

## AI 344 Visual Communication: Design for Success - Winter 2006

Loop Campus: Tue. 6-9pm

Competencies offered: A2C, A2A, A5, FX

Faculty: Margaret Lanterman

Ms. Lanterman has been teaching art courses at SNL since 1982. She previously taught at other institutions such as the Art Institute, Triton College and the University of Illinois. Besides teaching, she produces her own professional drawings and sculptures and maintains an active exhibition schedule. Ms. Lanterman received an MFA degree from the University of Illinois.

Required supplies are available for purchase at art supply stores and the DePaul bookstore. Please be prepared with your supplies for the first day of class.

### Learning Experience:

You will be introduced to the major conceptual processes used to create art, and used also to organize and direct our culture. Each student will produce projects with the various art supplies in the kit.

The purpose of the course is to engage you in the process of creative thinking, visual logic and graphic communication. All techniques taught can be mastered by beginning students. Classes will be organized around a series of problems dealing with essential design concepts. Students will learn about and execute projects involving:

- A. composition, shape, figure/ground, line
- B. spatial relationships, proportion and rhythm
- C. color and mood
- D. the deciphering of the advertising world
- E. the design of symbols and creation of art within a highly formal, culturally prescribed system.

### Grading:

50% of your grade will be based on the class assignments and homework, 10% on attendance\* 20% on participation in discussions and critiques, and 20% on tests.

\* Perfect attendance = A; excused absence, 2 or 3 times = B; unexcused absence UP TO 3 times = C;

NOTE: unexcused absence for more than 3 times or inability to participate in class due to unpreparedness = FX for the course.

Tardiness of more than 20 minutes, or early departure, will be counted as an absence. Students should make every effort to attend scheduled classroom critiques.

### Requirements:

1. The completion of all assigned work on time. Late work will receive a failing grade unless arrangements have been made with the teacher.
2. Regular attendance is required. Emergency or pre-excused absence will be allowed a maximum of three times, but is not recommended.
3. You are expected to be prepared and prompt for all classes and abreast of the class progress. Attentive and applied execution of problems in class is also expected. Inability to participate because of lack of supplies or poor preparation is considered an absence.
4. Participation in critiques and discussions is essential. Your ideas and insights are valuable!
5. A journal which includes: a) your notes from class b) a collection of interesting and applicable ads and designs from magazines and newspapers
6. A final portfolio of ALL assignments is to be handed in at the close of the final class period.
7. Expect to spend at least 3-5 hours per week on homework.

One competence: This course is designed so that each competence is addressed in every project. However, if a student is enrolled for only one of the competencies, they may delete two specified projects from their portfolio. Eliminate: Project #3 and line/value exercises

Re-Do: A student who receives a grade of D or F on any project may opt to re-work that project after discussion with the instructor. The new grade will replace the previous one. The new grade will reflect the quality of the work submitted.

Critiques are an in-progress evaluation of your understanding and handling of concepts and skills covered in class. They are learning tools that address your work for the class, and the outcomes should be taken as supportive suggestions for improvement. All students are expected to take an active role in discussions. Verbalization is a very practical way to further your understanding of the concepts covered in class, and an opportunity to improve speaking skills and overcome shyness in a supportive setting.

One Extra credit project, if pre-approved, can be applied towards an improved grade in the homework section. The grade for this project will be substituted for your lowest homework grade.

Schedule:

- Jan. 3 Introduction, Discuss Journal; Presentation and exercises, Formal Elements  
Project #1 Lines that Divide or Unify Space.  
Homework: Read Ch 1,2,7& 8; Work on Project #1  
Collect letterforms and examples of negative space, line, unity, focal point, and scale
- Jan.10 Lecture; present Project #2 Composition and Pattern with Letter Form  
Homework: Read Ch 14, 9,3 &4; begin work on #2, finish #1  
Collect examples of balance, rhythm, and texture
- Jan. 17 Critique #1, Lines; Demonstration on cast shadows. Studio work on #2  
Homework: Read Ch. 5 & 6; complete project #2  
Work on Project #3; Collect examples of illusion, value, and color
- Jan. 24 Critique Project #2, Letter; Discuss Illusion; Present Project #3 and begin work on it.  
Homework: Review notes, readings, and text; Bring any questions to class;  
Continue working on Illusion.  
Complete work on value exercises; Bring paint to next class.
- Jan. 31 Workshop on value & color; Work on Project #3;  
Homework: Read Ch 10-13; Complete Project #3, Illusion; Review for test.  
Collect ads and color samples.
- Feb.7 TEST, Ch 1-9 & 14. Present Project #4, Analogous Color;  
Homework: Read Ch 10-13 and gather color samples to bring to next class.
- Feb. 14 Critique #3, Illusion; Work on project #4; (COME PREPARED!).  
Test on Ch. 10 - 13; Homework: Complete Problem #4
- Feb. 21 Critique #4; Present Project #5, Advertising Analysis; Group ad analysis;  
Homework: Work on #5. Complete ad analysis, including composition, shapes, color and content (typed)
- Feb. 28 Work on Project #5. Advertising Journal due today!  
Note: All examples that you collect should be mounted and presented in a paper pocket folder.  
Homework: Complete #5; Review for exam.
- March 7 Final Critique, Advertising; test on color; present final portfolio.  
ALL WORK IS DUE TODAY (Including any re-do work)!!