2020-21 Fall

HART 1036   Introduction to Graphic Design (1-credit)

Course Instructor	:	Mr. Brian Lau (Email: brian@mad-studios.com)
Program Officer	:	Jeff Lai (Email: jefflai@ust.hk)
Dates & Time	:	Fridays ｜ 10:30am – 12:20pm
Office Hours	:	By appointment
Venue		Online teaching (Zoom)

Course Description

Graphic design is the art of communication through the combination of images and words into a unified form to convey a clear message to an audience. Common uses of graphic design include logos, signs, publications, posters, print advertisements, product packaging and web sites, etc. This course aims to introduce students to what graphic design is and the design process. The basic elements, principles and process of graphic design will be explored and illustrated by works of famous graphic designers. Through the problem-solving approach, students will learn how to apply the design basics to create graphic design solutions. Class time is devoted to lectures, exercises, and critiques where students are asked to evaluate each other's work. Such evaluations are very important in the development of analytical thinking and communication proficiency.

IMPORTANT NOTE:

The course focuses on introducing design principles and process to enable students to create graphic design work. This is NOT a graphic design software training course. Students with no prior knowledge about Adobe Photoshop (PS) and Illustrator (AI) are recommended to attend software workshops offered by the university or to self-learn the software techniques for creating digital artworks.

Intended Learning Outcomes

Upon completion of this course, students are expected to be able to:

1   Describe what graphic design is and its role in society
2   Identify and describe how the use of design elements and principles contribute to the visual communication of ideas
3   Apply the basic principles of graphic design to communicate a message visually to an audience
4   Develop self-analytical judgment by exchanging critical and supporting ideas in a peer group setting

Course Schedule & Outline
Please watch these videos before start of course
   a) https://www.youtube.com/watch?v=Tw2qUdfvbEQ
   b) https://www.youtube.com/watch?v=yqKHo1Q7OMc&t=64s

Session	Date	Topic	ILOs
1	11 Sep	**Introduction of graphic design** Explanation of course syllabus and assessment. What is graphic design? What role does graphic design play in society? How does it work in different printed media? These will be introduced through lecture and group discussion.	1
2	18 Sep	**Elements of graphic design** Introduction to basic design elements: line, shape, space, colour, texture and type through lecture, group discussion and in-class exercise. **Principles of graphic design** How the design elements are combined to create balance, emphasis/focal point, contrast, harmony, hierarchy, rhythm, and consistency. This will be introduced through workshop demonstration and exercise.	2
3	25 Sep	**Practicum 1:** Go online and select a piece of graphic design you like/dislike. Please describe using the terminology introduced in the last class, what were the DESIGN elements and principles used/not used in the design you selected. **Practicum 2:** How would you redesign the piece you chose to make it better? You may make a sketch or try to work on Adobe Illustrator.	2
2 Oct - Public Holiday		
4	9 Oct	**Word and image** Relationship between word and image, anatomy of a typeface, how to choose a typeface. These will be explored through lecture, group discussion and in-class exercise. **Layout design** How to integrate type with image, grid and visual hierarchy, and setting type for readability. These will be introduced through workshop demonstration and exercise.	2
5	16 Oct	**Practicum 1:** Go online and select a piece of graphic design you like/dislike. Please describe using the terminology introduced in the last class, what were the TYPOGRAPHIC elements and principles used/not used in the design you selected. **Practicum 2:** How would you redesign the piece you chose to make it better? You may make a sketch or try to work on Adobe Illustrator.	2
6	23 Oct	**Professional practice of graphic design** **Design Project: Project briefing and research** Major graphic design project briefing and research.	1,3

7	30 Oct	**Design Statement:** Students will be asked, with the help of the tutor, to develop a design statement which will guide and shape their final design projects.	**3,4**
8	6 Nov	**Design Project: Ideas generation** Interim ideas presentation and critique will provide an opportunity for students to strengthen and develop their work by exchanging critical and supporting ideas in a peer group setting.	**3,4**
9	13 Nov	**Design Project: Ideas development** Interim ideas presentation and critique will provide an opportunity for students to strengthen and develop their work by exchanging critical and supporting ideas in a peer group setting.	**3,4**
10	20 Nov	**Design Project: Interim visual presentation** Interim ideas presentation and critique will provide an opportunity for students to strengthen and develop their work by exchanging critical and supporting ideas in a peer group setting.	**1,2,3**
11	27 Nov	**Design Project: Visual refinement** Students will refine their visuals for final presentation with tutorial support.	**1,2,3**
12	4 Dec	**Design Project: Final presentation** Students will present their final design solutions with comments from peers and instructor.	**1,2,3, 4**

Assessment Tasks

Assessment	Description	ILOs
Participation in class discussions and critiques (20%)	(1) Students are required to play an active role in class by exchanging critical comments and supporting ideas to improve each other's work. (2) This task can assess students' understanding of the graphic design principles, and analytical and critical judgment. *Regular attendance is the fundamental requirement of this course. Absence, late or early leave will affect the mark received in class participation.	2,4
Attendance (10%)	(applies to Zoom) Students arriving 10 minutes after the beginning of each session will be counted as late. Being late or leaving early for more than 10 minutes **twice** will be counted as **one** absence.	-
Workshop exercises (30%)	(1) Students are required to follow the instructions and demonstrations of how to make use of design elements and principles to communicate ideas. (2) The workshop exercises / tutorials provide students opportunity to learn the basic graphic design principles step-by-step.	3,4

Independent graphic design project with reflective learning report (40%)	(1) Students working independently are required to *SELECT ONE* of the following: **a) design a poster to promote a social issue or event, b) design a book cover + 1 content page for a childrens story, c) design LP cover for your favourite band** with attention to creativity, detail and craft (the final design can be hand-drawn and using different materials or computer-generated), and the **reflective learning report** is within 1000 words. (2) This major project guides students through to apply the basic principles of graphic design to communicate a message to an audience, and the reflective learning report can help students to express their learning experience and assist the instructor to assess whether student learning meets the course ILOs. Submission deadline 4 Dec 2020 **Hardcopy** presented in ZOOM class **Scanned copy** upload to CANVAS *10% of mark will be deducted per day in case of late submission, no assignment will be accepted after a week of the submission deadline.*	1,2,3,4

Recommended Reading Materials

1. Resnick, E. (2003). *Design for Communication – Conceptual Graphic Design Basics.* New Jersey: Wiley & Sons.

Supplementary Reading Materials

Books

1. McAlhone, B. and Stuart, D. (1996). *A Smile in the Mind*. London: Phaidon Press Ltd.
2. Elam, K. (2007). *Typographic Systems.* New York: Princeton Architectural Press.
3. Wilde, R. (1986). *Problems: Solutions – Visual Thinking for Graphic Communicators*. New York: Van Nostrand Reinhold.

E-resources

www.complex.com/style/2012/03/20-graphic-designers-you-should-know/
www.creativeboom.com/tips/inspire-your-design-career-20-influential-designers-you-need-to-know/
www.thegoodagency.co.uk
www.sagmeisterwalsh.com
www.anothermountainman.com
Hong Kong International Poster Triennial 2014/2017
www.facebook.com/pg/HKIPT/photos/?ref=page_internal

Academic Honor Code

- You must observe and uphold the highest standards of academic integrity and honesty in all the work you do throughout your program of study.

- As members of the University community, you have the responsibility to help maintain the academic reputation of HKUST in its academic endeavors.
- Sanctions will be imposed if you are found to have violated the regulations governing academic integrity and honesty.
- Regulations for Student Conduct and Academic Integrity (http://publish.ust.hk/acadreg/generalreg/index.html)