

1) Shape Composition Project:

Inspired by the works of Suprematists, De Stijl, Neoplasticists, and Constructivists, create a composition made entirely of basic geometric shapes and lines. Decide how you want your composition to be arranged and what visual elements you would like to use. Your composition should be 8.5” x 11”.

2) Typography Composition Project:

Inspired by the works of modernist graphic designers, create a composition dedicated to a focus on typography. Select a lyrical verse, poem, quote, or some other type of text content to work with and use it as substance for creating a balanced typographic composition. Continue to use geometric shapes and lines to emphasize and decorate your text elements. Consider how color and pattern can be used. Your composition should be 8.5” x 11”.

3) Photo Collage Project:

Inspired by the work of Dadaists and Constructivists, create a photomontage in Photoshop out of a variety of different photos. You can use photos you find on the internet or photos you have taken yourself. Play around with layering, blending modes, selections, and colors. Your composition should be 8.5” x 11”.

4) Music Poster Project:

Combining all of the skills and concepts you have learned so far, design a 11” x 17” poster for a music event featuring a specific musical act. Your design will have to go through multiple stages before you come up with a final result.

Research:

Do some investigation into your musical act, what their persona is, what their life is like, how they appear, and what emotions come from their music.

Ideation:

Brainstorm as many ideas as possible before selecting the most successful ones. Write down and sketch out your ideas to record them for evaluation later.

Moodboarding:

What kind of imagery inspires your vision? What visual aesthetic do you think the musician might find appealing? Explore and collect visual styles.

Wireframing:

Organizing visual elements to communicate your message is a critical tool to utilize as a designer. Figure out the arrangement of elements using quickly rendered placeholders.

Mockups:

In order to make a final decision about what your design should be, it's worth making mockups of your best ideas. Get feedback from your peers about what design they prefer.

Academic Conduct:

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in SCampus in Part B, Section 11, “Behavior Violating University Standards” <https://policy.usc.edu/student/scampus/part-b>. Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, <http://policy.usc.edu/scientific-misconduct>.

Discrimination, sexual assault, intimate partner violence, stalking, and harassment are prohibited by the university. You are encouraged to report all incidents to the Office of Equity and Diversity/Title IX Office <http://equity.usc.edu> and/or to the Department of Public Safety <http://dps.usc.edu>. This is important for the health and safety of the whole USC community. Faculty and staff must report any information regarding an incident to the Title IX Coordinator who will provide outreach and information to the affected party. The sexual assault resource center webpage <http://sarc.usc.edu> fully describes reporting options. Relationship and Sexual Violence Services <https://engemannshc.usc.edu/rsvp> provides 24/7 confidential support.

Support Systems:

A number of USC’s schools provide support for students who need help with scholarly writing. Check with your advisor or program staff to find out more. Students whose primary language is not English should check with the American Language Institute <http://ali.usc.edu>, which sponsors courses and workshops specifically for international graduate students. The Office of Disability Services and Programs <http://dsp.usc.edu> provides certification for students with disabilities and helps arrange the relevant accommodations. If an officially declared emergency makes travel to campus infeasible, USC Emergency Information <http://emergency.usc.edu> will provide safety and other updates, including ways in which instruction will be continued by means of Blackboard, teleconferencing, and other technology.

Emergency Preparedness / Course Continuity in a Crisis:

If an officially-declared emergency makes travel to campus infeasible, USC Emergency Information <http://emergency.usc.edu> will provide safety and other updates, including ways in which instruction will be continued by means of blackboard, teleconferencing, and other technology.



Graphic Design Summer Session

Units: None
Day-Time: Mon - Fri, 9:00am - 5:00pm
Location: Harris 220
Instructor: Aaron Siegel

Office: The Garage
Office Hours: None
Contact Info: aaronsie@usc.edu
Website: www.datadreamer.com

IT Help: <http://iovine-young.usc.edu/ait/index.html>
Hours of Service: M-F, 8:30am - 5:30pm
Contact Info: iyhelp@usc.edu, 213-821-6140

Catalogue Description:

An introduction to the core tools and concepts required to execute graphic design projects.

Pre-requisites:

Basic computer keyboarding skills, web searching skills, and photography skills.

Course Description:

Students will be introduced to the fundamental concepts involved in the development of graphic design projects as well as the core industry tools used in their creation. Students will leave the course with an understanding of the design process, technical knowledge of Adobe Illustrator and Adobe Photoshop, as well as collective insight into design successes and failures. Students will be required to share their work with classmates and participate in constructive critique sessions.

Learning Objectives:

- 1)** A fundamental understanding of graphic design concepts including harmony, balance, color, value, symmetry, typography, messaging, aesthetics, layout, and communication.
- 2)** Functional operating capacity using Adobe Illustrator and Adobe Photoshop to work with raster and vector imagery to compose visual compositions.
- 3)** Ability to produce visual material for a number of mediums including print and the web.

Recommended Readings:

- Wood, Brian. *Adobe Illustrator CC Classroom in a Book (2017 release)*. San Francisco, CA: Adobe, 2016. Print.
- Faulkner, Andrew. *Adobe Photoshop CC Classroom in a Book (2017 release)*. San Francisco, CA: Adobe, 2017. Print.
- Meggs, Philip B., and Alston W. Purvis. *Meggs history of graphic design*. Hoboken, NJ: Wiley, 2016. Print.
- Brighurst, Robert. *The Elements of Typographic Style*. Vancouver, Canada: Hartley and Marks, 2013. Print.
- Lupton, Ellen. *Thinking with Type (second edition)*. New York, NY: Princeton, 2010. Print.
- Tondreau, Beth. *Layout Essentials: 100 Design Principles for Using Grids*. Beverly, MA: Rockport. 2011. Print.

Recommended Videos:

- The reason every meme uses that one font - Vox [2m]
- Why the Wingdings font exists - Vox [3m]
- Stefan Sagmeister: Graphic Design Provocateur - Creators [5m]
- Talking About Swiss Style: Wim Crouwel [24m]
- Intro to Typography: Swiss Typography [54m]
- Typography Design and Art Direction - The Futur [27m]

Specific Topics to be Covered:

- Vector illustration.
- Typography.
- Raster image manipulation.
- Graphic design layout techniques.

Software Utilized:

- Adobe Illustrator.
- Adobe Photoshop.

Required Readings:

- None.

<https://www.youtube.com/watch?v=PzySkYQNDII>
<https://www.youtube.com/watch?v=JdKV1L1DJHc>
https://www.youtube.com/watch?v=nE_Z0_nsYSg
<https://www.youtube.com/watch?v=eQCZuN1khPk>
<https://www.youtube.com/watch?v=XTj3frdk7o4>
<https://www.youtube.com/watch?v=DLeSPCTA9Wg>

Course Schedule

- Lecture / Demonstration.
- Work Session.
- Lunch.
- Printing.
- Presentations.

On **Monday** we begin with a dive into Adobe Illustrator. We'll be working on the basics of getting around the interface and creating graphics, as well as the concepts related to creating visual compositions.

Tuesday we take a look at how color can be used in our designs. We begin to work with

typography and will focus on how we can use it in expressive ways to communicate something more than the written words.

On **Wednesday** we will start working with photos using Adobe Photoshop. We will learn to create, edit, and manipulate raster images using an assortment of tools.

Thursday and **Friday** we will be focusing on developing the final project, which utilizes all of the skills acquired over the three previous days. We will learn how to combine Photoshop files with Illustrator in order to make attractive and content filled projects. We will be utilizing a formulated approach to coming up with the design of our final projects, and a number

of visual design techniques including research, ideation, moodboarding, wireframing, and creating mockups.

Each day will conclude in printing the final result of our visual endeavors and organizing as a group to review and participate in a constructive critique of each other's work.

| TIME | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY |
|---------|-------------------------------------|---|--|-------------------------------|---------------------------|
| 9:00am | Introduction, Schedule | Color, Swatches, Palettes | Photoshop Documents, Interface, Tool Bar | Intro to Music Poster Project | Wireframing |
| 9:30am | Project Setup, Interface, Panels | Gradients | Selection, Painting, Image Adjustments | Placing Images | |
| 10:00am | Documents, Artboards, Lines, Stroke | Blend Modes | Stamp, Band Aid, Smudge, Blur | Autotracing Images | |
| 10:30am | Shapes, Transforms, Fill | Patterns, Alignment, Distribution | Layer Transforms, Styles, Blend Modes | Element Hierarchy | Mockups |
| 11:00am | Pen Tool | Typography | Filters | | |
| 11:30am | Groups, Layers, Stacking | Typesetting | File Types | | |
| 12:00pm | Lunch | Lunch | Lunch | Lunch | Lunch |
| 12:30pm | | | | | |
| 1:00pm | Intro to Shape Composition Project | Intro to Typography Composition Project | Intro to Photo Collage Project | Research | Music Poster Project work |
| 1:30pm | Shape Composition Project work | Typography Composition Project work | Photo Collage Project work | | |
| 2:00pm | | | | Ideation | |
| 2:30pm | | | | | |
| 3:00pm | | | | Moodboarding | |
| 3:30pm | | | | | |
| 4:00pm | Printing | Printing | Printing | Printing | Printing |
| 4:30pm | Presentations | Presentations | Presentations | Presentations | Presentations |