**LMC 2720:** **Principles of Visual Design**

Location: Skiles #318

Time: Mon, Wed, Fri (9:05-9:55)

Instructor: Jean Ho Chu

Office Hours: By appointment

Contact: [jchu35@gatech.edu](mailto:jchu35@gatech.edu)

**Prerequisite:** Engl 1102

**Course Description**

Principles of Visual Design is a studio course in which students develop skills to visually represent their ideas and the aesthetics on visual design. The course will offer lectures, readings and in-class activities and discussions. Students will learn how to be critical of their own work, the work of others and learn how to analyze designs from various historical and theoretical perspectives.

**Learning Outcomes**

* Apply the skills on advanced production (identity design, poster, information  design)
* Develop skills on using graphic programs (Photoshop, Illustrator, Indesign)
* Get introduced with various ways of critiquing and analyzing visual designs
* Work effectively in teams to accomplish a common goal
* Communicate information and ideas to a range of audiences
* Develop fundamental skills for compositing with graphic elements

**Textbooks, Readings, and Materials**

***Required Textbooks***

* No textbook purchase is required. I will upload links and resources on T-Square.

***Suggested Textbooks***

The following textbooks will be provided as class materials and used as references:

* *DesignBasics* [David A. Lauer, Stephen Pentak]
* *DesignBasics Index* [Jim Krause]
* *Thinking with Type* [Ellen Lupton]
* *Grid systems in graphic design* [Muller Brockmann]
* *Practices of Looking: An Introduction to Visual Culture* [M. Sturken, L. Cartwright]

***Art Supplies***

* A sketchbook (at least a letter size) is required for idea sketches
* Drawing and coloring materials are required for in-class activities and  homeworks. (I will give a notice on the materials at least one week before  class.)
* *Pencils, eraser, ruler, pen, brushes, coloring materials (poster color or acrylic color)*

***Devices***

* Cameras
* Scanners

***Graphic Programs***

* Adobe Photoshop, Adobe Illustrator, Adobe Indesign
* You can use graphic programs in the computer lab or the multimedia lab in the library.
* There will be technical sessions to teach graphic programs. More tutorials can be found at http://www.lynda.gatech.edu/

**Assignments**

* In class participation 20%
* Reading discussion 10%
* Assignments 70%
* Good and bad design (Not graded)
* Composition practice (15%)
* Color practice (2%)
* Typography practice (2%)
* Digital imaging practice (5%)
* Layout practice (6%)
* Logo design (20%)
* Caricature assemblage (10%)
* Poster Design (20%)
* Information Design (20%)

**Late Submissions**

Points will be subtracted for late submissions as follows

* Within 48 hours (two days) : -10% points
* Within one week : -20 points
* Within two weeks : -50% points

Assignments will not be accepted after two weeks later than the due date

**Policies**

***Attendance***

* Four or five absences will lower one letter grade.
* Six absences or more will guarantee a failing grade of the course
* If you would are sick, you should provide a doctor’s note on the next time you come  in to class.
* Any emergency cases should be informed to the instructor prior to the class.
* Being late for more than 10 minute is considered as half absence.

***Etiquette***

* Cell-phones are not allowed during class.
* Doing other activities during class such as chatting or web-surfing will affect your in-  class participation grade.

**Information about ADAPTS**  Please visit http://www.adapts.gatech.edu/

**Georgia Tech Honor Code**  Please visit http://www.honor.gatech.edu/

**Class Schedule**

Week Subject

1   Introduction to visual design, design elements, gestalt theory, composition rules placement & proportion, unity & variety)

2   Composition (visual hierarchy, emphasis, balance & rhythm)  *Technical session : Illustrator*

3   Color, Type  *Technical session : Illustrator*

4   Space (size, perspective)  *Technical session : Photoshop*

*5* Digital Imaging (cropping, editing, composing) *Technical session : Photoshop*

6   Grid & Layout  *Technical session : Adobe Indesign*

7   Brand Identity (Logo design)

8   Brand Identity

9   Fall recession (Mon), Caricature assemblage

10   History of Graphic Design

11   Poster design

12   Poster design

13   Information design

14   Information design

15   Work Day

16   Final Review