VISUAL DESIGN

LMC 8803
Spring 2019
MW 3:00PM – 4:15 PM
349 Skiles

Instructor
Clint Zeagler
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Office Hours MW 1:45 – 2:45PM /
Email to confirm office hour meeting.
TSRB 312 (3rd Floor, 855th Street NW)

Prerequisites
None

Course Description

The goal of visual design is communication. Visual design is used to make stories, forms, functions, and brands legible, coherent, and unique. From colors, typography, shapes, icons, images, sequences, compositions, and other elements, visual design can be found across almost all media forms, from print posters and e-books, to websites and applications, to even objects, services, and landscapes. For some, visual design aspires to be a universal language, yet any language—visual or otherwise—is culturally situated in its grammar, aesthetics, and circulation. As such, visual design depends on practices and principles that depend on where communication happens, both in the design studio and in the world of a user. Important to other design disciplines, such as interaction design, web design, and service design, visual design entails creating cohesive visual forms that communicate information both explicitly and implicitly with a sensitivity to the user.

This course provides an introduction and overview of important visual design principles and practices. As such, your work is evaluated both in terms of its final visual form as well as its documentation and discussion. In addition to introducing visual design as a discipline, this course introduces visual design as a discourse, that is, as ways of discussing images and objects in terms of their visual elements, cultural context, and representation. Paired with this second goal is practice discussing (visual) design work through critique(s) and criticism.

Learning Outcomes

Textual/Visual Analysis
Students will learn to read, analyze, and interpret not only cultural projects such as film, literature, art, and new media, but also scientific and technical documents.

Interpretive Frameworks
Students will become familiar with a variety of social, political, and philosophical theories and be able to apply those theories to creative and scientific texts, as well as to their own cultural observations.

Communication Skills
Students will be able to gather, organize, and express information clearly and accurately, with sensitivity to audience. They will be able to do so both by using traditional media and by tapping the potential of new digital media.
Texts & Material

Required Texts


Supplementary Texts


Additional supplementary texts (book sections, articles, and case studies) are available for download through T-Square.

Software

This course does not require any particular software, though the Adobe Suite (esp. InDesign, Photoshop, and Illustrator) are recommended. Assignments are flexible enough to allow the use of proprietary (e.g. Adobe Suite), open-source (e.g. InkScape), or freely available (e.g. wireframe.cc) design software, as well as other means of completing the assignment (e.g. HTML/CSS3/JS, physical sketches). Specific requirements are outlined in each assignment.

IMPORTANT NOTE: LMC 8803: Visual Design is not a course to learn technical skills with specific software. Whether using the Adobe Suite or some other software, please consult tutorials online or provided through the library.

Supplies

Sketchbook & pencil

Optional Supplies

Steel ruler
Portable flash drive
Plastic cutting board
Tracing paper
8.5”x11” paper
Black mounting board
Glue stick
X-acto knife
Colored paper

*Do not include any information about the class or Georgia Tech in order to comply with FERPA. This applies to any public tools used for this class. Your privacy is important.

Grades

This course consists of a final, two projects, 7 short assignments, and participation. Grades will be determined based on the following:

- **Final Project [1]**
  - (30%)
  - Research
  - Iterations
  - Documentation
  - Final Deliverables
  - Presentation

- **Projects [2]**
  - (30% total; 15% each)
  - Process & Iterations
  - Presentation (in small or large critiques)
  - Documentation

- **Short Assignments**
  - (25% total)
  - Process, Conceptualization, & Iterations
  - Presentation (in small or large critiques)
  - Documentation

- **Participation**
  - (15%)
  - Discussion of readings
  - Comments during critiques
  - Use your sketchbook and scrapbook

- **Extra Credit (5%)**
  - Assistance to other students**

**To receive extra credit, the student who has been helped by you must notify me and relate to me roughly how long they helped you and the nature of the assistance prior to an assignment being turned in. Assistance will usually be technical, e.g., how to do 'X' in Photoshop. The assistance must last longer than 45 cumulative minutes to be eligible. I reserve the right to deem what will count as Extra Credit and will allocate and award it at the end of the semester.**


**Attendance Policy**

Students are expected to attend every meeting and to actively participate, including attentive and responsive engagement with the reports of other students. If you are sick, please do not come to class but send the instructor an email indicating why you are absent. More than 3 unexcused absences will reduce your letter grade by one grade level.

**ADAPTS Disability Services Program**

Students with disabilities at Georgia Institute of Technology will find programs designated to coordinate academic accommodations and promote access to all phases of university life. Such programming is coordinated through the ADAPTS-Disability Services.

The ADAPTS-Disability Services Program is a functional part of the Office of the Dean of Students. ADAPTS-Disability Services Program personnel oversee and coordinate programs to ensure accessibility to students with disabilities on an individual basis. The Georgia Institute of Technology strives to provide equal access to a college education as well as support to students with disabilities in their experience in the university community.

**ADAPTS Contact Info**

353 Ferst Drive, Suite 210
Smithgall Student Services Building
Atlanta, GA 30332-0285
404-894-2563 (V)
404-894-1664 (TDD)
404-894-9928 (FAX)

**Honor Code Statement**

The members of the Georgia Tech community believe the fundamental objective of the Institute is to provide the Students with a high quality education while developing in them a sense of ethics and social responsibility. We believe that trust is an integral part of the learning process and that self-discipline is necessary in this pursuit. We also believe that any instance of dishonesty hurts the entire community. It is with this in mind that we have set forth a Student Academic Honor Code at Georgia Tech.

*Georgia Tech Honor Code in full*  [http://osi.gatech.edu/content/honor-code](http://osi.gatech.edu/content/honor-code)