Art 302/303: Design & Type Methods

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Office Hours: by appointment only (through email).

Course Descriptions

Note: Art 302 (Design Methods) and Art 302 (Type Methods) will be taught as combined courses. However, it is important that you understand what is required for both courses and satisfy those requirements equally.

Art 303:

Development of image-making techniques and processes with the intention to communicate: graphic translation and representation, digital and analog processes, semiotics, design systems. Utilization of design fundamentals for composition and communication of visual form. RESTRICTIONS: For VC-BFA Majors only.

Art 302:

Development in use of typography for communication: grid systems, effects of context on legibility and readability, type in sequence, typographic systems and modernist grid compositions in publications, use of computer as tool for typographic projects, introduction to design theory as it applies to typography.

Zoom links for class meetings:

Art 303 (select Mondays and Wednesdays, see schedule)

Zoom link: https://udel.zoom.us/j/97331216481

Art 302 (select Tuesdays and Thursdays, see schedule)

Zoom link: https://udel.zoom.us/my/pigford

Communication:

Throughout the semester, please contact your professors directly if you have any concerns about your course grade or performance in the course.

Learning Objectives

These courses are designed to provide you with the opportunity learn how to:

- Compare and select appropriate media, tools and materials to create work specific to contexts and audiences.
- Evaluate various experimental processes to solve design problems, as part of your creative process.
- Actively use specific professional vocabulary to analyze and critique your own work and the work of other students.
- Differentiate and knowledgeably discuss the work of contemporary artists and designers who utilize media both on and off-screen.
- Use Typography in various contexts and for various purposes
- Identify individual strengths, learn team building and collaboration skills
- Further develop your personal creative practice and processes

Course Website / Canvas

www.udel.edu/canvas (you must log-in with your Udel ID and password). The combined courses will use the same canvas site for Art 302 (Type Methods).
This will be the "course website" for both courses. It will be used for distribution of assignments, course schedule, posting announcements, web links and grades.

Course Formats

With restrictions due to the pandemic, the format of these courses will be abnormal. The primary assignments will be distributed, discussed, reviewed and critiqued on Mondays or Wednesdays during Art 303's meeting time, online through zoom. Art 302's meeting times on Tuesdays and Thursdays will be used primarily for workshops on zoom. Pay attention to the schedule provided. It is important that you are understanding, flexible and open-minded throughout the semester.

Attendance

You are expected to attend all class meetings and other events related to this class and the Visual Communications program as a whole. Two unexcused absences, per course, are allowed, however your third unexcused absence will lower your final grade for that course by one letter grade. Every subsequent unexcused absence will

continue to lower your final grade for the course a whole letter grade. A signed doctor's note or other qualified documentation is required for your absence to be excused. It is your responsibility to communicate directly with your professors or the College of Arts and Sciences Dean's Office if you have personal reasons that prevent you from attending class.

Assignments

Assignments will be distributed throughout the semester and will include your responsibilities, requirements, schedule, and criteria for grade evaluation.

Required Textbook

You are required to purchase The History of Graphic Design, available online:
https://www.barnesandnoble.com/w/the-history-of-graphic-design-jens-muller/1128814389

Supplies, Materials & Working at Home

You are required to provide all materials and supplies that you need to complete the assignments. You are also expected to have set up a workspace at your home in order to complete the assignments and be the most creative you can be.

Documenting Your Work

You are required to accurately and sufficiently document all the things that you produce for this course. At the end of the semester you are required to turn in digital documentation of all process work and your final digital files and/or photographs of your final piece (if it is not 2-dimensional).

All digital files must be in the following formats:
InDesign: Export as a pdf, all fonts embedded, "high-quality print"
Illustrator: Save as a pdf, all fonts embedded, "high-quality print"
Photoshop: Save as a .tiff file (do not export/save for web as jpeg!)
Movie, After Effects, Final Cut Pro: Export as a Quicktime Movie, h264 compression
html (websites): Put entire folder structure (root folder) on disc