2017-18 Fall
HART 1036   Introduction to Graphic Design (1-credit)

Course Instructor	:	Mrs. Alice LO (Email: alicelo.now@gmail.com)
Program Officer	:	Vickie WONG (Room 6401, Tel: 2358 5791; Email: vickiewong@ust.hk)
Time	:	Wednesday	13:30-15:20
Venue	:	**<u>Library</u>** LG426 Multi-function Room
Office Hours	:	By appointment

Course Description

Graphic design is the art of communication through the combination of images and words into a unified form to convey a clear message to an audience. Common uses of graphic design include logos, signs, publications, posters, print advertisements, product packaging and web sites, etc. This course aims to introduce students to what graphic design is and the design process. The basic elements, principles and process of graphic design will be explored and illustrated by works of famous graphic designers. Through the problem-solving approach, students will learn how to apply the design basics to create graphic design solutions. Class time is devoted to lectures, exercises, and critiques where students are asked to evaluate each other's work. Such evaluations are very important in the development of analytical thinking and communication proficiency.

IMPOARTANT NOTE: The course focuses on introducing design principles and process to enable students to create graphic design work. This is NOT a graphic design software training course. However, supplementary workshops on Adobe Photoshop (PS) and Illustrator (AI) will be arranged outside regular class time to introduce students to basic tools and techniques of these software for creating digital artworks. Students with no prior knowledge about PS or AI are recommended to attend.

Intended Learning Outcomes

Upon completion of this course, students are expected to be able to:
1   Describe what graphic design is and its role in society
2   Identify and describe how the use of design elements and principles contribute to the visual communication of ideas
3   Apply the basic principles of graphic design to communicate a message visually to an audience
4   Develop self-analytical judgment by exchanging critical and supporting ideas in a peer group setting

Course Schedule & Outline

Session	Date	Topic
1	6 Sep	**Introduction of graphic design** - Explanation of course syllabus and assessment. What is graphic design? What role does graphic design play in society? How does it work in different printed media? These will be introduced through lecture and group discussion.
2	13 Sep	**Elements of graphic design** - Introduction to basic design elements: line, shape, space, colour, texture and type through lecture, group discussion and in-class exercise.
3	20 Sep	**Principles of graphic design** - How the design elements are combined to create balance, emphasis/focal point, contrast, harmony, hierarchy, rhythm, and consistency. This will be introduced through workshop demonstration and exercise.
4	27 Sep	**Word and image** - Relationship between word and image, anatomy of a typeface, how to choose a typeface. These will be explored through lecture, group discussion and in-class exercise.
5	4 Oct	**Layout design** How to integrate type with image, grid and visual hierarchy, and setting type for readability. These will be introduced through workshop demonstration and exercise.
6	11 Oct	**Design Process: Project briefing and research** Major graphic design project briefing and research. Students will work in a small design team of 4-5.
7	18 Oct	**Design Process: Ideas generation** Students will generate ideas to solve problem supported with group tutorial.
/	19 Oct	**Supplementary Workshop : Introduction to Photoshop (Optional)** Time: 14:00-17:00 Venue: E-learning classroom A (LG1 Library, Mac room) *Recommended for students without prior knowledge about Photoshop *Require deposit payment of $200 (will be refunded upon satisfactory completion of this workshop)
8	25 Oct	**Visual Communication of ideas in poster design** How design elements and principles contribute to the visual communication of ideas, as demonstrated in the posters of famous designers. This will be introduced through lecture and group discussion.
/	26 Oct	**Supplementary Workshop : Introduction to Illustrator (Optional)** Time: 14:00-17:00 Venue: E-learning classroom A (LG1 Library, Mac room) *Recommended for students without prior knowledge about Illustrator *Require deposit payment of $200 (will be refunded upon satisfactory completion of this workshop)
9	1 Nov	**Design Process: Ideas development** Students will develop visual ideas supported with group tutorial.

10	8 Nov	**Design Process: Interim ideas presentation** Interim ideas presentation and critique will provide an opportunity for students to strengthen and develop their work by exchanging critical and supporting ideas in a peer group setting.
11	15 Nov	**Professional practice of graphic design** A graphic designer will be invited to give a talk to students on 'Professional practice of graphic design'.
12	22 Nov	**Design Process: Visual refinement** Students will refine their visuals for final presentation with tutorial support.
13	29 Nov	**Design Process: Final presentation** Students will present their final design solutions with comments from peers and instructor.

Assessment Tasks

Participation in class discussions and critiques (30%)	(1) Students are required to play an active role in class by exchanging critical comments and supporting ideas to improve each other's work. (2) This task can assess students' understanding of the graphic design principles, and analytical and critical judgment. *Regular attendance is the fundamental requirement of this course. Attendance will be taken 10 minutes after the beginning of each session after add/drop period. Absence, late or early leave will affect the mark received in class participation.
Workshop exercises (30%)	(1) Students are required to follow the instructions and demonstrations of how to make use of design elements and principles to communicate ideas. (2) The workshop exercises provide students opportunity to learn the basic graphic design principles step-by-step.
Major graphic design project with reflective learning report (40%)	(1) Students working as a team are required to **design a poster** to promote a social issue or event with attention to creativity, detail and craft (the final design can be hand-drawn and using different materials or computer-generated), and the **reflective learning report** is within 1000 words. (2) This major project guides students through to apply the basic principles of graphic design to communicate a message to an audience, and the reflective learning report can help students to express their learning experience and assist the instructor to assess whether student learning meets the course ILOs. *10% of mark will be deducted per day in case of late submission, no assignment will be accepted after a week of the submission deadline.*

Required Reading Materials

1. Resnick, E. (2003). *Design for Communication – Conceptual Graphic Design Basics.* New Jersey: Wiley & Sons.

Supplementary Reading Materials

Books

1. McAlhone, B. and Stuart, D. (1996). *A Smile in the Mind*. London: Phaidon Press Ltd.
2. Elam, K. (2007). *Typographic Systems.* New York: Princeton Architectural Press.

3. Wilde, R. (1986). *Problems: Solutions – Visual Thinking for Graphic Communicators*. New York: Van Nostrand Reinhold.

E-resources
www.complex.com/style/2012/03/20-graphic-designers-you-should-know/
www.thegoodagency.co.uk
www.sagmeisterwalsh.com
www.anothermountainman.com
Hong Kong International Poster Triennial 2014
www.heritagemuseum.gov.hk/minisite/hkipt2014/Vision_en.html

Academic Honor Code

-   You must observe and uphold the highest standards of academic integrity and honesty in all the work you do throughout your program of study.
-   As members of the University community, you have the responsibility to help maintain the academic reputation of HKUST in its academic endeavors.
-   Sanctions will be imposed if you are found to have violated the regulations governing academic integrity and honesty.
-   Regulations for Student Conduct and Academic Integrity (http://publish.ust.hk/acadreg/generalreg/index.html)