2021-22 Spring

HART 1036   Introduction to Graphic Design (1-credit)

Course Instructor	:	Mr. Benny LAU (Email: TBC)
Program Officer	:	Ms. Vickie WONG (Email: vickiewong@ust.hk)
Dates & Time	:	Wednesday l 10:30am – 12:20pm
Venue	:	CYTG009A
Office Hours	:	By appointment

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

Session	Date	Topic	ILOs
1	9 Feb	**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	16 Feb	**Basic Visual Elements** Introduction to basic design elements: line, shape, space, colour, texture. This will be introduced through workshop and exercise. **Practicum:** Create a series of graphic artwork with the use of dots, lines and shapes	2
3	23 Feb	**Principles of Composition 1** How the design a pattern by the multiplication of basic elements. This will be introduced through workshop and exercise. **Practicum:** Create a series of patterns from one basic element	2
4	2 Mar	**Principles of Composition 2** How different visual elements can be combined to create effect of balance, emphasis, contrast, harmony, hierarchy, rhythm, and consistency. This will be introduced through workshop and exercise. **Practicum:** Go online and select 3 pieces of graphic artworks you like. Analyze the design elements and principles they have used.	2
5	9 Mar	**Color Theory** Introduction to the various terminologies in colouring system. How they are used to create different effects and affecting our emotion. This will be introduced through workshop and exercise. **Practicum:** From one same B/W artwork, try to archive 2 different effects by applying different colouring strategies.	2,3
6	16 Mar	**Pictogram and icon** Students will be introduced to the process of representing figures and objects by pictograms and icons. Making signs and symbols to resemble what they want to signify with simplified shapes and forms. **Practicum:** Create a series of symbols for a chosen object.	2,3
7	23 Mar	**Semiotic** Students will be introduced to the principles of semiotic, particularly in the context of visual communication. How a message or story can be communicated in the language of graphic design. **Practicum:** Go online and select 3 pieces of graphic artworks you like. Analyze the semiotic principles they have employed.	1,2,3

8	30 Mar	**Typography and Layout** How to integrate type with image on a layout. Using grid and visual hierarchy, and setting type for the best readability. These will be introduced through workshop demonstration and exercise. **Practicum :** Create a poster with a headline and a main image	**1,2,3**
9	6 Apr	**Research and Ideation** How to analyze and take inspiration by doing visual research on other designs, as well as from the real life. **Practicum :** Students will have to present their research finding on a specific topic in graphic design artworks, that they have been asked to prepare in earlier stage.	**All ILOs**
	13 Apr	*No Class*	
10	20 Apr	**Interim presentation** Students will have to present their initial designs of their final project, and seek feedback for modification.	**All ILOs**
11	27 Apr	**Tutorial** Collecting comments and critique to strengthen and develop their works. As well as providing feedbacks and supporting ideas for others in a peer group setting.	**All ILOs**
12	4 May	**Tutorial** Collecting comments and critique to strengthen and develop their works. As well as providing feedbacks and supporting ideas for others in a peer group setting.	**All ILOs**
13	11 May	**Final presentation** Students will be sharing their final design solutions with comments from peers and instructor.	**All ILOs**

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%)	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.	-

In-class and 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 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 story or topic, c) design an album cover for your favorite band** with attention to creativity, detail and craft (the final design can be hand-drawn and using different materials or computer-generated), and submit a **reflective learning report** of 1000 words or less. (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. **Due date : 13 May, 5pm** **Hardcopy** presented in 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 17 May** of the submission deadline.*	1,2, 3,4

Recommended Reading Materials
1. Richard Hollis, *Graphic Design : A Concise History.* Thames & Hudson, 2001.
2. Bruce Block, *The Visual Story*. UK: Routledge, 2021, 1st ed. 2001.
3. Josef Albers, *Interaction of Colo.* Yale University Press, 2013.
4. E. Resnick, *Design for Communication – Conceptual Graphic Design Basics.* New York: John Wiley & Sons, 2003.
5. J. Wilde and R. Wilde, *Visual Literacy: A Conceptual Approach to Graphic Problem Solving.* New York: Watson-Guptill Publications, 2000.
6. Richard Hollis, *Graphic Design : A Concise History.* Thames & Hudson, 2001.

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

E-resources
https://www.itsnicethat.com/
https://eyeondesign.aiga.org/
https://www.creativereview.co.uk/

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)