

Visual Communications

IDP - MMED - 1053

The Visual Communications course focuses on design theory and will act as a companion course to the Design & Image 1 course. The expectation is that you will be applying the knowledge acquired in this course to inform your design work in Design & image (with the applications Adobe Illustrator and Photoshop).

This document may be subject to change throughout the term so please ensure that you are using, and reading from, the most recent, updated version of the Design & Image 1 document.

Class One: *Introduction Inspiration*

- Program Introduction
- Course overview
- What is design?
- Inspiration
 - ☒ What is inspiration?
 - ☒ Where does it come from?
 - ☒ When?
 - ☒ Why?
 - ☒ How do you tap into it?
- Open mindedness and critical thinking
 - learning to;
 - ☒ listen
 - ☒ see
 - ☒ feel with intuitiveness
- Amassing resources
 - ☒ research
 - ☒ search
 - ☒ collect
 - ☒ organize
- Application
 - ☒ What is the appropriate application for what you find - if any?

- ★ Get inspired (create a resource for inspiration)
- ★ Questionnaire Assignment - **15 Questions** – **grade value = 15%**

Class Two: *Design Elements* (The Fundamentals)

- Elements of Design

- ☒ Line
- ☒ Mass
- ☒ Shape
- ☒ Texture
- ☒ Colour

- ★ In Class Assignment for design elements
- ★ Take home assignment for design elements – **grade value = 5%**

Class Three: *Design Principles* (The Fundamentals)

- Principles of Design

- ☒ Alignment
- ☒ Balance
- ☒ Contrast
- ☒ Proximity
- ☒ White Space
- ☒ Emphasis

- ★ In class assignment for design principles
- ★ Take home assignment for design principles – **grade value = 5%**

Class Four: *Alignment* (The Basics)

- Alignment

- ☒ Importance of alignment
- ☒ Grids

- ★ In class assignment for Alignment
- ★ Take home assignment for Alignment – **grade value = 5%**

Class Five: *UX & UI for Design* (The Basics)

- UX & UI Design

- ☒ Importance of alignment, consistency, uniformity, iconography, logic, etc...
- ☒ Grid based design for apps.

- ★ In class assignment for UX & UI
- ★ Take home assignment for UX & UI – **grade value = 5%**

Class Six: *Mid Term - FOL Quiz* – **grade value = 15%**

Class Seven: *Typography*

- Typography
 - ☒ Anatomy of characters
 - Shape
 - Spaces
 - Form
 - ☒ Genealogy (Classifications)
 - Type Family
 - Typefaces
 - Font
 - Weights
 - Point sizes
 - Style
 - ☒ Typesetting (Character Sets & Paragraphs)
 - Alignment
 - Leading (Line Spacing)
 - Tracking (Letter Spacing)
 - Orphans & Widows
 - Hanging Punctuation
 - ☒ Legibility

- ★ In class assignment for Typography
- ★ Take home assignment for Typography – **grade value = 5%**

Class Eight: *Colour* - pt. 1

- Sprint #1
- Colour
 - ☒ Additive primaries (RGB)
 - ☒ Subtractive primaries (CMYK)
 - ☒ Shade & Tint
 - ☒ Hue, Value (tone, brightness) & Saturation (colour purity, intensity)
 - ☒ Colour associations

- ★ In class assignment for colour
- ★ Branding with Sprints - Partner Exercise – **grade value = 10%**

Class Nine: *Methodology/Marketing/Branding* - pt. 2

- Sprint #2
- Methodology
 - ☒ Research
 - ☒ Brainstorming
 - ☒ Conceptualization

- ☑ Experimentation/development
- ☑ Execution
- Marketing/Branding
 - ☑ What is Branding?
 - ☑ What is Marketing?
 - ☑ Identity Design

★ In class assignment for Methodology

Class Ten: *Methodology/Marketing/Branding - pt. 3*

- Sprint #3

Class Eleven: *Colour/Methodology/Marketing/Branding Presentations*

Class Twelve: *Colour/Methodology/Marketing/Branding Presentations (continued)*

- Graded checkpoint for FIP (FOL Submission) – **grade value = 5%**

Class Thirteen:

- TBA

Class Fourteen: *Final Project Due – grade value = 30%*

- Please read the Integrated Assignment sheet for specific details pertaining to the due date and times for this assignment.
- **No class**

Grade Recap for the Term:

- Questionnaire Assignment **15 Questions** – **grade value = 15%**
- Take home assignment for **Design Elements** – **grade value = 5%**
- Take home assignment for **Design Principles** – **grade value = 5%**
- Take home assignment for **Alignment** – **grade value = 5%**
- **In-Class Mid Term Exam *** – **grade value = 15%**
- Take home assignment for **UX & UI** – **grade value = 5%**
- Take home assignment for **Typography** – **grade value = 5%**
- Partner assignment for **Colour/Methodology** – **grade value = 10%**
- **Design checkpoint for Integrated Assignment *** – **grade value = 5%**

- **Final Integrated Assignment *** – **grade value = 30%**

Total grade value = 100%

Additional Information:

All work submitted throughout the term will be required to adhere to the **Fanshawe Code of Conduct** and additionally maintain the standards of appropriateness as expected with any public forum. These standards of expectation include, but are not limited to, such things as; appropriate imagery (no explicitly sexual, oppressive or violent imagery will be accepted); no expletives, gender and/or racial slurs or inappropriate communications, written or verbal, where someone might take offence; no actions or words that threaten or cause an environment of discord or unease. If you are questioning any work that you feel 'might' be subject to one or more of these terms it is your responsibility to communicate such concerns to your course instructor, or to the IDP coordinator, before proceeding with your work.

Plagiarism (e.g., failure to acknowledge sources used, submitting another student's work under your name, or producing work for another student to submit) is a serious academic offence that shall result in appropriate penalties, to be determined at the discretion of the course professor in consultation with the chairperson of the Communication Arts division. The penalties shall range from failure of an assignment to possible failure of the course. Students shall not make the assumption that any provision will be made by the professor to permit the student to rewrite or redo failed assignments.

Missed tests/exams will not be rescheduled without some valid evidence of some important event over which the student has no control (e.g., Court appearance, death in the family). Missed tests or exams, therefore, can receive a zero. The students are advised to notify the professor prior to missing the test.

Students are expected to hand in all assignments to the course instructor on the due date, and all assignments must be submitted in the format specified by the instructor (e.g., on FOL, in printed form, on a specific lab computer, etc.); assignments will not be accepted in any format other than that specified.

Late assignments will not be accepted, nor will make up test or assignments be permitted, without some valid evidence of some important event over which the student has no control (e.g., documented illness, death in the family). Missed tests or assignments, therefore, will receive a mark of zero. Late assignments and make-up tests will only be permitted following the submission of adequate documentation acceptable to the instructor (e.g., a doctor's note). Students are advised to notify the instructor prior to missing an assignment due date or a scheduled test.

Immediately upon return from an illness/absence in which a test or assignment has been missed, the student is responsible for contacting the course instructor to discuss the problem. The instructor will make arrangements for any student deemed eligible. The alternative test/assignment will be of equal value to the one missed with no grade penalty. The timeline and due dates will be determined by the course instructor.

At mid-term, any unsatisfactory results will be reported to the student.

This course may be revised by the professor with suitable notification to the students. Students are responsible for making arrangements to pick up missed handouts, assignments and course announcements from classmates.