30%	Individual
<b>Continuous Assessment: Participation</b>	5	--	20%	Individual
<b>Total</b>			100%	

### Reading and References

1. Ambrose, Aono-Billson. *Basic of Graphic Design Approach and Language*. Switzerland, AVA Publishing, 2011.
2. Ambrose, Harris. *Basics Design 01: Format*. Switzerland, AVA Publishing, 2005.
3. Ambrose, Harris. *Basics Design 02: Layout*. Switzerland, AVA Publishing, 2005.
4. Itten, Johannes. *The Art of Color: the Subjective Experience and Objective Rationale of Color*. Van Nostrand Reinhold, 2004.
5. Albers, Josef. *Interaction of Color / 50th Anniversary Edition*. Yale University Press, 2013.
6. Elam, Kimberley. *Graphic Translation: A Graphic Design Project Guide*. Kimberley Elam, 2006.
7. Lupton, Ellen. *Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students*. Princeton architectural, 2010.

### Course Policies and Student Responsibilities

#### (1) General

You are expected to complete all assigned readings, activities, assignments, attend all classes punctually and complete all scheduled assignments by due dates. You are expected to take responsibility to follow up with assignments and course related announcements. You are expected to participate in all project critiques, class discussions and activities.

#### (2) Punctuality

You are expected to be punctual for all classes. If you are more than 30 minutes late, you will be deemed as absent and will not be able to sign on the attendance register.

### (3) Absenteeism

In-class activities make up a significant portion of your course grade. Absence from class without a valid reason will affect your participation grade. Valid reasons include falling sick supported by a medical certificate and participation in NTU's approved activities supported by an excuse letter from the relevant bodies. There will be no make-up opportunities for in-class activities.

### Academic Integrity

Good academic work depends on honesty and ethical behaviour. The quality of your work as a student relies on adhering to the principles of academic integrity and to the NTU Honour Code, a set of values shared by the whole university community. Truth, Trust and Justice are at the core of NTU's shared values.

As a student, it is important that you recognize your responsibilities in understanding and applying the principles of academic integrity in all the work you do at NTU. Not knowing what is involved in maintaining academic integrity does not excuse academic dishonesty. You need to actively equip yourself with strategies to avoid all forms of academic dishonesty, including plagiarism, academic fraud, collusion and cheating. If you are uncertain of the definitions of any of these terms, you should go to the [academic integrity website](#) for more information. Consult your instructor(s) if you need any clarification about the requirements of academic integrity in the course.

### Planned Weekly Schedule\*

\*Subject to adjustment by instructor according to the teaching situation, students' progress, public holidays and unforeseeable circumstances. A revised schedule will be issued to students at the start of the semester.

Week	Topic	Course LO	Readings/ Activities
1	<b>Introduction to Graphic Communication</b> Introduction to the course and programs used for the course. Brief history of graphic design.	1,2	<b>Introductory Lecture</b> Overview of course and in-class demonstration of software.  <b>Assign Project 1a:</b> Form Making (Black & White)
2	<b>Graphic Forms &amp; Colour</b> How to create graphic forms using different materials and media. Further demonstrations of software. Introduction to colour.	1,2,3,4,5	<b>Lecture: Graphic Forms &amp; Colour</b>  <b>Project 1: Presentation</b> Critique and feedback.  <b>Assign Project 1b:</b> Form Making (Colour)
3	<b>Typography</b> Introduction to typography, typographic grids and systems. Use of different typefaces and	1,2,3,4,5	<b>Lecture: Typography</b>  <b>Project 1: Final Presentation</b>

	importance of typography. How to use typography with imagery.		Critique and feedback.  <b>Assign Project 2:</b> Layout Design
4	<b>Layout Design</b> Basics of page anatomy. How to create visual hierarchies on the page. Examples of layout designs. Tool demonstrations in page layout software.	1,2,3,4,5	<b>Project 2: Presentation</b> Critique and feedback of initial sketches and concepts.
5	<b>Layout Design II</b>	1,2,3,4,5	<b>Project 2: Individual Review</b> One on one critique and feedback of initial sketches and concepts.
6	<b>Visual Systems I</b> Analyse and identify visual systems. Brief history of branding and identity design.	1,2,3,4,5	<b>Lecture: Visual Systems</b>  <b>Project 2: Final Presentation</b> Critique and feedback.  <b>Assign Project 3:</b> Visual System
7	<b>Visual Systems II</b> Further examples of visual systems.	1,2,3,4,5	<b>Project 3: Presentation</b> Critique and feedback.
8	<b>Visual Systems III</b>	1,2,3,4,5	<b>Project 3: Individual Review</b> One on one critique and feedback of initial sketches and concepts.
9	<b>Final Project Introduction</b>	1,2,3,4,5	<b>Lecture: Final Project Scope</b>  <b>Project 3: Final Presentation</b> Critique and feedback.  <b>Assign Final Project</b>
10	<b>Final Project II</b> Individual review of final assignment.	1,2,3,4,5	<b>Final Project: Individual Review I</b> One on one critique and feedback of initial sketches and concepts.
11	<b>Final Project III</b> Class review of final assignment.	1,2,3,4,5	<b>Final Project: Presentation</b> Class critique and feedback of initial sketches and concepts.
12	<b>Final Project IV</b>	1,2,3,4,5	<b>Final Project: Individual Review II</b>

	Individual review of final assignment.		One on one critique and feedback of initial sketches and concepts.
13	<b>Final Presentation</b>	1,2,3,4,5	<b>Final Project: Final Presentation</b> Critique and submission of all work done in the semester.