PURPLE MAI'A

GRAPHIC DESIGN SUMMER 20

Syllabus

Learning Objectives
Creatively solve problems
Failing is an opportunity
Collaboration
Basic technical skills to use Adobe Photoshop & Illustrator

Software used
Adobe Photoshop
Adobe Illustrator

Tools Needed
Laptop with internet connection
Pen & Paper

Class meeting time

Zoom classroom
12pm - 1pm - Class time to introduce new ideas and review past work. Please note students will be asked to share their work with the class periodically.
1pm - 2pm - Office hours with an open classroom

Grading

There are 17 assignments and they will be worth 5 points each.
65% of points are needed to pass.

Contact

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June 15th

Introduction to Graphic Design

Go through course expectations and outcomes.

1. Learn vocabulary associated with multimedia
2. Learn how to properly critique design pieces
3. Explore the nature of creativity and the creative process
4. Learn and develop artistic studio skills
5. Promote student awareness of design related career opportunities

Show off software that will be used - raster (vector) vs. bitmap (pixels)

Photoshop - Photo editing and quick fixes to graphics. Very powerful, but limited because of the size of the images being worked with. Must use layers in order to be non destructive.

DEMO
Show off how to do the assignment of combining two pictures. Show the importance of layers and non-destructive editing.

Illustrator - for anything that needs to scale. Will always be clear and concise no matter what the size. Allowing everything to be editable.

DEMO
Show off the basic tools of adding shapes and text to a document.

DEMO
Show off how to draw a South Park character.

Assignment
Draw a South Park character with the tools that were learned.

Goal

Understand the goals of the course, tools and expectations. Get acquainted with the software that we will be using.

June 16th

Digital Illustration - Illustrator

Explore Illustrator and show off why vector graphics are extremely important in all manners of graphic design both print and digital.

1. Pen tool - why this is the most important tool
2. Select tool
3. Clipping Masks
4. Pathfinder panel

DEMO
Show off how to draw a South Park character.

Assignment
Draw a character in the South Park style. Think how would Batman Cartman look?

Goals
Learn how vector objects come together and while it might be intimidating it is easily learned

June 17th
Digital Illustration - Illustrator
Dive deeper into the tools so everyone is able to convert a sketch.
1. Brushes - how to make them
2. Layers and how to use/organize them
3. Swatches and how to start to love color
4. Different ways to save your file
5. Illustrator is a robust tool and will take a long while to learn

Assignment
Recreate your favorite cartoon character in illustrator. Copying is encouraged!

Goals
There is a ton to learn and explore, but with some small skills you can do most things

June 18th
Creative Process
What is creativity? Why is it important? How it is something that can be learned.
1. Idea - what is the problem you are solving? How are you going to do it?
2. Action - how are you going to carry out your idea? This is the start of working

3. Feedback - Ask the target market of your product how they feel about it, also ask your peers to see what ideas they have
4. Review - Gather all the data that you have collected
5. Evolve - From the data change your idea to make it amazing - if it is not amazing see step 1

Example of this - show off the progression of the MCO logo

Creativity is a skill and something that you can learn by practicing it. Remember just because it has been done a certain way for awhile does not mean that is the only way to do it.

Using inspiration - IE googling ideas is encouraged!

DEMO
The creative process for thinking of logos.

Assignment
Think through how to represent yourself. What are you passionate about? How do you want to be seen? Remember it is ok to borrow/copy ideas so search google for "_____ logo" Sketch out at least 5 logo ideas that could represent you with a pen and paper.

Goal
To learn the steps of the creative process and how they can be useful in your process.

June 19th
Typography
What are the font differences? Why do they matter?

DEMO
Fonts are everywhere, find 5 different fonts and share!

DEMO
Illustrator showing off the different tools to manipulate points as well as the pen tool. Taking a picture of a hand drawn image and tracing it in Illustrator

Assignments
Convert 3 of your logos into vector shapes in Illustrator. Find fonts that you like and add them to your logo.

Goals
Learn about the emotions that fonts can evoke

June 22nd

Color Theory
Introduce color and its importance and how it can make people feel
Color wheel and color harmony

1. Analogous
2. Complementary
3. Nature

Not good at this? Why not try searching for a color scheme? Coolors.com

Color context - show off the differences of using the same colors

DEMO
Use an illustrator project and show how the color can change the meaning and visual interest.

Show off how the color scheme is closely associated with logos.

Assignment
Find 3 different color schemes for your 3 different digital logos and apply them. You will have 3 color variations of 3 different logos.

Goals
Color provides unspoken feelings and familiarity.

June 23rd

Design Principles
Get into the rule of thirds, importance of white space and other basics.
https://artclasscurator.com/principles-of-design-examples/

1. Contrast
2. Rhythm
3. Proportion

4. Balance
5. Unity
6. Emphasis
7. Movement
8. Variety

Assignments

Apply each of these design principles to the logo you like best so far. You will end up with 8 different versions of your logo.

Goals

Why rules are important and they can be used to the advantage of the creative.

June 24th

Digital media and electronic communication

We will go over where graphic design is found (print, digital). Additionally we will talk through electronic communication and file storage.

Print is not dead! Think of books, pamphlets, menus, signs, tshirts and anything else that is physical.
Cons - once its printed it is done, cost
Pros - tangible thing that can be given to someone

Digital - websites, applications, ads
Cons - It can be constantly changed
Pros - easy to update, cost is low

DEMO

File storage and why is it important to organize and leave notes, even if you are the only one on the project

Assignment

Finish your logo design! Make any final adjustments, because we are going to make a sticker of it!

Goal

Understand the difference between digital and print. Learn about point manipulation in Illustrator and why it is so editable.

June 25th

Print Design

Introduce print and why it still matters. Unlike digital media once it is printed it is final and how this makes a huge difference in creation.

1. Bleed
2. Print size in pixels and why the ratio is important
3. Why it is important to be absolutely sure, before printing

DEMO
Create a poster for KS and show off the differences between Photoshop and Illustrator when creating them.

Assignment
Design a business card for yourself following the specifications. Also design a sticker for your logo.

Goals

Print is still everywhere around us and while it is not as widely used it is important to understand what it takes to print.

June 26th

Poster Design - Illustrator

Go over tools.
1. Artboards vs layers
2. Layer masks
3. Combing and cutting out shapes
4. Watermark it

Review design principles and how we can apply them to poster design.

Assignment
Write down 5 things you are passionate about and how you would visually convey this on a poster. These can be sketches, but will most likely be words.

Goals

There is a ton to learn and explore, but with some small skills you can do most things

June 29th

Digital Imaging - Photoshop

Really get into Photoshop and how it is an important tool. This is the intro to Photoshop and what it can do!

Photoshop is for raster graphics and for photo editing.
1. Non destructive editing - layers
2. Discover Adjustment layers
3. Instant Automatic fixes - edit menu
4. Levels & curves - histogram
5. Clean up Shots with spot healing brush
6. Show the text tool

DEMO

Show off what the adjustment layers can do. Use the spot healing brushes. Show how to search on Google for photos as well as free repositories.

Assignments

Take one of your poster ideas and find a picture or pictures that represent your ideas to a 11x17 poster. Add text on the top to make sure your point is clear.

Goal

Introduce the power of Photoshop and what it is best used for.

June 30th

Digital Imaging - Photoshop

Dive deeper into Photoshop and how we can use it for photo manipulation.
1. Remove Objects - Healing brush or content aware fill
2. Black and white filter
3. Cropping of photos
4. Add a frame/border to an image
5. Save in the right file format - jpeg, psd, png

DEMO

Grab a photo from the internet and show off cutting someone out of a picture and putting them in a new one. Additionally show the different formats for saving and what purpose each one has.

Assignments

Make 2 different versions of your poster in the same file using folders.

Goal

Become comfortable in Photoshop and learn just enough to want to learn how to do more!

July 1st

The internet and tutorials

The internet is full of information and how you can access is to find just about anything. Talk through how being able to search for answer is almost as important as being able to execute the answers.

Assignments

Find a tutorial and be ready to present it. Explain why you thought it was fun or important.

Goal

Get comfortable asking for help and the right way to do it.

July 2nd

Presentation day!

Today we will be presenting our tutorials!

Assignments

None, enjoy the 4th holiday!

Goal

Be prepared and be respectful.

July 6th

Design Centered thinking

Design Thinking is a design methodology that provides a solution-based approach to solving problems. It's extremely useful in tackling complex problems that are ill-defined or unknown, by understanding the [human needs](#) involved, by re-framing the problem in human-centric ways, by creating many ideas in [brainstorming](#) sessions, and by adopting a hands-on approach in prototyping and testing.

1. Empathise
2. Define
3. Ideate
4. Prototype
5. Test

Activity

Work in a group to solve the problem of Global Warming

Choose a problem in your life and if you cannot think of one start with brainstorming. Use design centered thinking to come up with a solution for it.

Assignment

How do you think the world could be a better place? How can design help bring about change? We are going to think through a project (poster, app, website?, sticker) that will bring about a positive change.

Goals

Critically thinking through problems, solutions and the effects they have.

July 7th

Web/App Design

Explore what makes an engaging design and how it can affect how people use it. Ask students what apps they like to use and explain why. What apps do they not like? Is it related to UX?

How do you make something that is intuitive?

1. Use pre-existing knowledge
2. TEST - if 4 out of 5 people understand it is safe to assume this is a big enough group

DEMO
Show off Spotify and how it has so much functionality baked into a simple interface.

Is there an app you use that sucks? Explain how you would improve it. Include your brainstorming for how to improve it.

Assignment
Decide what format your change project is going to be in? IE are you going to design a poster(s), pamphlet, website and create your first iteration.

Goals
Pay attention to what makes a good UX experience in the world and how you can find examples in not only digital places.

July 8th

Design Critique

How do you give effective critique. It is a collaborative process in order to bring about the best outcome. You have to learn how to take feedback and how to have it help you make your designs amazing!

Good critique - Love sandwich
Explain what you think is done well, be specific! Then ask the designer questions so they can see the problems in their design and be sure to offer suggestions. Avoid using you. Then end again with what you liked about the design

Receive critique - A grain of salt
Remember when receiving a critique that more often than not people are giving their thoughts to help you improve. Remember feedback is a tool to help you improve.

DEMO
Create a design in front of class for a poster about saving the Honu. Make it purposely bad so we can critique and model how to take criticism.

Assignment
Refine your idea for social change.

Goals

Feedback is a good thing and that finding the good info from it is important.

July 9th

Careers

What does a designer do? Explore the different types of design (UX/UI, graphic, web/app, illustrator, animator, video, photographer, freelancer).

DEMO

Talk about the career choices I have made and how they brought me here. Also what I am presently doing. Ask the students to explain what they want to do.

DEMO

Show off resume, website and how I present myself for each different client.

Assignment

Refine your idea and be ready to present and explain it on the last day of class.

Goal

Design is not just making things pretty and creative problem solvers are always in demand.

July 10th

Project Presentations

Show off your social change design project..