

## SYLLABUS

GMD101

## SPRING SEMESTER

FEB 04 - MAY 30

# INTRODUCTION TO VISUAL COMMUNICATION

### INSTRUCTOR

Omid Orouji  
omid.studio

### LOCATION & TIME

Mon & Wed  
10:35 a.m. to 1:15 p.m.  
10:35 a.m. to 1:15 p.m.

### OFFICE HOURS

Mon & Wed  
10:00 a.m. to 10:30 p.m.  
6:00 p.m. to 1:15 p.m.

### CONTACT

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omid@csun.edu  
323.206.6643

*Information contained in this syllabus, other than grading, late assignments, and extra credit policies, may be subject to change with notice, as deemed appropriate by the instructor. Check your email.*

### STUDENT LEARNING OUTCOME

Introduces the concepts and practices applicable to visual communication, including the elements and principles of design, divergent thinking, and the importance of creative process. Includes instruction in several software applications.

### WHAT YOU CAN EXPECT

Foremost—expect to come to class on time. Arrive with all sketches and materials ready at hand. Be prepared to work on projects in class, review project progress with your classmates as well as your instructor, continue to work on projects outside of the classroom.

Learn how an idea moves from the mind to the material by implementing the creative process. Topics to be presented in this class include semiotics, connotative and denotative meaning, the role of visual communication/literacy in society, how active critique is used to translate meaning, and most importantly process—from the sketchbook, to deliverable.

This is a studio and lecture class. Each class will generally begin with attendance, followed by a lecture, a demonstration, and/or group critiques. It is extremely important for a designer's career, to have the ability to interpret, express, and communicate ideas about their work to others in person and with the use of type and image. There will be some software instruction and demonstration to help you overcome technology learning curves, however independent software study will make you better faster.

Students will have reading and/or project homework every class.

### WHAT YOU WILL LEARN

The goal of this class is to understand how an idea can be translated from language based concepts into effective visual communication. We will analyze how visual communication differs from the written and what the advantages of effective communication are. You will also learn how to develop your own working process, which is the foundation to creating successful visual communication solutions over and over again.

This class is built on real-world professional practices and expectations.

### COMPUTER COMPATIBILITY

**This is a Macintosh only class.** Since specific typefaces and fonts are issued to students to be used on class projects. Students that intend to produce their projects on home pc computers are highly recommended not to do so.

### OFFICE HOURS

Office hours for this class are listed at the top of this syllabus. Appointments are strongly recommended. The location of the appointment will be subject to change (upon confirmation of the appointment) if deemed necessary by the instructor.

## ATTENDANCE

Students are expected to attend all classes. Attendance will be taken at the beginning of each class period. If you are not in class when roll is taken, you will be marked absent, if you arrive after I have taken attendance, please check in with me at the break to be sure I have marked you present. Plan to be on-time to every class— absences affect your work—so eventually they will affect your grade. All students are allowed up to 2 absences without effecting your enrollment status. Once you have reached 3 absences I reserve the right to drop or withdraw you from the class. If you plan on missing class or experience circumstances which prevent you from being able to attend regularly or show up on time, please communicate this in person or via email. Any student leaving class early will be marked absent, unless otherwise discussed. When you are absent from class, it is your responsibility to get the information covered in class from one of your classmates, via Google drive, or the class Canvas site.

## CRITIQUES

Attendance is crucial on critique days, as participation in critiques is part of each project grade. Students that miss critique days will not receive full credit for their project. Excused absences on critique days will be granted in the case of death or illness or emergency in the immediate family or student illness (students must provide documentation to receive an excused absence on a critique day).

## SKETCHBOOKS

You are required to use a Magma Art & Design Direction sketchbook for this class, as well as any other class I teach. For each project that you are assigned, you will be expected to come up with many thumbnail sketches before implementing a design plan in the computer. Sketching is evidence of thinking through the process. Sketches do not have to look “good” the objective is to map out ideas not create a final design solution. The computer is a production tool but the brain is where creativity comes from.

## CLASSROOM ETIQUETTE

Facebook, Twitter, SnapChat, Instagram, Tinder, texting and all other such distractions are prohibited in the classroom. If you are caught wasting your class time on any of the aforementioned activities you will be asked to “share” your status with the rest of the class.

This is a free speech zone where the first amendment is observed and upheld to it’s fullest— which observes the exclusion of Imminent Lawless Action: <https://goo.gl/GRstRp>

## OPEN LAB

There is no longer a designated Open Lab time, instead instructors have agreed to keep their labs open to other GMD students during classroom hours *at their discretion*. Please conform that the instructor is welcoming GMD students and work quietly and courteously while classes are in session.

## STRESS MANAGEMENT

Often the pressure on students is very strong, involving academic commitments, relationships, outside jobs and family pressure to name a few. The staff and faculty of College of the Canyons are here to see you succeed academically and care about your emotional and physical health. You can learn more about the broad range of confidential student services, including counseling and mental health services available on campus by visiting the Student Health & Wellness Center in the Student Services Building (across from the bookstore) or by clicking on <http://www.canyons.edu/offices/Health/Pages/default.aspx>.

The phone number is 661-362-3259.

The National Suicide Hotline number is **1-800-273- 8255(TALK)**. All students at COC are encouraged to enter that phone number in their cells. You can it call when you, or someone you know, is having thoughts of suicide or is in severe distress.

You can also now use the Crisis Text Line: Just text “Courage” to **741741**. Someone will get back to you immediately. Its free and 24/7 confidential.

**PROJECT DEADLINES**

There are five (5) main projects for this class. To receive full credit, print projects must be:

- Submitted along with digital files via the class Google drive
- Be in-class and ready for critique before the crit starts

If your project is not presented at the beginning of the critique, it will be marked down 25% of the graded point value. Projects turned in on the due date, but after class has ended will be marked down 50% of the graded point value. To receive any credit on the due date, you must submit files to the google drive by 11:59 p.m. on the due date and send a notification via email upon submission.

Projects will not be accepted after 11:59PM on date of the deadline.

**PLAGIARISM**

Presenting another person's design, ideas or writing as your own is not permitted. If a student is found to be plagiarizing work, they will receive a failing grade for the entire class.

**SOFTWARE ASSISTANCE**

One-on-one software tutoring and consultation can be given by making an appointment during office ours. This can be scheduled with the instructor only. Do not go through the College of the Canyons administration office. By doing so, you will not get an expedient response.

**COURSE CONTENT**

**Lectures** will be given weekly but not scheduled and are based on the course material and the chapters in the required text. Lectures are not given out to students so attendance on lecture days is crucial for a successful grade on the quizzes.

**Lecture**

Evaluate the creative process as it applies to visual communication workflow.

1. Introduction to semiotics, and why the study of symbols is important to visual communication
2. Define the elements and principles of composition
3. Explain and illustrate approaches to developing a creative process
4. Explore the value of divergent thinking in the creative process
5. Analyze how culture is influenced by visual communication
6. Critique visual communication projects

**Lab**

Create media for visual communication using a variety of technique, media and software.

1. Create visual communication solutions using the creative process and various forms of media and applicable software
2. Align communication goals with software applications to create effective outcomes

**PROCESS**

The design process is essential to the success of a design solution. During the course of the semester, grading criteria will lay heavily the your participation in the process. This includes, sketching and note taking in a Magma Design Sketchbook, participaton in critiques (talking about work), depth and quality of reserch and material exploration.

**GOOGLE DRIVE** There is a class Google Drive folder, the link to this folder can be found in the course Canvas Shell. Each student will be expected to login with their own username and password to access the syllabus, schedules, handouts, demo videos and other helpful tools. Students will also be expected to upload, their sketches and other working digital files as requested by the instructor.

**GRADING** This class is graded on a point system, consisting of 1,000 points total for the class. Grading will be based on 4 main areas: Participation, Quizzes, Sketchbooks and Projects.

**PARTICIPATION** Your commitment, attitude and active participation during class critiques, will contribute a total of 100 points to your final grade.

**PROJECTS** Projects will be based on five (5) main assignments. Each project is graded on a series of performance criteria. Performance criteria is listed on each project handout. The 5 assignments represent the bulk of your final grade and therefore contribute approximately 75 percent or 750 points.

**Project 1** - Fortune Cookie = 150 points

**Project 2** - Object=150 points

**Project 3** - Movie Poster=150 points

**Project 4** - Series Intro=150 points

**Project 5** - Blog=150 points

**QUIZZES** Quizzes will be scheduled and given based on lectures, readings, discussions and handouts. Quizzes will contribute a total of 150 points to your final grade.

**SKETCHBOOK** Your Magma Design Sketchbook will be collected during the class final and graded. Depth and quality of sketches contribute a total of 100 points to your final grade.

**EXTRA CREDIT** Extra credit opportunities are offered at the instructor's discretion. A maximum of 100 extra credit points can be applied toward your final grade. Extra credit can only be applied to your final grade if all five class projects are turned in on the day they are due, and corresponding critiques are attended.

**POINT DISTRIBUTION**

Participation (critiques, in class projects) .....	70 pts.
Projects (5 Total).....	750 pts.
Quizzes (2 Total) .....	70 pts.
Presentation .....	40 pts.
Sketchbook/Process .....	70 pts.

**TOTALS**

Extra credit .....	TBA
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A = 1,000 – 899 B = 900 -799 C= 799 – 700 D= 699 – 600 F = 599-0

These guidelines are based on “real world” professional expectations. The habits you form in this class will enhance your level of success in the future of your design career. Clients employ and depend on designers who are not only skilled, talented, flexible, and good communicators, but who are reliable. Talent does not meet a deadline—planning and discipline does.

**READING***(Required)***Title** *Guide to Graphic Design***Written by** Scott W. Santoro**Publisher** Pearson

ISBN- 0132300702

**CLASS SKETCHBOOK***(Required)***Title** Magma Sketchbook: Design & Art Direction (Paperback)**Publisher** Magma Books (Creator)**Price** \$11.05**SOFTWARE***(Required)*

Adobe CS6 or better, Student and teacher Subscription (as low as \$10/month)

<https://creative.adobe.com/plans?promoid=KSPAL>**BOOKS FOR NERDS**

For continued education and refinement with visual communications and graphic design, these resources will add increasing depth of knowledge, understanding and practice.

**Title** *Citizen Designer: Perspectives on Design Responsibility***Written by** Steven Heller & Veronique Vienne**Title** *The Elements of Typographic Style***Written by** Robert Bringhurst**URLS**

Knowing how to make good work requires knowing what good work looks like:

[ButDoesItFloat](#)[TheDieLine](#)[99U](#)[ThisIsColossal](#)[It'sNiceThat](#)[YouWorkForThem](#)**ORGANIZATIONS**AIGA - [www.aiga.org/](http://www.aiga.org/)

AIGA provides a wealth of professional knowledge, industry information and genuinely enjoyable networking opportunities

S(o)TA - <http://www.typesociety.org/>

“We are type designers, punch cutters, wood cutters, type foundry, compositors, printers, and bookbinders from conviction and with passion. Not because we are insufficiently talented for other, higher things, but because to us the highest things stand in the closest kinship to our own crafts.” — Rudolf Koch

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*Be a bargain shopper! Remember to show your student ID at check out! Some items are much cheaper through Amazon.com, and others are cheaper in-store with your student discount. Additional items may be needed from time to time in order to complete class projects.*

**SUPPLY LIST**

1. Magma Sketchbook: Design & Art Direction
2. Google Drive Account, Dropbox or Storage drive 4GB or more with usb connection
3. X-Acto Knife with #11 Blades
4. Drawing Pencils
5. Pencil sharpener
6. PENS

**SUPPLY RESOURCES****Online**

Amazon.com  
DickBlick.com

**Brick & Mortar**

Dick Blick - Los Angeles  
7301 West Beverly Boulevard  
Los Angeles, CA 90036  
Phone: (323) 933-9284

Dick Blick - West Los Angeles  
11531 Santa Monica Blvd  
West Los Angeles, CA 90025  
Phone: (310) 479-1416

Dick Blick - Pasadena  
44 South Raymond Avenue  
Pasadena, CA 91105  
Phone: (626) 795-4985

Each student will be responsible for learning this software throughout the semester. Tips and demonstrations will be given throughout the semester for Photoshop, Illustrator and InDesign but ultimately it is the student's responsibility to tackle the technological learning curve. GMD-101 is a class that requires the use of Adobe InDesign software.

**LYNDA.COM**

Assistance in learning the software for the class can be found at Lynda.com. Memberships are now free to Southern California Residents. You will need an LA County Library card in order to register, the nearest LA County library is located in Stevenson Ranch at 25950 The Old Road (where McBean intersects The Old Road). Once you have a card you can create a Lynda.com account here: <https://www.lynda.com/portal/sip?org=colapublib.org>. The tutorials on this website will be accessible through the student's individual account.

**SKILLSHARE**

Skillshare is also a fabulous learning resource, it is taught by professionals and used by many industry professionals. [Free Trial](#)

Here are a few recommended courses for this class:

1. Ins and Outs of Illustrator  
Author: Brad Woodard
2. Basic InDesign  
Author: Ann Ditmeyer
3. Lettering for Designers  
Author: Jessica Hische
4. Layouts for Lettering  
Author: Jon Contino

# IMMACULATE HEART COLLEGE ART DEPARTMENT RULES

Rule 1

FIND A PLACE YOU TRUST AND THEN TRY TRUSTING IT FOR A WHILE.

Rule 2

GENERAL DUTIES OF A STUDENT:  
PULL EVERYTHING OUT OF YOUR TEACHER.  
PULL EVERYTHING OUT OF YOUR FELLOW STUDENTS.

Rule 3

GENERAL DUTIES OF A TEACHER:  
PULL EVERYTHING OUT OF YOUR STUDENTS.

Rule 4

CONSIDER EVERYTHING AN EXPERIMENT.

Rule 5

BE SELF DISCIPLINED. THIS MEANS FINDING SOMEONE WISE OR SMART AND CHOOSING TO FOLLOW THEM.

TO BE DISCIPLINED IS TO FOLLOW IN A GOOD WAY.  
TO BE SELF DISCIPLINED IS TO FOLLOW IN A BETTER WAY.

Rule 6

NOTHING IS A MISTAKE. THERE'S NO WIN AND NO FAIL. THERE'S ONLY MAKE.

Rule 7 The only rule is work.

IF YOU WORK IT WILL LEAD TO SOMETHING.  
IT'S THE PEOPLE WHO DO ALL OF THE WORK ALL THE TIME WHO EVENTUALLY CATCH ON TO THINGS.

Rule 8

DON'T TRY TO CREATE AND ANALYSE AT THE SAME TIME. THEY'RE DIFFERENT PROCESSES.

Rule 9

BE HAPPY WHENEVER YOU CAN MANAGE IT. ENJOY YOURSELF. IT'S LIGHTER THAN YOU THINK.

Rule 10

"WE'RE BREAKING ALL OF THE RULES. EVEN OUR OWN RULES. AND HOW DO WE DO THAT? BY LEAVING PLENTY OF ROOM FOR X QUANTITIES." JOHN CAGE

HELPFUL HINTS: ALWAYS BE AROUND. COME OR GO TO EVERYTHING. ALWAYS GO TO CLASSES. READ ANYTHING YOU CAN GET YOUR HANDS ON. LOOK AT MOVIES CAREFULLY, OFTEN. SAVE EVERYTHING-IT MIGHT COME IN HANDY LATER.  
THERE SHOULD BE NEW RULES NEXT WEEK.