

DSGN.210.01

ADVANCED DESIGN COMMUNICATION

Taken with Professor James Pardee
Autumn Semester 2023

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▲ google drive : 2023 Autumn RWU - Advanced Design

<https://drive.google.com/drive/folders/1SxqC4B4NTIXD7EUseaYVbnnTAgooHwAD>

Meeting on Monday & Wednesday from 12:00 to 1:50

School of Engineering 122

Lab Course for 3 Credits

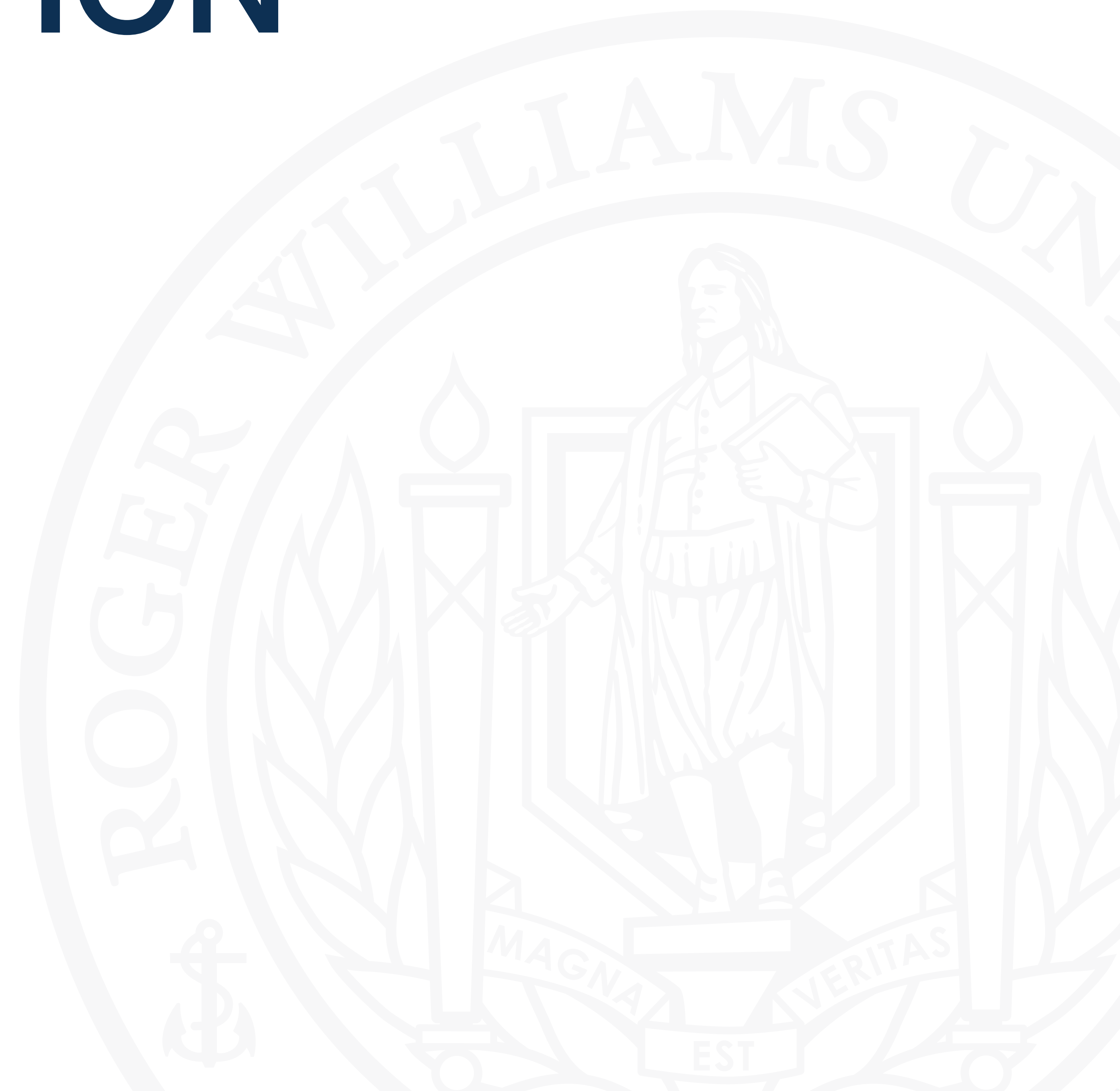
Office Hours:

Monday & Wednesday - 9:00 to 10:00 in SE122

Available through Zoom by Request

For more information on project assignments:

jamespardee.com/students.php



course description

Prerequisite: **DSGN100 and DSGN110**

Fulfills a course requirement in the Graphic Design Core Concentration
This course builds upon fundamental skills acquired in DSGN 100 and 110. Projects assigned have interrelated parts requiring the student to broaden the application of visual information across multiple pieces. Advanced computer skills are applied to visual presentations. Projects include an introduction to web page design. Class time is spent in the Macintosh Computer Lab unless otherwise specified. (3 credits) Fall

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introduction

Advanced design will build on the knowledge and set of tools that was acquired during intro to design and typography. These skills will be expanded on while pushing your understanding of how your solutions work within both a theoretical and realistic world environment. While a student, there should be certain liberties offered to you as you work through your ideas and push your understanding of **what design is, can be** and ultimately **what it solves**.

With each project, constraints will allow you to understand how certain ideas will and will not work in the real world. You will at times be faced with limitations that confine possibilities. Number of colors, a specific size or even a general direction can become a launch pad of creativity. It should never be seen as restrictive but rather an opportunity to push your ideas further and view the problem from multiple angles.

In this class, you will be facing a number of realistic design problems. Creating a fantastic design that is flawlessly executed is not good enough. Solving a complicated problem and working within those guidelines and developing a solution that exceeds expectations IS what you all should strive for. Remember to ask questions. At the beginning but also throughout the process. Always check back with specs and ask, **am I solving what I am suppose to be?** Have I strayed too far from my objective?

structure of class meetings

SE122 is arranged to have four students at each section with enough room to spread out your laptop, tablet, sketchbook and any other tools you will require throughout our class meeting. The design work developed while in class will allow you to engage with me throughout our class time. I always try my best to see everyone and give as much time to address any questions that need answering while providing feedback/direction during our scheduled time. If time does not allow for everyone to have this one on one discussion, those students not seen will be the first to have an opportunity the following class [I will keep track and bounce around throughout the semester]. Every class should be spent progressing your project.

Outside of class design work will be looked at and discussed at the start of the following class. How much time should be spent outside of the meeting hours will vary from student to student and fluctuate from project to project.

evaluation

Music, fashion, film and art is highly subjective and one can always argue what is considered good. What is bad. But what separates design is that it does have a foundation and a set of rules that govern what is successful and what is not. Everything that makes our lives rich and exciting is pulled into design. Fine art can be used to solve a complicated problem. An all type driven composition solves a problem that a photo just could not. Then a photo can become a powerful message without the use of any additional words. In class, we all have our own style. We have our likes and dislikes when it comes to design. We also all have our comfort zone that we fall back on when ideas hit a snag or a solution unravels. How you will be graded never takes into account what my style is, what I consider “good” design is. Rather could your idea, your solution, your style be stronger? Are there flaws in your execution? Could your design be pushed further? These are the values in which you will be evaluated on.

Allowing yourself to go backwards in your process when developing the complete project will yield a stronger complete design. Identifying flaws in your design as the project progresses is expected. Don't allow yourself to become rigid and solidify a part of the overall project before developing the other complimenting pieces. All possible directions should be conceptualized prior to execution and finalizing each design to a degree in which will help your overall portfolio presence.

Though I do not grade individual projects against other student projects, it is a great way for you to see where your design stands in relation to the other work being produced around you.

During this semester you will be given both projects as well as assignments. Each assignment is generally conducted outside the class that lead into a project. They are worth less than projects but can have an impact on your final grade. If you miss class when a class assignment is given, it is your responsibility to reach out to myself or a classmate to ask what is being asked. There will also be smaller assignments that have a whole semester arc. These are intended to strengthen your decision making but also should be conducted in the appropriate timeframe. Often you will be asked to work on these assignments for no longer than 10-15 minutes at most. Please do not treat these as projects for your portfolio but also do not toss them aside as insignificant. I have never nor will I ever assign busy work for you to complete. Everything during the semester has a purpose.



approach

Each project will have specified due dates during the course of the semester. The outline for each project will follow a tight schedule with multiple milestones that should be followed closely. As each aspect of a project relies on one another, falling behind will cause delays in the implementation of your rationale and solution. More importantly, not receiving critical feedback and having proper time to digest that criticism, will hinder your ability to improve and further your skills. Throughout this course, you will receive criticism and feedback from myself and other students. Learning how to digest this feedback and apply to your design is a major part of this course. **Knowing and understanding how is absolutely important - but articulating the why is equally important.**

During this class, you will develop projects ranging from print to screen, from logo/branding to packaging and publication. Each project will be multifaceted and cater to a unique design problem. Focusing entirely on one aspect of the assignment will not yield a successful design. Approaching each project from a wide lens then narrowing in on key specific elements is the point of these four projects. **ASK QUESTIONS** from the start and throughout each project. Constantly ask questions and challenge yourself.

Utilizing different methods of printing and the industry standard software used to develop the end design pieces will be covered in more depth for each of the projects and assignments.

There will absolutely be last minute curve balls thrown at you during projects.

Each project that will be designed in class will differ just as each student will have different taste, direction and subject. Because of this, it will allow for a much diverse range in projects that will at times have students being pushed in different directions as their project demands. Never does one set of rules govern design just as the process and approach often will too. Certain rules can be broken and yet some absolutely must not. If you like to break rules, I welcome the challenge but you had better be prepared to offer a clear rationale as to why you are correct.

Each project will be developed on screen and accompanied with multiple applications that will differ from project to project. Printing out your designs and seeing how they look off screen is vital. The contrast and quality of images and color along with type readability without the back glow of the screen, can only be perfected with prints.

You will be asked to use software you have already used in previous courses and throughout this semester your knowledge using these will be strengthened.

This class is about problem solving but more importantly understanding how your decisions and finalized executions affect all future components going forward. Often, a design may work perfect for one application but falter or fail in a complimenting one. This will force you to back track and redevelop your ideas and direction. It is rare when a set of design rules is created in isolation on one part of a project that can work perfectly across multiple aspect of the umbrella.

On project due dates, come to class with the project already completed and uploaded. We will not be printing projects to submit - though printing should be used through the design process. **Projects must be uploaded before class starts on the due date.**

Projects are due on a specific date and if missed, will be docked a full letter grade for every class meeting that passes. If you upload your project five minutes after class starts, it is late. These projects will require work done outside of class time. Please balance your commitments and do not fall behind. **You may resubmit any project for grading until the last week of classes - unless that project was handed in late.**

response times

Kindly use jpardee@rwu.edu to communicate with me outside of class. I check email daily Monday - Friday, so you can expect a response generally within 24 hour.

Will return submitted work graded with comments and feedback within two weeks after submission.

preparedness

Please come to each class prepared to show progress with the current project. Be sure to have continued your work outside of class and arrive with a substantial amount of work to show. Pay attention to the project handout and check the milestones outlined in the time line. It is recommended a total of two to four hours a week will be spent working on projects outside of class. **You will gauge rather quickly how much time will be needed outside of class to complete and progress your ideas and concepts.** As in many aspects of life, there is not an exact formula for creating a design piece or learning a subject matter. If you are constantly coming to class each day with zero progress from where you left off the previous class, you need to ask if you are truly happy with the progress you are achieving in this course.

People work at varying speeds and students as well as professional designers will run into walls that will at times feel exhausting. Allowing enough time to work through these setbacks will ensure you are not running around last minute when projects are due.

Just as in other design classes and projects, the first solution seldom yields the strongest result. Your rationale and executions will evolve over time and you must document this progression and allow time to reflect. Your prints should be placed in your sketch book with notes written next or over your printed pieces. This will play into your research portion of your grade.

You must also keep track of feedback. Not only from classmates during a class crit but throughout the project where myself or others will provide insight into your solutions. Each project should be approached from different angles. Not just one solution from conception to completion.

Class crits will begin precisely at the time discussed so all students have ample time to show their work and receive the critical feedback from fellow classmates. Then if time allows, the remainder of class will be spent reflecting and absorbing that criticism. Deciding which feedback will be useful and how it can help strengthen your project. These crits are vital to learning how one can articulate reasons for their design choices and re-evaluate those reasons. The crit is important for each project and will count towards your project grade. **Please do not miss class when a crit is scheduled.** If missed for any reason what so ever, those points can not be recovered.

gained knowledge

The end of the semester you will have a clear understanding of how your decisions for a design problem echoes across multiple aspects of a much larger and complex solution. That design solution needs to meld and mold for the greater good rather than just a single design piece. Each project will be rooted in reality thus giving you design problems that you may face later in your career.

In the end, you will have four completely polished multifaceted design projects for your portfolio. You will have also strengthened your skill set and knowledge that was acquired in previous courses.

absences

In the interest of sustaining a healthy design community, it is program policy for students to be present for in-person learning, participation, and engagement in course content. It is permissible for students to miss up to two classes throughout the semester without penalty. If absent, students are responsible for contacting faculty and are expected to be prepared for their next class in alignment with the schedule.

Beyond the two absences, each subsequent absence will impact the project's process and participation points, as outlined in the course syllabus. More than six unexcused absences (3 weeks of course content) may result in a final grade of "F" due to missed lectures, demos, feedback sessions, and in-class activities. These policies pertain equally to online courses and those offered in person.

In the case of severe illness or crises, please consult with your instructor and your academic advisor to determine whether you should withdraw or request an (I)ncomplete grade in the course.

NO FOOD OR DRINKS ARE ALLOWED IN THE LAB

You are welcome to leave the lab when you need to take a break.

emergency preparedness

RWU utilizes an RWU Alert system which serves as the university's primary communications tool for alerting campus community members to urgent situations. When activated, the system sends phone, email, and text messages regarding incident that could affect their safety. The university also hosts an emergency siren warning system that broadcasts alarms and voice instructions when activated. In the case of a fire alarm, individuals should proceed outside of the building. All buildings include instructions on what to do in the event of each type of emergency.

Additional information regarding what to do in the event of a campus emergency can be found here:
www.rwu.edu/undergraduate/student-life/about-student-life/policies-guidelines/emergency-procedures

Campus emergency contact information is located on the website here:
www.rwu.edu/undergraduate/current-students/emergency-info

covid-19 classroom protocols

Mask wearing (high quality N95 or KN95) in indoor settings is considered an effective and recommended practice by the Centers for Disease Control and the American College Health Association and has been proven effective at RWU. The University reserves the right to require mask wearing in any indoor setting when deemed necessary, and we support any individual who chooses to wear a mask to protect themselves or others.

Visit www.rwu.edu/covid-protocols for information on our Covid protocols throughout the year.

In the event you test positive for COVID-19 throughout the academic year, you are required to report your positive test result. www.rwu.edu/sites/default/files/downloads/coronavirus/COVID%20Reporting%20Tool.pdf

academic integrity

Graphic design communication is a profession that values originality and integrity in the creative process. All your finished projects should be your own work. In addition, Roger Williams University holds the highest standard for academic integrity.

Please review the university's policies on academic integrity,
www.rwu.edu/academics/academic-affairs/academic-standards

Please note that course materials distributed by an instructor are the intellectual property of the instructor and may not be shared or distributed without permission.

campus emergency contacts:

Emergency:

401-254-HELP (4357)

Public Safety:

401-254-3611

Health Services:

401-254-3156

Environmental Health & Safety:

401-254-3611

or 401-254-4357

Facilities:

401-254-3136

Counseling Center:

401-254-3124

the tutoring center

The Tutoring Center, which is comprised of the Math, Science, Writing, and Modern Languages Centers and which also provides tutoring for some Economics, Accounting, Computer Science, Engineering and Construction Management courses, is located on the second floor of the Main Library. You can walk in and see a peer tutor; appointments for faculty tutors are encouraged. All tutoring is free. You are encouraged to visit the Center to ask questions, whether it's about course-specific tutoring, specialized study groups, or how to get the most out of tutoring. In addition, the Writing Center offers a second option for tutoring: an email tutoring system at this website: www.rwu.edu/go/email-writinghelp The WritingHelp email system is not in-person tutoring (for in-person help, please come into the Writing Center); it provides an email address to send your paper to a tutor for help.

The Tutoring Center offers assistance Monday through Thursday 9:00 am to 8:00 pm; Friday 9:00 am to 3:00 pm; Sunday 2:00 pm to 8:00 pm. For additional information about the Centers, including tutor schedules, please see www.rwu.edu/go/tutoring

student accessibility services

The University has a continuing commitment to providing reasonable accommodations for students with documented disabilities. Students with disabilities who need accommodations in order to fully participate in this class are urged to contact Student Accessibility Services, as soon as possible, to explore the arrangements needed to be made to assure access. Student Accessibility Services is located on the first floor of the University Library and is open Monday through Friday from 8:00 am to 5:00 pm. They can be reached at sas@rwu.edu and 401-254-3841.

For more information about SAS, visit www.rwu.edu/undergraduate/academics/student-academic-success/student-accessibility-services-sas

title ix at rwu

Faculty at RWU are designated “responsible employees”, and therefore mandated to report Title IX related disclosures to the Title IX Coordinator. There are resources both on and off campus to assist students through a difficult and challenging situation.

- **The RWU Counseling Center** – 401 254 3124
www.rwu.edu/undergraduate/student-life/health-and-counseling/counseling-center
- **Health Services** – 401 254 3156
www.rwu.edu/undergraduate/student-life/health-and-counseling/health-services

Additional information regarding your rights and resources are available at:
www.rwu.edu/undergraduate/student-life/health-and-counseling/sexual-assault-and-dating-violence/title-ix-rwu

preferred name policy

Roger Williams University has an optional Chosen Name Policy that allows students to update their name in our University records without requiring a legal name change. Students who might consider using such a change include members of our transgender communities. Students can update their name through their Student portal, click on Student, then User Account. Preferred Personal Information should appear and they can update their name there. Should students have any questions or concerns, please reach out to the Registrar's Office or Jamie Wire (jwire@rwu.edu).

suggested books & magazines

Communication Arts Magazine

www.commarts.com

Layout Workbook by Kristin Cullen

ISBN-10: 1592533523

Logo Design Love by David Airey

ISBN-10: 0321985206

Brand Identity Essentials by Kevin Budelmann

ISBN-10: 159253578X

Designing with Type by James Craig

ISBN-10: 0823014134

Graphic Design Solutions by Robin Landa

ISBN-10: 0495572810

Brand Against the Machine by John Morgan

ISBN-10: 1118103521

Eye Magazine

www.eyemagazine.com

novum [now part of page - online resource]

www.page-online.de

YOU MUST SET UP A CLOUD ACCOUNT.

A google account up to 15gb is free. 100gb is \$2 a month.
If you work on your mac, first 5gb is free,
with 50gb is \$1 a month or 200gb being \$3 a month.



required materials

You will be required to have a sketch book designated solely for this class. The process of conceptualizing is as important as the final piece. You want to have a record of the process.

- sketchbook - large enough to put a letter size print out in without folding
- straight edge & 18" c-thru ruler with points & pica measurements
- x-acto holder with #11 x-acto blades
- adhesive dispenser
- 12 x 18 cutting mat - there should be some in the lab to use during class

resources & references

organizations

American Institute of Graphic Arts

Art Directors Club

Design Management Institute

Graphic Artists Guild

International Council of Graphic Design

St. Bride Library in London

Society for News Design

Graphis - www.graphis.com

paper stock

Paperworks

Finch

French

Gilbert

Hazen

Neenah

Wausau

stock images

123RF

Dreamstime

Fotolia

iStock

adobe suite (creative cloud)

Students can obtain a license for Adobe's suite of tools.

Information on student discount pricing for the Creative Cloud apps can be found at:

www.adobe.com/creativecloud/buy/students.html

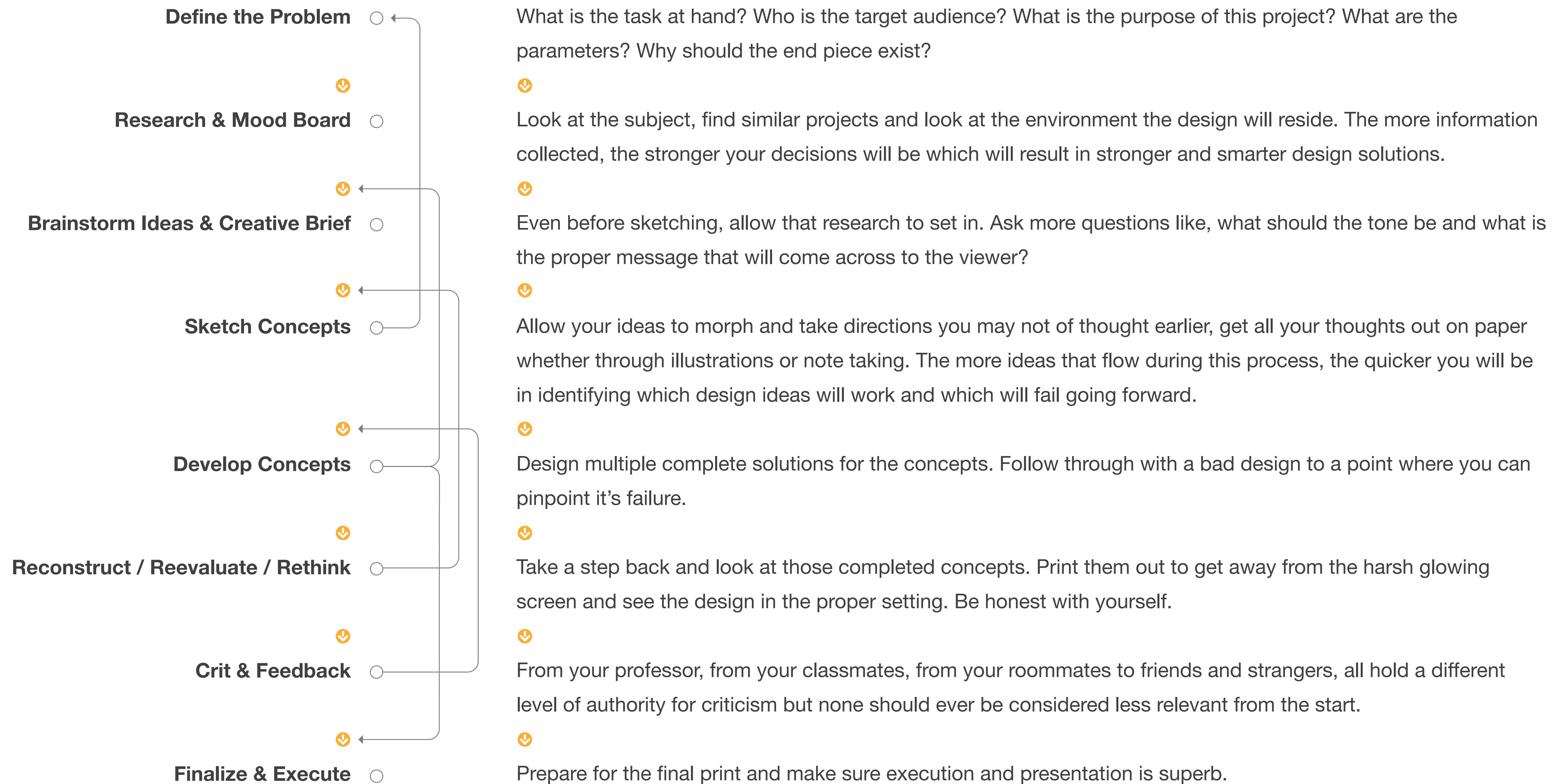
Students have the option to work from decks in the studios and lab at no extra cost.

Students can find instructions on how to access Adobe Creative Cloud by logging in to the rCloud or at designated lab computers on campus using her RWU credentials.

See the support page for additional instructions and information:

rogerwilliamsuniversity.freshservice.com/support/solutions/articles/18000044591

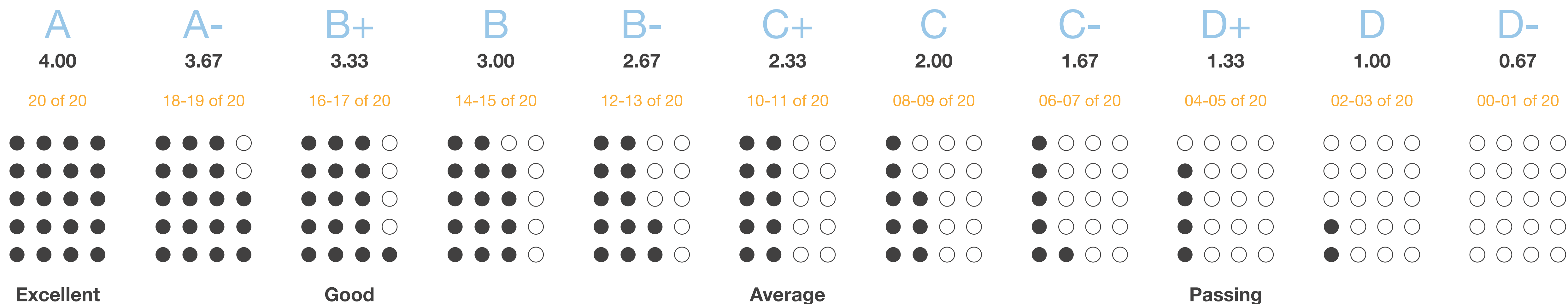
the design process



grading criteria

The following is a general guideline that will be used in grading your work during this semester. As you work on projects, it would be wise to ask yourself where your project fits within the scheme of the below outline. On every project handout, a more detailed outline of expectations will be provided.

- the quality and aesthetic appeal of the completed design - flawlessnes
- the uniqueness & creativeness of solving the design problem
- strength of all the pieces as a whole in a project - consistency
- research / process of the project - mapping out your ideas & progress
- following project specifications - completing the entire assignment
- preparedness for / participation during class and in class crits



tutorial assignments / homework

You will be assigned homework throughout the semester. Each assignment will coincide with the project you are currently working on. They are all pass fail and you will be asked to resubmit any homework not done to proper specs. The total homework grade will account for one project and can significantly affect your final grade.

Example - receive an A on every single project but fail to submit any homework, the final grade will be a B





the quality and aesthetic appeal of the completed design - flawlessness

- flawless design that solves the problem perfectly. there are no errors in the finished execution.
- wonderful design solution to the problem. few areas that could be stronger and pushed further if reworked.
- nice work on the overall design. the concept is there but the execution needs to be stronger. possibly a different direction needs to be explored.
- the finished design needs to be reworked. the problem has not been solved and the finished design is full of errors and issues.
- did not attempt to solve the design problem and needs to start from the beginning of the process.

the uniqueness & creativeness of solving the design problem

- approached the project from multiple angles and solved the design problem without question - the concept of the design is unique to this project
- research and brainstorming went into the project with ideas formed specifically for this project - a different execution would have yielded a stronger design
- the ideas and concepts were not developed fully and could have been pushed further - the solution chosen is not unique nor specific for this project
- little to no leg work was done prior to developing ideas on the computer - the solution used was a template solution

strength of all the pieces as a whole in a project - consistency

- all individual pieces are perfectly developed and compliment under one umbrella.
- nicely presented with a stray element that maybe falls short of the overall design arc integrity.
- the finished design pieces fall well short and need to be reworked or the individual pieces are all separated and not connected visually.
- did not complete all of the required pieces for the assignment.

research / process of the project - mapping out your ideas & progress

- throughout the project, the process was followed precisely and did your research up front, this includes developing the correct number of concepts.
- followed the process in developing the correct number of concepts but did not keep track of research or failed conceptual design ideas.
- did not follow any of what was asked and only have the final design to show for your work.

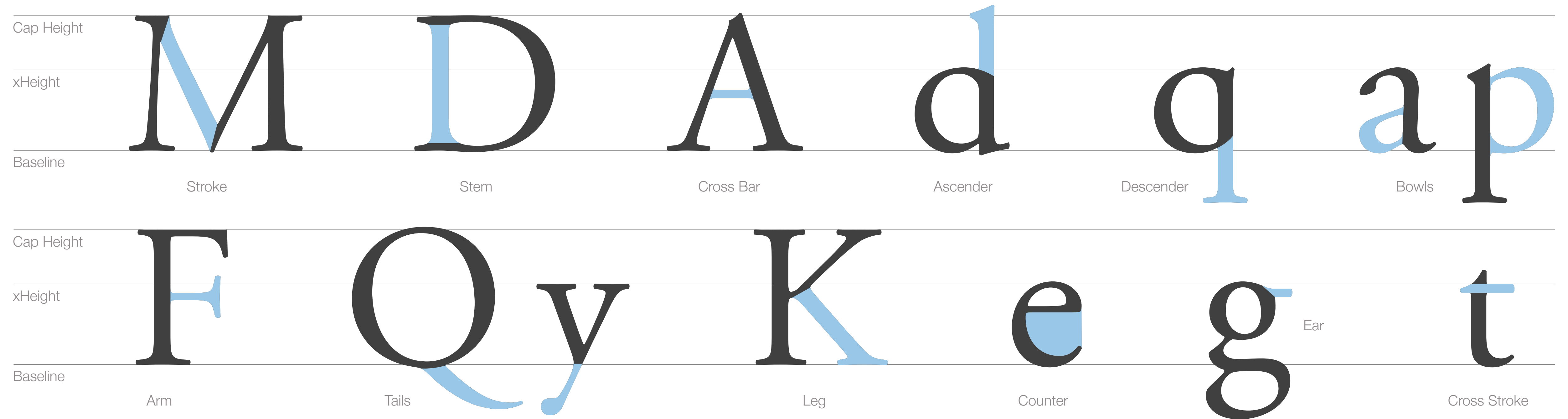
following project specifications - completing the entire assignment

- solutions identify and solve all of the project needs
- project is complete but the solution strays from the specifications without offering a reason why
- finished design does not solve the problem or ignored components

prepared for classes / participation in class crits

- showed to class with project ready to present / spoke up and offered your feedback to others in your group
- never progressing your project each class / never engaging in dialog regarding your project's direction
- missed the class crit / showed to class not ready to present / did not speak up and offer feedback to others in your group

anatomy and terminology



lorem ipsum

lor em ips u m

Kerning is the spacing in between each individual letter.

Incorrect Kerning - obviously a bit extreme

Lorem ipsum dolor sit amet, consectetur adipiscing. Donec sit elitamet arcu. Sed hendrerit, odio ac rutrum.

Tracking is the spacing between all of the characters on a line

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Leading is the spacing between lines of text.

anatomy and terminology

HEADLINE TEXT

deck text used between header and body to expand on the headline

By Line Author Line

Lead Text that is designed to engage the reader. The type treatment hear can be a bit fancier than the body text. Etiam porttitor eros vitae felis pretium elementum. Sed rutrum tincidunt nisl, non imperdiet libero laoreet non. Curabitur purus ex, facilis nec dolor eu, dictum tristique metus. Cras eu quam ac tortor cursus euismod. Proin vel metus vitae sem luctus molestie. Maecenas eleifend dolor placerat ante pellentesque semper a non orci. Proin nisi magna, tincidunt et ex et, porttitor ornare lorem. Nunc a rutrum ante. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; Phasellus iaculis vitae ipsum at volutpat. Maecenas quis eros in erat ullamcorper pharetra id ut nisl. Fusce dapibus varius nunc eu aliquam.

page gutter

Body text needs to be clean, easy to read, be at least 120% leading and a comfortable character length per line, generally starting at 72 characters and adjusting based on x-height, style and type size. Etiam porttitor eros vitae felis pretium elementum. Sed rutrum tincidunt nisl, non imperdiet libero laoreet non. Curabitur purus ex, facilis nec dolor eu, dictum tristique metus. Cras eu quam ac tortor cursus euismod. Proin vel metus vitae sem luctus molestie. Maecenas eleifend dolor placerat ante pellentesque semper a non orci. Proin nisi magna, tincidunt et ex et, porttitor ornare lorem. Nunc a rutrum ante. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; Phasellus iaculis vitae ipsum at volutpat. Maecenas quis eros in erat ullamcorper pharetra id ut nisl. Fusce dapibus varius nunc eu aliquam.

widows & orphans

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folio - has date, name of magazine, page #

sub heads are text attached to a paragraph or series of paragraph sections and used to help break up the sea of text

Aenean sollicitudin pharetra elit pellentesque ullamcorper. Aliquam viverra nec ante eget laoreet. Etiam ullamcorper sodales erat, malesuada rhoncus mi pulvinar volutpat. Aenean congue orci non feugiat aliquam. Fusce vitae malesuada felis. Sed ut bibendum eros. Sed blandit eu justo ut lobortis. Ut ullamcorper efficitur urna ut maximus. Aenean sit amet dolor eget enim eleifend ultricies. Aliquam interdum, ex ac euismod facilisis, velit justo lobortis ligula, id hendrerit nulla ligula at velit. Duis et sapien commodo, rutrum ligula vitae, aliquam ex. Cras lobortis ipsum nec urna ultricies, eu feugiat metus malesuada.

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leading 120%

leading 175%

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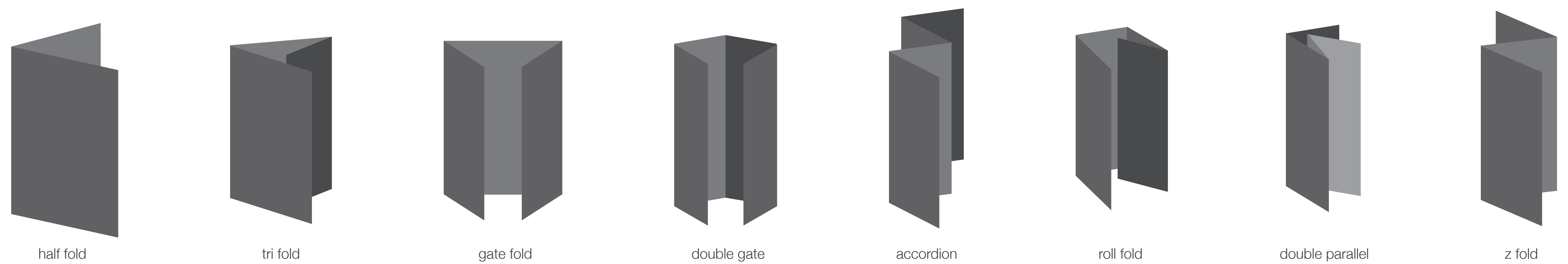
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Autumn 2020 | Publication Design | 10



autumn 2023 semester calendar outline

A rationale behind each assignment will be handed out as a separate work sheet and discussed before the start of each assignment. The schedule could be tweaked due to unforeseeable events such as canceled classes due to weather. At which point a modified schedule will be mapped out and provided.

Introductions Project One Start	30	08
Branding Project		
Recreate a logo for a local community service, in RI or your home area.	04	09
The logo must incorporate an icon with the type treatment that would allow for the mark to be used separately in subsequent designs.	06	09
	11	09
	13	09
	18	09
	20	09
	25	09
Class Crit on completed designs	27	09
Project One Due at Beginning of Class Project Two Start	02	10
Packaging Project	04	10
Create packaging for a small toy that has nostalgic history.	09	10
The design should be developed to give the person buying it a memorable experience of opening it along with a history of the toy itself.	11	10

10	16	
10	18	
10	23	Class Crit on printed and pieced together designs
10	25	Project Two Due at Beginning of Class Project Three Start
		Publication Project
10	30	Develop a multi folded brochure with die cuts for a special exhibit at a museum, big or small. Then create a striped down version that is interactive for the phone. After create signage for the museum for this specific exhibit.
11	01	
11	06	
11	08	
11	13	
11	15	Class Crit on all completed components
11	20	Project Three Due at Beginning of Class Final Project Start
11	22	Open Project
		Find a friend and become their designer - infographic poster of their work/research convert that poster into a t-shirt two color screen print.
11	27	
11	29	
12	04	
12	06	
12	11	
12	13	Final Class Crit
12	18	Final Project Uploaded by Noon - Uploaded to Google Drive

introductions for the first day of class

Please email me the following before leaving today at jpardee@rwu.edu

01

How would you like to be referred to as?

02

Your major?

03

Your understanding of the adobe programs
are there particular aspects of the software - you would like to know more about?

04

What are your design strengths that you are hoping to bring to your designs this semester?

05

What are your weaknesses in design that you would like to overcome this semester?

06

What are some of the things you hope to learn from taking this class?