

## **ARTS 429/529 T: Text + Image**

**Fall 2016**

MW 1-3:45

348 Art Building

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### **TEXT + IMAGE: Graphic Design for Artists**

This course will address fundamentals of graphic design through a series of conceptually-driven art projects. Historically, there have been clear distinctions between the fields of design and the fine arts, yet the boundaries between the two are becoming increasingly blurred. Many contemporary artists rely on the tools and principles of design in their practices while designers find inspiration and draw strategies from contemporary artists working with text and images. In this course, we will study examples from a variety of sources, and students will develop their own language for using text and image in site-specific installation, print, and online publication.

Please note: lab time in the course is limited. You should expect to come in to work on tutorials and assignments during open lab hours throughout the week. Readings are due by the date on the syllabus.

#### Objectives

- Learn principles of effective visual communication and apply/subvert them through conceptually-driven projects
- Develop skills in the creative use of analogue and digital techniques for design
- Learn the fundamentals of typography and layout
- Develop a working knowledge of Adobe Photoshop, Illustrator, and InDesign CC
- Explore relationships between text and image to push the boundaries of visual communication

#### **What you will need:**

- Required Textbooks (available at UNM Bookstore)

Lupton, Ellen and Jennifer Cole Phillips. *Graphic Design: The New Basics*, 2nd ed., revised and expanded. New York: Princeton Architectural Press, 2015.

Lupton, Ellen. *Thinking with Type: A Critical Guide for Designers, Writers, Editors, and Students*, 2nd revised and expanded edition. New York: Princeton Architectural Press, 2010.

- Sketchbook: carry this around with you to sketch ideas and inspirations, to take notes, and to record graphic elements that you see in your daily life. I recommend using one with ample page size and unlined pages.
- External drive: bring an external hard drive or USB flash drive to every class. I recommend having at least 8GB memory.

## Grading

- 10% Attendance
- 30% Participation (Group Critique, Class Discussions)
- 42% Assignments 1-6 (7% each)
- 18% Final Project

## Attendance Policy:

Attendance for each class is mandatory. If you have an excused absence due to illness or family emergency, contact me via email. Without a doctor's note or other valid documentation, the absence will be unexcused. After 3 unexcused absences, your grade will begin to be affected: for each unexcused absence after 3, you will be docked 5 percentage points (5 out of 100 total points for the course). If you have 6 or more total unexcused absences, you are at risk of failing the course.

## Accommodations for Students with Disabilities

UNM is committed to accommodating students with disabilities and to full compliance with all laws regarding equal opportunity. Students with disabilities in need of assistance or accommodation should notify me as early in the semester as possible and should contact the Accessibility Resources Center, located in Mesa Vista Hall rm 2021 <http://as2.unm.edu/> (505.277.3506).

## Course Blog

Here's our course blog: <http://text-image16fa.tumblr.com/>

Create a tumblr account or use an existing one to sign in as a member. You will be required to post your assignments to this blog to share with the class. This is also a place to post observations and research that you find throughout the semester.

Instructions for posting: <https://www.tumblr.com/docs/en/posting>

## Course Schedule

**\*\*\*Refer to the google doc regularly for the most up-to-date syllabus. Changes will be highlighted in red.\*\*\***

// Week 1 //

Aug 22: Introductions, Join the course blog and google folder

**ASSIGNMENT 1:** Analogue Collage [due 8/29]

Aug 24:

**Reading:** Lupton & Phillips : Back to the Bauhaus, Beyond the Basics, Formstorming (8-31); Layers (141-153) and Texture (68-80)

**In-class:** Lab time

// Week 2 //

Aug 29:

**In-class:** Review Analogue Collage

**ASSIGNMENT 2:** DIY Font [due 9/7, post to course blog]

// Week 2 cont. //

Aug 31:

**In-class:** [DIY Font Lecture](#)

**Reading:** Lupton & Phillips : Gestalt Principles (99-116) and Modularity (167-186)

// Week 3 //

Sep 5: NO CLASS, Labor Day

Sep 7:

**In-class:** [Review DIY Font](#); [One-Word Intervention Lecture](#)

**ASSIGNMENT 3:** [One-Word Intervention](#) [Pt. 1 due 9/19; Pt. 2 due 9/26 and 9/28]

Complete tutorial on Lynda.com : "Introduction to Graphic Design (2014)" with Justin Seeley (6. Getting Started with Photoshop) [log in using your NetID at lynda.unm.edu]

**Additional Resources:**

Lynda.com : Photoshop CC Essential Training (2015): Introduction, 1-5

// Week 4 //

Sep 12:

**Reading:** Lupton & Phillips : Color (80-98) and Transparency (154-165)

**In-class:** [Discuss One-Word sketches, bring sketchbook](#)

Sep 14:

**In-class :** Lab time

// Week 5 //

Sep 19:

**Reading:** Lupton & Phillips : Point, Line, Plane; Rhythm and Balance; Scale (34-67)

Due: [Post Pt. 1 of One-Word Intervention on course blog](#)

**In-class:** Desk critique, Lab time

**Additional Resources:**

Lynda.com : Photoshop CC Essential Training (2015): 7-10

Sep 21:

**In-class:** Lab time

**Additional Resources:**

Lynda.com : Photoshop CC Essential Training (2015): 11-12, 14, 16, 26

// Week 6 //

Sep 26: Lab time

Sep 28: [Review One-Word Intervention](#)

**Assignment:**

Complete tutorial on Lynda.com : Introduction to Graphic Design (5. Getting Started with Illustrator)

**Additional Resources:**

Lynda.com : Illustrator CC Essential Training (2015): 1-4

// Week 7 //

Oct 3:

**Reading:** Lupton: Thinking with Type (10-83)

**In-Class:** Campaign Lecture; Introduction to Illustrator CC

Oct 5:

**In-class:** Lab time

Desk critique: have sketches and ideas for your fictional campaign ready to discuss

**Additional Resources:**

Lynda.com : Illustrator CC Essential Training (2015): 5-10

**ASSIGNMENT 4:** Campaign Logo [due 10/12, post to course blog]

// Week 8 //

Oct 10: NO CLASS

**Additional Resources:**

Lynda.com : Illustrator CC Essential Training (2015): 11-14

Oct 12: Review Campaign Logo

// Week 9 //

Oct 17: Poster Lecture

**Reading:**

Lupton & Phillips : Hierarchy (128-140); Lupton : Text (84-147)

**ASSIGNMENT 5:** Event Poster [Pt. 1 due 10/24, Pt.2 to blog on 10/26]

Oct 19: Visit to UNM Art Museum; Lab time

// Week 10 //

Oct 24: Post Event Poster, Pt. 1; be ready to discuss on screen

**In-class:** Desk crit; work on Version 2 of the poster

Oct 26:

**In-class:** Lab time

**ASSIGNMENT 6:** Campaign Booklet [due 11/7 and 11/9]

Complete Tutorial Lynda.com : Introduction to Graphic Design (7. Getting Started with InDesign)

**Additional Resources:**

Lynda.com : InDesign CC Essential Training (2015): 1-8

// Week 11 //

Oct 31: Review Event Poster, printed!

**Reading:** Lupton : Grid (148-219); Lupton and Phillips: Framing and Grids (116-127, 186-199)

**In-class:** Layout Lecture, Lab time

Nov 2:

**In-class:** Visit to Fine Arts and Design Library; Lab time

**Additional Resources:**

Lynda.com : InDesign CC Essential Training (2015): 9-17

\*\*FINAL PROJECT PROPOSALS DUE 11/2\*\*

// Week 12 //

Nov 7: Lab time, Desk crit on FPP

Nov 9: [Review Campaign Booklet](#)

// Week 13 //

Nov 14:

**In-class:** (A Very cursory Introduction to) Web Design

**Additional Resources:**

Lynda.com : Web Design Fundamentals

Nov 16: FP desk crit and lab time

// Week 14 //

Nov 21: FP desk crit and lab time

Nov 23: FP desk crit and lab time

// Week 15 //

Nov 28: FP desk crit and lab time

Nov 30: FP desk crit and lab time; Course Evaluations

// Week 16 //

Dec 5: [Review Final Projects](#)

Dec 7: [Review Final Projects](#)

## **TEXT + IMAGE: Graphic Design for Artists ASSIGNMENTS**

**\*\*Post all assignments to the course blog by the due date!\*\***

### **Assignment 1: Analogue Collage**

Make a collage using ONLY analogue means on 11"x17" using the following elements:

- text as texture OR message
- at least 3-5 layers
- transparency

### **Assignment 2: DIY Font**

Using purely analogue means, create your own "font" design (A-Z or a-z). [Organize into a slideshow of digital images using jpgs, Powerpoint or Keynote, or video]

### **Assignment 3: One Word Intervention**

Part 1: Choose one word or phrase to create an intervention in a public place. Use analogue or digital means (or a combination). Document your intervention using high-resolution photography. Dimension = 11"x17" [Post to blog (Do not print)]

Part 2: Use digital collage to re-present the intervention in at least 2 additional contexts. [Print on (2) 11"x17" sheets]

### **Assignment 4: Campaign Logo**

Create a fictional campaign. This campaign should be related to something you care about, whether in the realm of politics, art, economics, popular culture, or everyday life. Design 3 possible logos for your campaign. [Print on (1) 11"x17" sheet: 3 logos and 100-250 word description of your campaign]

### **Assignment 5: Campaign Poster**

Pt. 1:

17"x 22"

Required:

Event Title

Event Location, Date, and Time

Campaign Logo

(anything else is optional; e.g. you may choose to include a brief description of your event, description of your campaign)

Poster Pt. 1: Establish your own rules and pay close attention to hierarchy, kerning, tracking, line spacing, and alignment; use your guides!

Poster Pt. 2: Bend/Break/Play with the rules you established to create a radically different design layout. Print out your favorite version, Part 1 or 2.

## Assignment 6: Campaign Booklet

Design a booklet for your fictional campaign with a cover and at least 3 template spreads.  
[spread size = 8.5"x11" or larger]

## Assignment 7: Final Project

Design your own project using text and image. Proposal Due 10/31 (500 words, double-spaced).  
Presentation Due 12/5 and 12/7.

### Guidelines for the Final Project:

Design your own project using text and image: Create something you are passionate about. Use principles we have discussed in class. Think of yourself as the ideal client, coming to you with your dream project. Your project will be evaluated on both **CONCEPT** and **EXECUTION**.

#### Proposal:

Due in class on Wed 11/2 : Minimum 500 word proposal, typed and double-spaced. Include:

- 1) Project brief (What is the project? Who is the audience? What are your desired outcomes?)
- 2) Deliverables (What, specifically, are you going to design and produce?)

#### Project Requirements:

- 1) Be ambitious! Think beyond the obvious.
- 2) Printed presentation of your entire project (11"x17" pages or a format makes the most sense)
- 3) Execute one deliverable aspect of your project. (A T-shirt, stickers, working webpage....)

You might, for example, propose:

- An entirely new campaign for .....
- Redesign of a book by your favorite author
- A website for a fictional company

These are just examples! Think big.

#### Due for Final Project:

- Printed material displayed on 2nd floor (Art Bldg) [to be determined in discussion with instructor]
- Digital slideshow of your best work from the class for 2nd floor monitor  
\*\*email 3 JPG files to [szho@unm.edu](mailto:szho@unm.edu): 1920 x 1080 at 72 ppi  
(landscape orientation)
- Post final project to course blog (tag = "final")