



江漢大學  
JIANGNAN UNIVERSITY

## Teaching and Assessment Plan

# Graphic Design & the Visual Word

**2018-2019 First Semester**

**Teacher: Dr Edit Csanák**

Name of course supervisor:

### **1. Propose and content**

This module aims to encourage students to begin the process of formulating their design views and working methods. Assignments will be complex and challenging. Students will be expected to focus on exploiting their particular strengths, be they illustrative or typographic, stylized or accurate.

The semester will begin with (further) developing of visual observation and manual capabilities of students; analysis of the visible world, understanding of the visual cognition process, clarifying the concepts of realistic representation and stylization and understanding the difference between them. Students will be expected to focus on exploiting their particular strengths, by using analogue tools, in combination with digital ones. They will be supposed to explore their ideas in a series of designs strengthen their overall holistic approach to graphic design, by confident application of elements and principles of design.

As a second part of the course, typography will be introduced as a core subject within graphic design; micro and macro aspects of typography, demonstrating the versatility and diversity of typography's artistic and practical application. Exploration of the relationship between the verbal word and written text, and between the visual word and the graphics image are core elements of these content of the subject.

### **2. Assessment resume**

**Note: All projects should be integrated in personal portfolio.**

Assessment is continuous throughout the semester. The student is introduced to the assignments at the beginning of the module. This is a staged assessment. Each assignment will be broken up into phases of the evaluation criteria pending its requirements:

1. Research & Methodology; 2. Design Strategy & Design Solution; 3. Results & Visual Presentation.

**Stage 1 - Exercise: Figural composition:** Graphic composition with stylized figural objects.

**Method:** Stylization, abstraction, imagination, geometrization

**Perception:** Series of paper based mixed media designs, 3 x A3 format including the passepartout (mat).

**Means:** Analogue tools (80%), digital tools 20%.

**Formative:** Home exhibition.

**Phases:** 1. Research of a human figure in movement (sketching). Stylization of the figure (freehand drawing). 2. Development of a concept for a series of designs (3xA3). Creation of a graphic design series using primarily analogue tools (80%). Modification of the forms and expression of aesthetic and artistic skills producing series of images. Postproduction, adjustment or manipulation of the artworks, and their documentation by using digital tools (20%). 3. Visual presentation of the results. (PDF of the achievements for documentation + Submission of the hard copy for a prompt home exhibition).

This assessment should contain weekly class work, research and development toward the assignments in this module.

**Stage 2 - Exercise: Identity design.** – Designing a label system for an imaginative fashion brand.

**Method:** Emphasize, Define, Ideate, Elaborate.

**Perception:** Elaboration of the work phases that including the worksheets of final designs.

**Means:** Digital tools 100%.

**Formative:** Project documentation.

**Phases:** 1. Research on label types, sizes, quality and provisory possibilities. Font types, styles, paper, materials used for this purpose, etc. 2. Development of a concept: graphic design series for a 10 pc label-collection made with Ai, Ps, Cdr, etc. Preparation of detailed graphic worksheet for each type of label. 3. Elaboration of the results in Word/PDF document.

**Stage 3 - Final Exam: Graphic design for consumer goods.** – Identity design and graphic design for fashion goods (for an imaginative fashion brand).

**Method:** Emphasize, Define, Ideate, Prototype, Test, Elaborate.

**Perception:** PPT presentation, posters, mock-ups

**Means:** Digital tools, with additional use of analogue ones per individual possibilities.

**Formative:** Hard copy project portfolio.

**Detailing of the assessment:** Graphic design for fashion T-shirt, with further development of the identity designs. Consistent development of the individual projects (or completing some past project left incomplete) to a complex design project, with the compound use of the results from the Stage 1 and Stage 2, with emphasis on putting the experimental methods into practice.

**Phases:** 1. Designing of screen prints and/or other decoration with application of the motifs from Stage 1. (3 pc) Preparation of artworks presented on figure, preparation of fashion flats for T-shirts, application of decoration on the artwork, preparation of graphic worksheets for the decoration (screen print, embroidery, etc.) with detailed instructions for

entire shape, colour, size etc. 2. Development of the label system (textile labels, paper hangtags, stickers etc.) from Stage 3. Application of labels at the artwork. 4. Preparation of graphic worksheets for entire type (screen print, embroidery, etc.) with detailed instructions for size, colour etc.

Hard copy project documentation must contain detailing of: 1. Research & Methodology; 2. Introduction to Design Strategy & Design Solutions; 3. Final Results.

In this module, students will be able to develop and construct an individual project of their choice from the beginning of the module. This final project should be presented with:

- Project documentation electronically submitted in form of PDF document before the exam + Hard copy of the project documentation + Mock-up or prototype (if available).

### **3. Assessment contents and grading:**

1. Figural composition – 3 pc. Series of designs, prepared min 80% manually. Format: A3. Type of work: Weekly Classwork + Individual Work. **Deadline: Week 6. Grade = 20%** of total Class evaluation.

Requirements: The artworks should be made on A3 plain paper (any colour, finishing or quality) on which the student places his/her design ideas according to the general aesthetic requirements to work, and by application of the categories supporting the visual cognition (see: elements and principles). Artworks should be made by hand, digital media is allowed for postproduction, eventual adjustment/manipulation and digitalization of the artworks.

2. Identity design – Type of work: Individual. Formats: Graphic designs prepared for an imaginarily brand by usage of a graphic designer software (Ai or Cdr preferred). **Deadline: Week 10. Grade = 30%** of total evaluation

Requirements: The identity design should be made for one imaginary brand choosing purpose of the label, with integrated application and evaluation of typography principles learnt on the classes.

3. Final Exam: Graphic design for consumer goods. Type of work: Individual Work. Formats: Hard copy project documentation with introduction of use of the digital media (AI, PS, CDR etc.), and mock-ups, prototypes, samples etc. if created. **Deadline: Week 17. Grade = 100%** (40% of final evaluation)

Requirements: Students should deliver an individual project prepared with compound use of the results from the Stage 1 and Stage 2, with emphasis on putting the experimental methods into practice. Project should be done with professional standards of quality.

4. **Attendance: 10%** of class evaluation. Attendance is checked every day 3x a day.

#### 4. Teaching time and planning

This module is taught in J17C206 classroom in the School of Design of Jiangnan University. Classes taken place according the class schedule.

Name of the course	Total teaching hours of the course	Credits	Teaching hours						Name of textbook	Code
			Weeks	Hours/week	Total hours	Lectures	Practical work	Tutorial and critics		
Graphic Design & The Visual Word	80	5	20	4	80	21	17	42	Gomez-palacio – Vit: <b>Graphic Design, Referenced</b> Dabner – Stewart – Zempol: <b>Graphic design school</b> Evans – Thomas: <b>Elements of design</b>	DESN06013
Week	Date	Teaching Contents	Teaching Mode		Notes					
			Lecture	Practical work						
1.	4 Sep.	Introduction to the module objectives and graphic design: What is Graphic Design? Function. Role of the Designer <b>Prezi 1/14: INTRODUCTION TO GRAPHIC DESIGN PRACTICE – INTRODUCTION TO STAGE 1 EXERCISE: Figural Composition.</b> Development of aesthetic sensibility towards design. Enhancing observation and manual skills of the students. Sketching and drawing: human figure in movement.	2	4	2					
	7 Sep.									
2.	11 Sep.	Artistic & visual contexts of graphic design: How the elements of time and place influence the visual characteristics, content, purpose and the visual message of the work. Aspects of the visuality. The information transition: the creator, the recipient and the wording of the message. <b>Prezi 2/14: ELEMENTS OF ART &amp; INTRODUCTION TO THE PRINCIPLES (Part 1)</b> <b>EXERCISE 1:</b> Construction and representational drawing.	1	2	1					
	14 Sep.	Elements art and introduction to the principles of design. <b>Prezi: 2/14: ELEMENTS OF ART &amp; INTRODUCTION TO THE PRINCIPLES (Part 2)</b> <b>EXERCISE 1:</b> Simplification drawing. Examination of the term ‘stylization’.	1	2	1					

	18 Sep	Evolution of graphic design. <b>Prezi 3/14: HISTORY OF GRAPHIC DESIGN</b> <b>EXERCISE 1:</b> Stylization. Brainstorming, drafting of the possible Graphic composition with stylized objects	<b>2</b>	<b>1</b>	<b>1</b>
<b>3</b>	21 Sep	Application of the design principles in graphic design. Principles of visual arts and graphic design supporting the visual comprehension. <b>Prezi: 4/14: EXPLORING AND THE 14 PRINCIPLES OF GRAPHIC DESIGN</b> <b>EXERCISE 1:</b> Delivery of choices to the teacher. Development and expression of aesthetic and artistic skills.	<b>1</b>	<b>2</b>	<b>1</b>
<b>4</b>	25 Sep	Graphic Communication: Communication techniques. Symbol terms, symbol systems. <b>Prezi 5/14: ANATOMY OF THE SYMBOLS</b> <b>EXERCISE 1:</b> Working out of the final artworks.	<b>1</b>	<b>0</b>	<b>3</b>
<b>5</b>	-	<b>(Break)</b>			
<b>6</b>	9 Oct	<u><b>SUBMISSION OF EXERCISE 1:</b> Delivery of the ready series to the Teacher. Evaluation. Home exhibition.</u> Identity design, Branding, Collateral design, Environmental Design, Iconography, Information Design, Editorial Design, Poster Design, Packaging, Interactive Design. <b>Prezi 6/15: DISCIPLINES OF GRAPHIC DESIGN</b> <u><b>INTRODUCTION TO STAGE 2 EXERCISE:</b> Identity design.</u> Analysis of the examples presented by the teacher.	<b>1</b>	<b>0</b>	<b>3</b>
<b>7</b>	16 Oct	Practice on shelves and identity: Graphic design & branding of consumer goods. Practice on walls: Evolution of poster and advertisement design. <b>Prezi: 7/14: PRACTICE ON SHELVES &amp; WALLS</b> <b>EXERCISE 2:</b> Research, possibilities on font types, styles, paper, and materials used, etc. Development of a concept.	<b>2</b>	<b>2</b>	<b>0</b>
<b>8</b>	23 Oct	Elements of design applied in typographic design. Anatomy and classification of the fonts. Typesetting, Genealogy. Classification of the fonts. <b>Prezi 8/14: PRINCIPLES OF TYPOGRAPHY</b> <b>EXERCISE 2:</b> Delivery of the concept to the teacher, discussion of the concepts. Tutorial sessions.	<b>1</b>	<b>2</b>	<b>1</b>
<b>9</b>	30 Oct	Practice on newsstands: The world of Journals and Magazines. History of Journals. <b>EXERCISE 2:</b> Development of a concept. Working out series graphic designs and graphic worksheet of the labels. <b>Prezi 9/14: KNOWLEDGE ON PAPER 1</b>	<b>1</b>	<b>1</b>	<b>2</b>

<b>10</b>	6 Nov	<u><b>SUBMISSION OF EXERCISE 2:</b> Delivery of the ready project documentation the class coordinator and Teacher. Evaluation.</u> Theories of image and text. Principles of graphic design for further consideration: The White Space. The colour, the colour palette and the colour rendition. The gradient. Anatomy of the page layout. The grid. Hierarchy. <b>Prezi 10/14: ANATOMY OF THE PAGE LAYOUT</b>	<b>1</b>	<b>0</b>	<b>3</b>
<b>11</b>	13 Nov	Print production methods, finishing. Printing and publishing technology. <b>Prezi 11/14: PRINT PRODUCTION &amp; PUBLISHING TECHNOLOGY</b> <u><b>INTRODUCTION TO STAGE 3 - FINAL EXAM PROJECT:</b> Graphic design for consumer goods. Introduction to the final exam project, and its requirements.</u>	<b>2</b>	<b>0</b>	<b>2</b>
<b>12</b>	20 Nov	Practice on shelves: The Books. Calligraphy & Typography. <b>Prezi 12/14: KNOWLEDGE ON PAPER 2</b> <b>EXERCISE:</b> Practice of writing by hand on the basis of study of traditional way of handwriting <b>STAGE 3:</b> Tutorial sessions for students work to follow up.	<b>2</b>	<b>1</b>	<b>1</b>
<b>13</b>	27 Nov	Design for packaging. Knowledge on-line. Developments in computer technology. <b>Prezi 13/14: DESIGN PRACTICLES</b> <b>STAGE 3:</b> Tutorial sessions for students work follow up.	<b>1</b>	<b>0</b>	<b>3</b>
<b>14</b>	4 Dec	Introduction to famous representatives of design. Role of design in the changing social scenario. <b>Prezi 14/14: REPRESENTATIVES OF DESIGN (Part 1)</b> <b>STAGE 3:</b> Tutorial sessions for students work follow up.	<b>1</b>	<b>0</b>	<b>3</b>
<b>15</b>	11 Dec	<b>Prezi 14/14: REPRESENTATIVES OF DESIGN (Part 2)</b> <b>STAGE 3:</b> Tutorial sessions for students work follow up.	<b>1</b>	<b>0</b>	<b>3</b>
<b>16</b>	18 Dec	<b>Preparation of the submission of STAGE 3</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>17</b>	25 Dec	<u><b>SUBMISSION OF STAGE 3:</b> Delivery of the ready project documentation to the Teacher. Evaluation.</u>	<b>0</b>	<b>0</b>	<b>4</b>
<b>18</b>	-	<b>(BREAK)</b>			
<b>19</b>	8 Jan	<b>Installation and equipping of the home exhibition</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Total:</b>			<b>21</b>	<b>17</b>	<b>42</b>