ART 2313 Design Communication I
CSAT 2316 Computer Layout Design
JOUR 3302 Layout and Design

9–10.50am, **Monday, Wednesday, and Friday** | August 25–December 11, 2014 | Room BAB 303
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Office Hours: **MW: 8-9am**   **TR: 2-4pm**   and by appointment

Course Introduction
This class will teach you the basics of graphic design, and how to design for print and interactive documents.

Learning Objectives
In this course, you will:

- Be introduced to the basics of graphic design, through presentations, discussions, and exercises.
- Gain an understanding of how to design for print (books, magazines, newspapers, posters, etc.).
- Explore how print design can be applied to interactive publications, and create your own interactive documents.
- Learn how to use Adobe Illustrator, Adobe InDesign, and other related software.

Grading and Evaluation
You will be graded on the following:

1) **Projects (60%)** : Various exercises where you will learn the basics of graphic design, plus print and interactive layout. With the exception of project #15, and the final project, these projects will be graded pass/fail.
2) **One Semester-long project (10%)** : The project you do depends on which class you take. Details can be found in the Projects document. Both projects do require you to work with a client.
3) **Final Project (15%) :** You will take an old magazine and turn it into an interactive document in InDesign. This is due midnight, December 7.
4) **Attendance and Participation (15%)** : Being present in class, arriving on time, paying attention, respecting your fellow students and the professor, all count towards this part of your grade.

All projects must be emailed before the start of class, the day of the deadline. **Anything received from 9.01am onwards will automatically fail. Not completing all components of a project will also result in a fail grade. If you are unsure about the details of a project, please email me.**

Materials and Text
- 4GB (at least) jump/flash drive to store your work.
- No textbook is required for this class, though a subscription to Adobe Creative Suite is strongly advised.

Each student is given space to store their work on the Sul Ross server. However, it is important you also save your work to another location too. Please ensure you back up your work.

Software Availability
For this class will be using several components of the Adobe Creative Suite – Illustrator CC, InDesign CC, and possibly Photoshop CC. We will also be using Microsoft Excel for one project.

I recommend subscribing for the length of the semester to access the Creative Suite on your personal computer. Copies of Illustrator, InDesign, and Photoshop should be available in BAB 302-303, the ACR computer lab, and FAB 207.

We will be working in a computer lab but, if you wish, you may work from a personal laptop.

Rules and expectations
Attendance is **compulsory**. If you must miss a class for a school-related activity, the absence must be discussed (and arrangements made regarding coursework) **prior to the absence**. If you must miss a class for an emergency or illness, please contact me **by email or phone as soon as possible**. Nine absences result in you being dropped from the course

with a grade of "F" as per Sul Ross State University policy. **Eight unexcused absences** will result in a **zero** for your attendance and participation grade. Arriving to class **on time** is also essential – arriving more than 15-minutes late **two** times will equal one absence. Leaving before the end of class will result in you being marked absent for that day.

Below is a guide to how much each absence impacts your attendance and participation grade:

- One (1) unexcused absence: - 10%
- Two (2) unexcused absences: - 20%
- Three (3) unexcused absences: - 30%
- Four (4) unexcused absences: - 40%
- Five (5) unexcused absences: - 50%
- Six (6) unexcused absences: - 60%
- Seven (7) unexcused absences: - 70%
- Eight (8) unexcused absences: - 100%
- Nine (9) unexcused absences: FAIL

Unauthorized use of a cell phone in class, lack of respect for another student or the professor, wearing earphones or earbuds in class outside of project time, and any other behavior I consider disruptive to the class will result in you being marked absent for that day in class.

Late work will not be accepted. Work cannot be resubmitted.

Plagiarizing, cheating, or any other dishonest behavior in the classroom will not be tolerated. If discovered cheating, you will automatically receive an F for that project, as well as a zero for your attendance and participation grade. Rules and regulations regarding plagiarism, dishonesty, and other issues concerning classroom participation can be found in University Rules and Regulations and Student Handbook. This course will abide by these established policies. A student found to be engaging in these activities will be penalized to the full extent of Sul Ross State University policy.

ADA Needs

It is Sul Ross State University policy to provide reasonable accommodations to students with disabilities. If a student would like to request such accommodations because of a physical, mental, or learning disability, please contact the ADA Coordinator in the Ferguson Hall, room 112 or call (432) 837-8691. Please relate all requests for special accommodations to the instructor by the third class period.

Please note that this syllabus is subject to change.

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Course Schedule
WEEK ONE: **AUGUST 25 – 29**

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M 25   Class overview and syllabus review.

        Homework: *You will be assigned a number of graphic design styles in class. You are to find three examples for each of the graphic design styles you are assigned and place them into a PowerPoint presentation. For instance, if you were assigned Futurism, Art Deco, and Modernism, you would produce a nine-slide presentation. Be prepared to talk about each image you show to the class.*

W 27   Brief history of graphic design. Student presentations

F 29   Student presentations

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WEEK TWO: **SEPTEMBER 3 – 5**

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M 3   LABOR DAY

W 5   **Line.**

        Project 01: Use Illustrator to trace one of the Botticelli paintings provided.

        Homework: *Come to next class with at least four photos of a building, vehicle, and animal.*

F 7   **Form (Shape). Figure/ground.**

        Project 02: Convert your three best photographs (building, vehicle, and animal) into shapes using Illustrator or Photoshop. You may use as many inks as you like must produce a fairly simple design.

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WEEK THREE: **SEPTEMBER 8 – 12**

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M 8   ---**Projects 01–02 due today**---

        Value. Texture.

        Project 03: Create monochromatic textures for a series of words. Details in the projects document.

W 10   **Color.**

        Project 04: Experiment with your four shape illustrations from Project 02 to create cool, warm, analogous, and complementary color schemes.

F 12   **Symmetry and asymmetry.**

        Project 05: Use simple shapes and single letterforms to first create a symmetrical design, and then an asymmetrical design.

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WEEK FOUR: **SEPTEMBER 15 – 19**

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M 15   ---**Projects 03–05 due today**---

        Balance.

        Project 06: Use simple shapes and letterforms to illustrate the statements in the Projects document.

W 17   **Emphasis.**

        Project 07: Using any four letterforms, apply each of the statements in the projects document to create a focal point. Choose your best four and put them onto one 8 ½ x 11-inch document.

F 19   Work on projects 06–07.

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WEEK FIVE: **SEPTEMBER 22 – 26**

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M 22   ---**Projects 06–07 due today**---

        Space.

        Project 08: Create ten rectangles with the numbers 1-10 inside them and convey a sense of 3-D space on the page.

W 24   **Motion.**

        Project 09: Illustrate the series of words from the Projects file to convey a sense of motion.

        Homework: *Come to next class with two interesting pieces of graphic design in a JPEG format and be prepared to talk about them. One good source is* www.creativereview.co.uk/cr-blog *but there are many other sources.*

F 26   **Unity.**

        Student presentations

WEEK SIX: **SEPTEMBER 29 – OCTOBER 3**

M 29   ---**Projects 08–09 due today**---

Pattern. Repetition.

Project 10: Create three patterns using specific images.

W 1   **History of typography.** Type Anatomy. Type families.

Project 11: Word Exercise.

F 3   Continue working on projects 11-12.

WEEK SEVEN: **OCTOBER 6 – 10**

M 6   ---**Projects 10–11 due today**---

Type pairings. Kerning (letterspacing). Tracking (word spacing). Leading (line spacing).

Exercise: Play the Kerning game at *http://type.method.ac/*

HOMEWORK: come to the next class with photos of eight things to do in either Marfa, Alpine, Ft. Davis, or Marathon, and cutlines (captions) for each activity.

W 8   **Introduction to InDesign.** Setting up a new document. Placing text and images. Character, paragraph, and object styles. Preflight and exporting. Modular design. Anchor images.

Project 12: Best of Alpine/Marfa/Ft. Davis/Marathon.

F 10   **Master Pages.** Adding guides and a grid. Applying Master frames to pages. Adding, deleting, and rearranging pages. Overriding Master page elements. Adding and flowing text.

WEEK EIGHT: **OCTOBER 13 – 17**

M 13   ---**Project 12 due today**--

Project 13: Grimms' Fairy Tales. Layout a TOC (table of contents), two stories, and a title page.

W 15   Continue working on Grimms Fairy Tales exercise.

F 17   Layers. Reshaping a text frame. Multiple columns. Text frame options. Text wrap and detect edges. Rounded corners. Object Alignment.

Project 14: Grid Exercise.

WEEK NINE: **OCTOBER 20 – 24**

M 20   ---**Projects 13–14 due today**---

Baseline grid. Leading. Space before and Space after in paragraph panel. Alternate glyphs. Adding an "end of story" character, and fractions. Creating a straddle head. Balancing columns. Hanging punctuation. Drop caps. Rules above a paragraph.

Project 15: Newspaper front page design.

W 22   Continue working on newspaper front page.

F 24   Continue working on newspaper front page.

WEEK TEN: **OCTOBER 27 – 31**

M 27   ---**Project 15 due today**---

Tables and cells. Importing table data from Excel and Word. Adding and deleting rows. Merging cells. Adding borders and fills. Adjusting row height and column width. Styles.

Project 16: Design a Personal Daily Schedule table

W 29   Continue working on your table designs.

F 31   Interactive magazine research.

Homework: Come to next class with ten (10) photos of your daily routine.

WEEK ELEVEN: **NOVEMBER 3 – 7**

M 3   ---**Project 16 due today**---

Introduction to InDesign's interactive elements.

Project 17: A Day in My Life interactive photo essay

W 5   Continue working on your interactive essay.
F 7   Continue working on your interactive essay.

<div align="center">WEEK TWELVE: NOVEMBER 10 – 14</div>

M 10   ---**Project 17 due today**---
           Project 18: Best of the Year
W 12   Continue working on Best of the Year
F 14   Continue working on Best of the Year

<div align="center">WEEK THIRTEEN: NOVEMBER 17 – 21</div>

M 17   ---**Project 18 due today**---
           Project 19: Poster Design
W 19   *Project 19:* Poster Design
F 21   ---**Project 19 due today**---
           Final project: Magazine design

<div align="center">WEEK FOURTEEN: NOVEMBER 24</div>

M 24   *Final project:* Magazine design
W 26   *THANKSGIVING BREAK*
F 28   *THANKSGIVING BREAK*

<div align="center">WEEK FIFTEEN: DECEMBER 1 – 3</div>

M 1   *Final project:* Magazine design
W 3   *Final project:* Magazine design.
           Magazine due by midnight, December 7.

<div align="center">WEEK SIXTEEN: DECEMBER 8-12</div>

M   EXAM WEEK. Present your magazine design to the class at **10am**, on **Monday, December 8.**

ART 2313 Design Communication I / CSAT 2316 Computer Layout Design /JOUR 3302 Layout and Design
PROJECTS

JOUR 3302 Project

Students taking this class as *JOUR 3302 Layout and Design* must find a client who needs a document (a brochure, pamphlet, magazine, etc.) revised or created. Interview your client to gather text, imagers, etc. and build a new document in InDesign.

DATES

WEEK 2: Find a client and gather material. Project **must** *be approved by the professor.*

WEEK 3: Decide on a format and begin designing a rough draft.

WEEK 10: Get feedback from client regarding draft. Share client notes with professor.

WEEK 13: Revise according to client requests.

WEEK 15: Present document to class (exam week).

ART 2313 Design Communication I /
CSAT 2316 Computer Layout Design Projects

Students taking this class as *ART 2313 Design Communication I / CSAT 2316 Computer Layout Design* must find a client to design a poster for.

DATES

WEEK 2: Find a client and gather material. Get all text, logos, etc. Poster **must** *be approved by the professor.*

WEEK 5: Begin sketching out poster drafts in pencil on paper. You must have a minimum of 3 comps. Email these to the professor by the end of Week 5.

WEEK 10: Get feedback from client regarding draft. Share client notes with professor.

WEEK 13: Revise according to client requests.

WEEK 15: Present poster to class (exam week).

<mark>Project #1: Line Exercise</mark>

Choose a Botticelli portrait from the examples provided. Using Adobe Illustrator, manually trace and reconstruct the painting using varying weights (thickness) of line. You may use one ink. Live Trace must not be used.

This project is Pass/Fail and must be emailed as a JPEG (File > Export…) to adumitrescu@sulross.edu no later than the start of class, **September 8.**

<mark>Project #2: Form (shape)</mark>

Take at least four (4) photographs of the following three subjects and manually draw them in Illustrator or Photoshop as simple but recognizable forms:
   * a building   * a vehicle   * an animal.

You may use as many inks as you wish, but remember the point is to create a relatively simple illustration from each photo. It's highly recommended that you create new layers for each color you introduce to each illustration.

Blue Nude II, Henri Matisse

This project is Pass/Fail and must be emailed as a JPEG (File > Export…) to adumitrescu@sulross.edu no later than the start of class, **September 8.**

Project #3: Texture

Using digital or traditional means, illustrate the following words using an appropriate monochromatic (one color, multiple shades) texture:

1) Hairy 2) Messy 3) Rough 4) Soft 5) Decayed 6) Wet

This project is Pass/Fail and must be emailed as a JPEG (File > Export…) to adumitrescu@sulross.edu no later than the start of class, **September 15.**

Project #4: Color

Taking the form (shape) illustrations you created for Project #2, produce four color versions for each of your images. The color schemes you are to use are:

1) Cool 2) Warm 3) Monochromatic 4) Complementary

This project is Pass/Fail. You do not have to send me all 16 images – I'll review the others in class. Place your favorite four images (from a total of 16) onto an 8 ½ x 11-inch document and email as a JPEG to adumitrescu@sulross.edu no later than the start of class, **September 15.**

Project #5: Symmetry and Asymmetry

Create a symmetrical design using multiple copies of a single letterform and basic geometric shapes (triangle, rectangle, and circle) in Illustrator or InDesign. You may use two inks, as well as the color of your page. Once you have completed this exercise, save it, and then use part of your symmetrical design to build a new asymmetrical design. Both symmetrical and asymmetrical designs must be relatively complex in order to pass.

This project is Pass/Fail. Place both designs onto one 8 ½ x 11-inch document and email as a JPEG to adumitrescu@sulross.edu no later than the start of class, **September 15.**

Project #6: Balance

Use simple shapes to illustrate the following four statements in Illustrator or InDesign.

- A single shape can balance several shapes.
- A large shape can be balanced by a group of smaller shapes
- A dark shape can be balanced by a larger, lighter shape.
- A large, flat shape can be balanced by a smaller, textured shape.
    (*From* ARNSTON, AMY E, "Graphic Design Basics", Wadsworth, USA, 2003, 4th ed. - p75)

This project is Pass/Fail. Copy your four balance images onto one 8 ½ x 11-inch document and email as a JPEG to adumitrescu@sulross.edu no later than the start of class, **September 22.**

Using any four letterforms, apply each of the following thirteen statements to create a focal point:

- Make it brightest
- Make it a different color
- Make it in color if everything else is black and white (or vice-versa)
- Make it go in a different direction
- Position it differently
- Give it a texture or a texture different from all the other elements
- Arrange all the elements to lead to it
- Make it a different shape from the other elements
- Isolate it
- Make it clear and the other elements hazy
- Reverse it
- Make it an opaque color, and the other colors transparent
  (*From* LANDA ROBIN, "Graphic Design Solutions", OneWord Press, USA, 2001, 1th ed. – p26)

This project is Pass/Fail. You will end up creating 13 designs. Copy your best four designs onto one 8 ½ x 11-inch document and email as a JPEG to adumitrescu@sulross.edu no later than the start of class, **September 22.**

Project #8: Space
In Illustrator or InDesign, build ten rectangles, each containing the numbers 1-10. Create a design where you give a sense of depth to each of the ten shapes. Tools are size, position, perspective, and value.

This project is Pass/Fail. Email your 8 ½ x 11-inch document as a JPEG to adumitrescu@sulross.edu no later than the start of class, **September 29.**

Project #9: Movement
Illustrate the following words to convey a sense of their motion. Letterforms and color are the **only** tools you may use. No graphics, shapes, or any form of representation. Illustrator or Photoshop may be used for this project. While Photoshop and Illustrator filters are an easy solution to some of these, please try to come up with a more elegant typographic solution. Size, color, style, and position of individual letterforms can convey a lot of meaning.

1) Fast 2) Swing 3) Bounce 4) Crash 5) Explode 6) Zoom in (or zoom out)

This project is Pass/Fail. Copy your images onto one 8 ½ x 11-inch document and email as a JPEG to adumitrescu@sulross.edu no later than the start of class, **September 29.**

Project #10: Pattern and Repetition

Find at least five high-quality photographs representing the following four subjects and create three patterns using as many or few of the images as you like. Scaling and cropping are essential for this project – just be sure to hold down shift when scaling to ensure a proportional scale. A good image source is the Creative Commons section at www.flickr.com (found in the Advanced Search settings).

* Comic book panel, * German Expressionist woodcut, * Japanese sculpture, * Paleolithic art.

This project is Pass/Fail. Select your strongest design and email it as a JPEG to adumitrescu@sulross.edu no later than the start of class, **October 6.**

Project #11: Visual Meaning of Words

Use typeface, position, size, style, and color to illustrate the meaning of the following words. Only letterforms and colors may be used – nothing else is allowed.

1. Mighty.
2. Fresh.
3. Confident.
4. Tacky.
5. Meek.
6. Festive.
7. Scatter.
8. Crushed.
9. Bang!

This project is Pass/Fail. Copy your designs onto one 8 ½ x 11-inch document and email as a JPEG to adumitrescu@sulross.edu no later than the start of class, **October 6.**

Project #12: Best of Alpine/Marfa/Ft. Davis/Marathon

Research the kind of things a tourist might consider doing in one of the local towns. Take well lit, well composed photographs of EIGHT things to do and bring them to class on a flash drive.

Suggestions for Alpine include visiting Plaine Coffee Shop, walking on Hancock Hill, visiting the Museum of the Big Bend, having lunch at CowDog, strolling through downtown, watching a baseball game, catching a movie at Rangra Theaters, seeing a play performed by Theater of the Big Bend, etc.

1. Set up a standard letter-sized page (8½- by 11-inches) in either portrait (tall) or landscape (wide) format. You may use color.
2. Choose five images and layout your photographs carefully. Use modular design when building your page. You **must** have an anchor image, i.e. a larger image that the other images fit around.
3. EVERY image must have a cutline (caption).
4. Your page must also include the following headline: "5 Things to do in Alpine." Change this if you selected another town.

Think about layout for this project. How do you use color, typography, placement, scaling and cropping of imagery to convey a lot of information and yet have it easily read and well organized? Colored backgrounds, bright headlines, a modular design, and so on are tools that all can help.

Objectives for this project include:

- Strong, clear photographs and information
- An easy to follow layout
- Good use of color
- Appropriate use of typography

This project is Pass/Fail. Email your final design as a PDF to adumitrescu@sulross.edu no later than the start of class, **October 13.**

Project #13: Grimms' Fairy Tales

Layout a TOC (table of contents), two stories, and a title page using the provided Grimms' Fairy Tales text. Each page of the publication should measure 5"x7", with a full spread measuring 10"x7". Remember that you MUST include and set up the following:

- Page numbers
- Character, paragraph, and object styles
- Black and white engravings or woodcuts
- A header
- Drop caps
- Paragraph separations (indents or line breaks)

Objectives for this project include:

- Careful consideration of text positioning, style, and consistency
- Appropriate art that is sufficiently high-resolution
- A well-designed title page
- A TOC that is easy to read

This project is Pass/Fail. Email your publication as a PDF to adumitrescu@sulross.edu no later than the start of class, **October 20.**

Project #14: Grid Exercise (from *http://www.thinkingwithtype.com/contents/grid/#Project:_Modular_Grid*)

Use a modular grid to arrange a *selection* of William Shakespeare's sonnets (file can be found on Blackboard). Begin by setting up an 8x8-inch grid in InDesign and use just one size of type and flush

left alignment only. To make the project more complex, begin adding variables such as weight, size, and alignment. Now add the following:

• A page number   • *(optional)* Rules, lines

• One or two line-art illustrations   • *(optional)* Borders

• A drop cap

This project is graded pass/fail and must be emailed as a JPEG to adumitrescu@sulross.edu no later than the start of class, **October 27.**

Build the front page of a special edition of the *Jackrabbit Gazette* newspaper, dealing with the West Texas Fires from 2011.

Download the *fire-stories.zip* from blackboard and save them to your personal disk space.

Images for your page can be found at by performing a Google image search for "West Texas Fires", or by exploring local news sites, such as www.marfapublicradio.org and www.bigbendnow.com.

Using InDesign, set up a tabloid (11- x17-inch page). A **six-** or **twelve-column layout** will give you a good design framework.

You MUST have the following:
Paragraph styles
- **Body Text** – This will be the majority of the text on the page. Use a serif typeface, such as Times New Roman, Garamond, or something similar. For size, I'd suggest 10- or 11-point.

- **Headline** – Find a typeface that compliments the body text. It also needs to be prominent and larger that the body text.

- **Cutline** – Captions for photographs should stand out from the other elements on the page. They can be a different typeface, and may be italicized and/or bolded. They may also be one or two point sizes smaller than the body text.

Object styles
- **Photo** – Decide on an object style for art that you use. A thin black frame? Drop shadow?

Elements that MUST be included:
- Flag (name of the newspaper in a distinctive style. Sometimes includes a piece of art too.)

- Date (April 20, 2011)

- A *selection* of the stories, including the byline. You do not have to use them all but try to use as many as possible.

- Jumps to continue the story on another page. You don't have to include the entire text of each article and instead can break the article up with the line "*continued on page…*" Be sure to use a different style to make the jump stand out. Italics are usually enough.

- One anchor image, plus as smaller images. Be sure to include photo credits.

Please note that **this project will be graded from 0-100%** and is broken down as follows:

- Modular design – 30%
- Your own paragraph and object styles – 40%
- Headlines that do not run into each other – 10%
- Strong photo choices, laid out well – 20%

This project is graded from 0-100% and must be emailed as a PDF to adumitrescu@sulross.edu no later than the start of class, **October 27.**

Project #16: Personal Daily Schedule table

Begin by creating a weekly schedule for you or someone else in Microsoft Excel. Below is an example table without any formatting Note that you need to have all seven days of the week, and 24-hour separations. Feel free to begin with any day of the week, and anywhere on the 24-hour clock. Now, fill in each cell with an activity – e.g. Sleep, Breakfast, Layout and Design class, etc. Every cell must be filled. Most importantly, DO NOT apply any formatting in Excel.

When your data is filled, import the table into an 8.5x11-inch document in InDesign. Now is when you can apply all kinds of formatting to make the table easy to read – color cells and text, change typefaces, include graphics if appropriate, use text styles such as bold, italics, and so on.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6am							
7am							
8am							
9am							
10am							
11am							
12pm							
…							
5am							

This project is Pass/Fail. Email your table as a PDF to adumitrescu@sulross.edu no later than the start of class, **November 3.**

Project #17: A Day in My Life

Using yourself or someone else as a subject, take 10 photos showing a typical day in that person's life.

Bring the photos into InDesign and build an interactive slideshow that uses forward and back buttons to proceed through the story.

Each image needs to have a caption, which can be as simple as one word. Note that every caption must animate onto the page (it can be as simple as a fade in).

Objectives for this project include:

- Create navigation buttons that are easy to use and CONSISTENT. Design a style and position for your buttons and duplicate them so that they're in the same place for EVERY slide. Not doing so will immediately fail the project!
- Consider cropping and enlarging your photos.
- Be brave with the size and layout of your text and imagery. Use this exercise to experiment with type and image.

This project is Pass/Fail and must be emailed as a Flash file (File > Export… >Flash Player (SWF)) to adumitrescu@sulross.edu no later than the start of class, **November 10.**

Project #18: Best of the Year

Build an interactive guide for your favorite year (visit www.wikipedia.org and enter the year to find the information you need). Set up an interactive document that measures 1024 x 768.

Separate the document into the following categories:

- A simple animated introduction screen that lasts no more than 3-seconds. Any more will cause your project to fail!
- Three News Stories
- Three Movies
- Three Novels
- Billboard Top 10 songs for that year
- A navigation screen that links to all of the above

Each novel, movie, and news story should have their own page. Try to fit all 10 songs onto one page.

Objectives for this project include:

- Good navigation that allows the user to get to anywhere in the document from any page.
- An interesting design. Try to have a similar theme throughout each section.
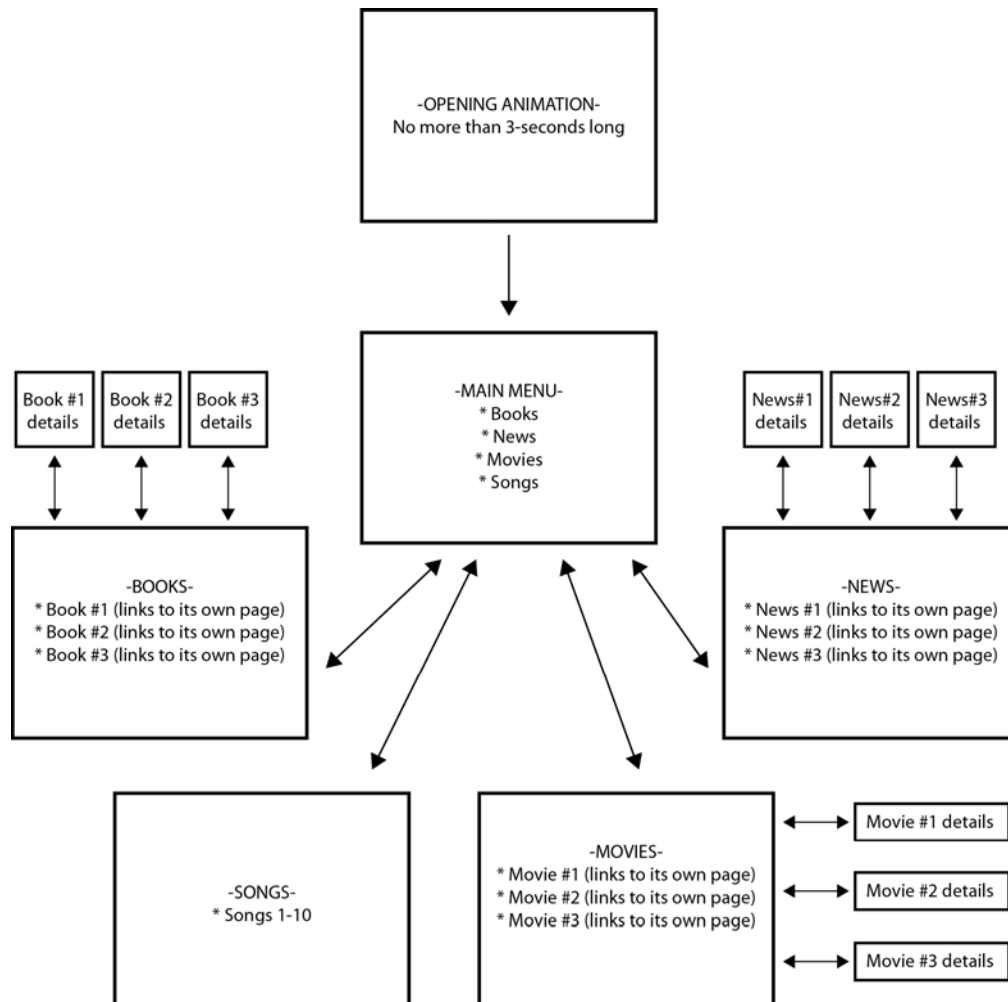
This project is Pass/Fail and must be emailed as a Flash file (File > Export… >Flash Player (SWF)) to adumitrescu@sulross.edu no later than the start of class, **November 17.**

Project #19: Poster Design

(from http://www.thinkingwithtype.com/misc/images/poster_project.pdf)

Create an 11"- x 17"-inch, non-interactive poster for a lecture series about contemporary design. Carefully consider the typographic hierarchy of the information presented. A viewer should be able to easily understand the calendar of events and to quickly learn who the main speakers are. The poster must also convey the excitement of contemporary design to an audience of designers and students. The information itself must constitute the "imagery" of the poster.

Your poster must be purely typographic. You may use colors, shapes, and lines as well as text, but no imagery.

- Don't let your poster look like an interoffice memo! For example, the name of the lecture series and the museum address don't have to be at the top of the poster.
- Instead of making one big text box, break up the content and move it around the page.
- Use an interesting variety of type sizes (some big, some small), but use variety in a consistent way.

- Mind the hierarchy!
- Use color. Even just making the background a color helps your piece look more like a poster, and less like a memo.

Poster Text (use ALL of this text)

Design Culture Now

Cooper-Hewitt, National Design Museum
2 East 91st Street
New York City

Erik Adigard | M.A.D.
Thursday, September 12
6:00 pm
Graphic designer Erik Adigard founded McShane Adigard Design (M.A.D.) in 1989. The firm has since designed Web sites, multimedia installations, and print publications for global clients, including Wired magazine.

Julie Bargmann | D.I.R.T. Studio
Tuesday, October 9
7:30 pm
Julie Bargmann founded D.I.R.T Studio, a landscape consultancy, in 1992. Recent projects include the landscaping of the Massachusetts Museum of Contemporary Art in North Adams, and Riverside Park South and the Hudson River Park in New York City.

Michael Gabellini | Gabellini Associates
Wednesday, November 2
6:00 pm
Michael Gabellini, a graduate of the Rhode Island School of Design, worked for Kohn Pedersen Fox Associates before founding his own practice in 1991. Recent projects include exhibitions for the Guggenheim Museum, the Marian Goodman Gallery, and the Council of Fashion Designers of America.

Rebeca Méndez | Méndez Communications
Thursday, December 4
6:30 pm
Rebeca Méndez, born and raised in Mexico City and trained at the Art Center College of Design in Pasadena, has designed publications for the Getty Center, the Los Angeles County Museum of Art, and the Whitney Museum of American Art.

This project is Pass/Fail and must be emailed as a PDF to adumitrescu@sulross.edu no later than the start of class, **November 21.**

Final project #20: Magazine Design

Take a non-interactive magazine and redesign it to create an interactive version. Old magazines can be found here: https://archive.org/details/magazine_rack. However, you may use another source, provided the professor approves your choice.

Your interactive publication must have the following elements:

- An animated cover
- A TOC (table of contents) with working links
- A news page, or similar
- Two features, animated
- A regular column, animated
- Navigation on every page that moves you to the next page, previous page, and to the TOC.

This project will be graded from 0-100% and must be emailed as a Flash file (File > Export… >Flash Player (SWF)) to adumitrescu@sulross.edu no later than midnight, **December 7.**