

# GRAPHIC DESIGN I

(GRAPH 160)

Instructor: LUIS MERINO

## COURSE INFO

- GRAPH 160
- Graphic Design I
- Term 3
- Mondays/Wednesdays: 11:30AM – 2:00PM
- Prerequisites:
  - DESIGN 101 – Design Fundamentals

## INSTRUCTOR INFO

- LUIS MERINO
  - Imerino@iadvegas.com
  - (702) 530 7878
  - Office hours: By appointment
  - Also teaching:
    - DESIGN 140: Digital Illustration
    - DESIGN 275: Creativity in Design

## COURSE DESCRIPTION

- This course examines complex and multi-faceted commercial design problems as means of developing dynamic and innovative solutions.
- Design projects are analyzed according to their conceptual and graphical composition, and are developed to effectively and creatively communicate a message to a specific audience.

## LEARNING OBJECTIVES

- Incorporate the terminology and principles of graphic design into project work and process;
- Discuss concepts and theories relevant to the design process and creatively communicate a message to a specific audience;
- Demonstrate and apply the procedures and processes involved in development of a graphic design project, inclusive of the facets of concept development, planning, production and presentation;

## LEARNING OBJECTIVES

- Apply graphic design skills and aesthetics to commercial and / or advertising class-based projects incorporating the use of proper materials and techniques; and
- Provide peer review and critique of graphic design work presented in class.

## REQUIRED TEXTBOOK

### GRAPHIC DESIGN SOLUTIONS

- 4<sup>th</sup> Edition
- By Robin Landa
- 2010



## REQUIRED MATERIALS

- Storage device (USB drive, etc)
- Sketchbook and pencil
- Colored pencils

## GRADING CRITERIA

- 50% • Projects
- 20% • Final Project & Final Exam
- 20% • Assignments, Critiques & Quizzes
- 10% • Class participation

## GRADING SCALE

- A • 100-90%
- B • 89-80%
- C • 79-70%
- D • 69-60%
- F • 59 and below

W1 • Intro to Graphic Design; Design components

W2 • Design Process; Visualization

W3 • Publication design, Typography, Composition

W4 • Visual identity, Branding, Logos

W5 • Poster design

W6 • Package design

W7 • Advertising design

W8 • Corporate design

W9 • Portfolio

W10 • Interactive design

## ATTENDANCE/TARDINESS

- You are expected to attend class regularly, and be ready to work at the start of every class.
- If for any reason, you know you will not be able to make it to class, let me know.

## LATE WORK POLICY

- ASSIGNMENTS/CRITIQUES/QUIZZES
  - ▣ No late work will be accepted
- PROJECTS
  - ▣ 20 point reduction, every day the project is late

CHAPTER 1: INTRODUCTION

## WHAT IS GRAPHIC DESIGN?

WEEK ONE – CLASS ONE

## WHAT IS GRAPHIC DESIGN?

- “Graphic design is a form of visual communication used to convey a message or information to an audience; it is a visual representation of an idea relying on the creation, selection, and organization of visual elements.”
  - ▣ *Robin Landa*
- “Graphic arts is NOT fine arts.”
- “Graphic Design is a business.”
- “Graphic Design is the psychology of people.”

## WHAT GRAPHIC DESIGN IS NOT

### DESIGNER

- Skills
- Creativity
- Discerning eye

### CLIENT

- Needs/Goals
- Budget
- Bottom-line

GRAPHIC DESIGN

## GRAPHIC DESIGN CAN:

- Persuade
- Inform
- Identify
- Motivate
- Enhance
- Organize
- Brand
- Rouse
- Locate
- Engage
- Carry meaning

## THE GRAPHIC DESIGN PROFESSION:

- Advertising
- Branding
- Identity design
- Corporate communication design
- Environmental design
- Information design
- Interactive/experience design
- Motion graphics
- Package design
- Promotional design
- Publication design
- Typographic design

## ADVERTISING

- Generating creating specific visual/verbal messages constructed to:
  - inform
  - persuade
  - promote
  - provoke
  - motivate people on behalf of a brand or group

## ADVERTISING



## FORMS OF ADVERTISING

- Print ads
- television commercials
- unconventional formats
- banner ads
- web sites
- "webisodes"
- web films
- product placement
- viral marketing
- direct mail
- branded entertainment
- product placement

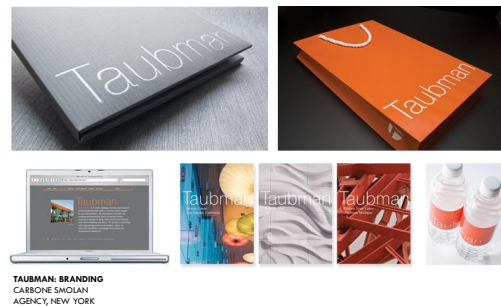
## BRANDING

- The entire development process of creating a brand, brand name, and a brand identity
- Can entail developing an entire brand experience
  - comprehensive strategic, unified, integrated, creative program for a brand including every graphic design and advertising application for that brand with an eye and mind on how consumers and individuals experience the brand or group as each interacts with it

## BRANDING

- Taubman, one of the nation's top retail mall developers with a growing international presence, looked to Carbone Smolan Agency to update its 50-year old logo and identity. Appealing to Taubman's fashion-forward clientele. CSA's new designs include a refined logotype, fresh color palette and bold approach to imagery. The resulting materials, from stationery to brochures to website, debuted at the International council of shopping centers convention and convey Taubmans reputation for quality, productivity and execution,

## BRANDING



TAUBMAN BRANDING  
CARBONE SMOLAN  
AGENCY, NEW YORK

## FORMS OF BRANDING

- brand naming
- brand conception
- brand identity
- brand revitalization
- brand launch/relaunch
- corporate branding
- social cause branding

## BRANDING & IDENTITY DESIGN



- BRANDING
  - Comprehensive
  - Broad
  - Overall strategy
- IDENTITY DESIGN
  - Verbal
  - Visual
  - Appearance

## IDENTITY DESIGN

- A systematic visual and verbal program intended to establish a consistent visual appearance—a coordinated overarching identity—and spirit or image for a brand or group
- FORMS OF IDENTITY DESIGN:
  - Logos
  - Visual identity

## CORPORATE COMMUNICATION

- Visual communication that:
  - communicates internally with employees
  - creates materials for a sales force or other employees,
  - communicates externally with other businesses, the public and stockholders, and customers
- Emphasis is on maintaining a consistent corporate voice throughout any and all applications

## FORMS OF CORPORATE COMMUNICATION

- Annual reports
- Brochures
- sales kits
- marketing collateral
- corporate publications
- business-to-business applications
- corporate websites and intranet
- new product offerings applications

## ENVIRONMENTAL DESIGN

- Solves problems in constructed or natural environments, defining and marking interior and exterior commercial, cultural, residential, and natural environments

## FORMS OF ENVIRONMENTAL DESIGN

- Architectural interiors
- Exhibits

## ENVIRONMENTAL DESIGN



W. L. GORE: EXHIBITION  
CARBONE SMOLAN AGENCY, NEW YORK

## ENVIRONMENTAL DESIGN



W. L. GORE: EXHIBITION  
CARBONE SMOLAN AGENCY, NEW YORK

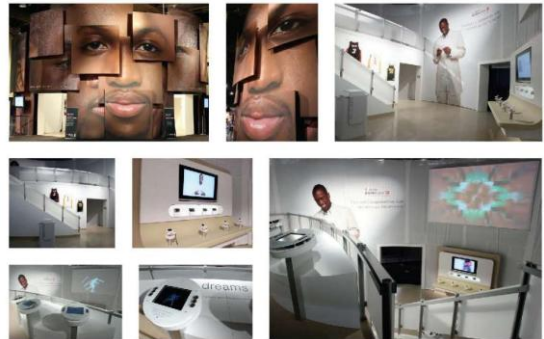
## ENVIRONMENTAL DESIGN



W. L. GORE: EXHIBITION  
CARBONE SMOLAN AGENCY, NEW YORK

## ENVIRONMENTAL DESIGN

- T-Mobile 2007 NBA All-Star Week Exhibit
- Page 8



TMOBILE 2007 ALL-STAR WEEK EXHIBIT  
HORNALL ANDERSON, SEATTLE

## INFORMATION DESIGN

- highly specialized area of design
- involves making large amounts of complex information clear and accessible to audiences of one to several hundred thousand

## FORMS OF INFORMATION DESIGN

- Charts
- Graphs
- Pictograms
- Signs
- symbol signs
- icons
- sign systems

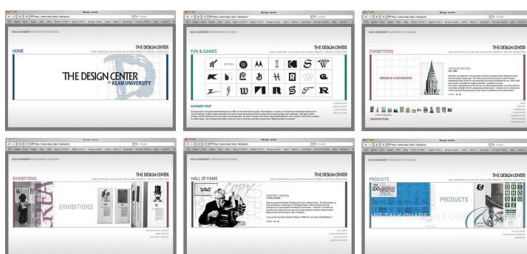
## INTERACTIVE/EXPERIENCE DESIGN

- graphic design and advertising for screen-based media, including:
  - web,
  - mobile,
  - widget,
  - kiosks,
  - digital out-of-home,
  - CDs, or DVDs,
- Interfaces in which the user interacts with the application

## FORMS OF INTERACTIVE/EXPERIENCE DESIGN

- Websites
- Widgets
- social networking
- video sharing
- photo sharing
- Blogs/vlogs
- games
- mobile applications

## INTERACTIVE/EXPERIENCE DESIGN



THE DESIGN CENTER at KEAN UNIVERSITY. WEBSITE  
LAVA DOME CREATIVE, BOUND BROOK, NEW JERSEY

## MOTION GRAPHICS

- screen-based visual communication moving (sequentially) in duration, including:
  - film title design,
  - TV graphics design,
  - openers,
  - e-mail videos,
  - mobile motion graphics,
  - motion for video-sharing platforms,
  - and promotional motion presentations for any screen

## EXAMPLES OF MOTION GRAPHICS

- "For the feature film **PARAISO TRAVEL**, Hush worked intimately with Colombian director Simon Brand to create memorable end titling that keeps viewers entertained and in their seats until the last credit rolls. At the film's thematic core is love, travel, exploration, heartache and the distorted realities of the "American Dream" for many newcomers looking to make their way in New York City. Hush's concept revolves around several main characters and their distinct personalities at the most critical moments in the film. The highly stylized animated collages seamlessly transition one character to the next. Each character's representational journey parallels that of the film— both physically and emotionally"
  - HUSH design studio

## EXAMPLES OF MOTION GRAPHICS

- [MIKE MORRIS – Motion Graphics](#)
- [PARAISO TRAVEL - Closing Credits](#)

## PACKAGE DESIGN

- Involves the complete strategic planning and designing of the:
  - form,
  - structure,
  - and appearance of a product's package,
- Which functions:
  - as casing,
  - promotes a brand,
  - presents information,
  - and becomes a brand experience

## PACKAGE DESIGN

- "Pictured.. Are the organize, handmade, all natural Cookie treats (no wheat, corn or soy— no artificial colors, no artificial flavors and no preservatives of any kind). We named the products, did all the copy writing and of course designed them as well."
  - Modern Design Co.

## PACKAGE DESIGN



OLIVE GREEN DOG  
COOKIE PACKAGING  
MODERN DOG DESIGN  
CO., SEATTLE

## PROMOTIONAL DESIGN

- Design intended to introduce, sell, or promote brands (products and services), ideas, or events and to introduce or promote groups and social causes
- Sometimes overlaps with advertising, in definition and purpose

## PROMOTIONAL DESIGN

- “Honens is Canada’s leading presenter of music for piano. The main communication challenge was to raise the awareness of the triennial Honens International Piano Competition— one of the world’s great music competitions. The Competition is subtitled “The Search for the Complete Artist.”
  - ▣ Jonathan Herman, art director/designer WAX

## PROMOTIONAL DESIGN



## FORMS OF PROMOTIONAL DESIGN

- CD covers
- book covers and jackets
- posters,
- packaging,
- web sites,
- web banners,
- motion graphics
  - ▣ film title design, TV graphics design, openers, promotional motion presentations),
- multimedia promotions,
- giveaways,
- merchandise catalogs, direct mail, invitations, announcements

## PUBLICATION DESIGN

- Involves the design of editorial content
  - ▣ Makes content accessible
  - ▣ interprets the content’s intention to clearly communicate
  - ▣ enhances the reader’s experience
  - ▣ establishes a voice, character/spirit, and format for the publication

## FORMS OF PUBLICATION DESIGN

- Book design
- magazine design
- newspaper design
- Newsletters
- booklets

## TYPOGRAPHIC DESIGN

- Highly specialized area of graphic design focusing on the creation and design of fonts, type treatments, and the drawing of letterforms by hand (as opposed to type generated on a computer)

## FORMS OF TYPOGRAPHIC DESIGN

- Custom and proprietary font design for digital type foundry,
- hand lettering,
- custom typography