

IMAGES IN COMMUNICATION

1

Objective

We learn to anticipate and ignore much of what our eyes take in, becoming blind by habit to what we see.

This course will explore the strengths, weaknesses, and importance of images as visual communication by constructing, repeating, deconstructing or decontextualizing them.

Projects

1
Rigor—Choose and define a simple act that you can repeat each day. You must be able to document this act with a camera or scanner each time it is performed.

Findings will be presented in a coherent format as your final semester project.

2
Analogues—Survey and collect 12 archetypal images and their contemporary analogues.

This survey will re-focus our understanding of context and precedent in modern 'publicity' and the symbolism that lives in everyday imagery.

3
Authority—Paired teams will repetitively document a single image, then combine that image with specific typography (chosen by the student) and phrases (chosen by the instructor) to create a series of posters.

Image and typography can foster demand, desire, urgency, etc through the implicit authority of specific visual relationships and normative cultural forms. This project will explore the nature of that authority.

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Project Materials

1
Camera or Scanner.

Appropriate medium for final documentation to be determined by the nature of the act.

Materials to be determined by the nature of the act.

2
Camera or Scanner.

12 Large format ($\pm 20'' \times 30''$) print outs in color or black and white.

Access to Adobe Illustrator and the Minio Pro or Trade Gothic font family.

3
Camera or Scanner.

Access to Adobe Photoshop.

Access to Adobe Illustrator and five typefaces to be determined.

Pens, pencils, markers and a sketchbook of your choosing.

1 roll of white tracing paper, any dimension.

Required Reading

The Elements of Typographic Style—Robert Bringhurst

Grid Systems in Graphic Design/Raster Systeme Fur Die Visuele Gestaltung—Josef Muller-Brockmann

Recommended Reading

The Sartorialist —
Scott Schuman

Ways of Seeing (Penguin Modern Classics)—John Berger

Recommended Viewing

ButDoesItFloat.com

Instagram

bijouxself
nahcamme
idalaerke
raphaelliais

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Grade Distribution

P 1	35%
P 2	20%
P 3	35%
Participation	10%

Course Schedule

WEEK 01
Introduction.
Assign project 1,
Discuss project 2

WEEK 02
Work in class on project
2, Project 1 ongoing
outside of class.

WEEK 03
Work in class on project
2, Project 1 ongoing
outside of class.

WEEK 04
Present and Review project
2, Project 1 ongoing
outside of class.

WEEK 05
Discuss project 3, Review
Project 1, Interim Critique.

WEEK 06
Assign project 3, Project 1
ongoing outside of class.

WEEK 07
Work in class on project
3, Project 1 ongoing
outside of class.

WEEK 08
Work in class on project
3, Project 1 ongoing
outside of class.

WEEK 09
Work in class on project
3, Project 1 ongoing
outside of class.

WEEK 10
Work in class on project
3, Project 1 ongoing
outside of class.

WEEK 11
Work in class on project
3, Project 1 ongoing
outside of class.

WEEK 12
Present and Critique Project 3.
Project 1 ongoing
outside of class.

WEEK 13
Work in class on Project 1 and
ongoing outside of class.
Thanksgiving Holiday

WEEK 14
Work in class on Project 1,
ongoing outside of class.
Review and Prepare
for final review.

WEEK 15
Final Critiques and
Presentations of Project 1

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Attendance

Attendance and participation in all classes, group critiques, and individual meetings is required. However, three absences will be excused. Each absence, for any reason, beyond three will result in a reduction in the final grade by 1/2 a letter grade.

Students are allowed to be late 3 times (15 minutes or less). Each late arrival beyond three—for any reason—will count as an absence.

Attendance will be taken at the beginning of class. If you are late to class, it is your responsibility to notify the member of faculty of your arrival and to verify that they have changed the absence mark to a late arrival in the attendance record.

All late work will drop one full grade for each class day it is late.

All late projects must be turned in during class time. Some projects (such as site specific work) may require more stringent attendance and grading policies. An incomplete will be given only in rare cases, and for non-academic reasons.

NOTE

Academic policies can be found in the University Catalogues available through the Office of the Registrar and online at: <http://www.utexas.edu/student/registrar/>.

Be sure to review the University policy on scholastic dishonesty if you are not already. It can be found at the Student Judicial Services web site at <http://www.utexas.edu/depts/dos/sjs/>.

Upon request the University of Texas at Austin provides appropriate academic accommodations for qualified students with disabilities. More information can be found by contacting the Office of the Dean of Students at 471-6259, 471-4641 TTY or online at: <http://www.utexas.edu/depts/dos/ssd/>.

With the exception of the grade and attendance policies, parts of this syllabus are subject to change with advance notice, as deemed appropriate by the instructor.

Design Faculty have many other commitments to the University in addition to their teaching responsibilities. The faculty are available to you several hours a week as well as during office hours. Conduct your class business during these regularly scheduled hours. Arrangement to meet with faculty outside of these hours should occur only in unusual circumstances.

Grade definitions

A

100–90 points Excellent.

Surprise yourself and the instructor; prolific work ethic; conceptual precision; investigative agility; honed & refined material resolution.

B

89–80 points Very Good.

Strong development and dedication; prolific work ethic; clear intentions; rigorous development; quality material resolution.

C

79–70 points Average.

Complete work; solid work ethic; predictable development; fair material resolution.

D

69–60 points Pass.

Complete work; poor work ethic; preconceived intentions; unresolved material resolution.

F

59–00 points Failure.

Insufficient work and commitment to the requirements of the studio.

Additional grade policy information can be found online at:
<http://www.utexas.edu/student/registrar/grades>

Distractions

Phones should be silent, placed in your bag and ignored. Do not use your phone in the classroom to text, make calls, peruse social media, engage apps, play games or any other activity *unless instructed otherwise*.

If there is an urgent matter, excuse yourself to the corridor just as you would for a restroom break.

Excessive distraction may count against your participation grade.