
Course Information

course number:	GPHD 145	prerequisites:	GPHD 130, 135	instructor:	Associate Professor John P. Forrest Jr.
course title:	Visual Image	units:	3		

Associate Professor Forrest

office:	Mariposa Hall Room 5001A	email:	john.forrest@csus.edu
phone:	916.278.4319	web site:	http://www.csus.edu/indiv/f/forrestj/
office hours:	M, W 1:00-2:30 p.m. Call 916.278.3962 to make an appointment		

catalog description

Advanced exploration of visual study. Students will learn to orchestrate a diverse yet unified visual campaign for a particular client. Image making will be stressed in this course as students experiment with techniques and media including but not limited to photography and illustration.

learning objectives

- Demonstrate the ability to create beautiful, thoughtful and appropriate design solutions that consider the client, audience and context.
- Demonstrate the ability to integrate typography and image, create effective systems and show careful consideration of color as an active agent of communication.
- Demonstrate the ability to create clear and well crafted communication of the written word as well as an effective projection of the desired message.
- Demonstrate the ability to achieve these objectives within a prescribed process of problem definition, concept development and final comprehensive execution.
- Demonstrate the ability to analyze, present and defend decisions throughout the design process.

grade distribution

music	20%	94% – 100% = A
theatre	20%	90% – 93% = A-
art	20%	87%– 89% = B+
college	30%	84% – 86% = B
		80% – 83% = B-
exercises	10%	77%– 79% = C+
		74% – 76% = C
		70% – 73% = C-
		67%– 69% = D+
		64% – 66% = D
		60% – 63% = D-
		0%– 59% = F

Course Policies

attendance

Attendance will be taken at the beginning of every class. If the student arrives late it is the students responsibility to speak with the instructor after class to ensure the proper marking of attendance. If the student does not speak to the instructor at the end of class then the record stands. Attendance is required. Your final grade will be lowered one letter grade for every non excused absence past three. Example: C will be lowered to C- for four non excused absences. Absence will only be excused for documented illness or emergency.

late arrivals / early departures

Excessive or persistent tardiness will effect your final grade. 6 late arrivals or early departures will count as 1 absence.

missed work

Any missed work or lecture material is the students responsibility to hand in or recover. If a meeting with the instructor is required please take care of this sooner rather than later.

participation

The student is expected to be self-motivated and a self-starter. Part of a students grade will be a reflection of his / her work ethic in, as well as out of class. Come prepared with course supplies, finished homework, and be ready to participate in class. Much of the skills learned in class come through close observation and dedicated practice while participating in lecture and activity sessions.

project deadlines / make-ups

Projects turned in past the deadline will have the final grade lowered by one full letter grade for every class period late. Example: C will be lowered to D. Projects will be due within the first five minutes of class unless otherwise noted.

practical precautions

Students are to take proper measures to protect their work when storing and transporting it. Put course supplies, works in progress, and finished projects in secure places. Lockers are available in the Kadema Hall breezeway. Bring a reliable lock if using these storage areas. Stolen or damaged projects will not be excused. When dealing with digital files, save early and save often. Back up all files, whether done at home or in the lab. Corrupt files and defective disks will not be excused.

withdrawal dates and procedures

Students are expected to know the university's policy on dropping classes. Drops requested beyond prescribed deadlines will require a "serious and compelling reason". Refer to the official drop policy found in the class schedule for more details.

academic dishonesty

All work must be properly cited. Cheating is unacceptable at CSUS. If cheating, copying or plagiarism is discovered, the work in question will receive a zero in the grade record. The student will then be referred to the proper university authorities to determine if any additional action by the university must be taken.

students with special needs

If you have a disability and require accommodations, you need to provide disability documentation to SSWD, Lassen Hall 1008, 916-278-6955. Please discuss your accommodation needs with me after class or during my office hours early in the semester.

Deliverables

Exercises

Campaign 1, 2, 3, 4

Important Dates (subject to change)

week 1	August 27	week 11	November 5
class one		class one	
class two	Exercise 1 Due, Initial Problem Definition Due	class two	
week 2	September 3	week 12	November 12
class one		class one	
No Classes: Monday 9/3, Labor Day		class two	
class two			
week 3	September 10	week 13	November 19
class one		class one	
class two	Research Due	class two	
		No Classes: Thursday 11/22, Thanksgiving	
week 4	September 17	week 14	November 26
class one	Exercise 2 Due	class one	
class two		class two	
week 5	September 24	week 15	December 3
class one		class one	College, Due to Press
class two		class two	
week 6	October 1	finals week	December 10
class one			College, Presentation to Client
class two			
week 7	October 8		
class one			
class two			
week 8	October 15		
class one	Theatre Due		
class two	Music Due		
week 9	October 22		
class one	Art Due		
class two			
week 10	October 29		
class one			
class two			

Required Materials

- Camera (digital or film as long as you can produce a high resolution quality image)
 - X-acto knife, Pack of 100 extra blades (No. 1 Precision Knife)
 - Staedtler lead holder + a variety of leads
 - Lead Sharpener
 - Sketchbook
 - Pad of tracing paper
 - 18" Metal ruler with cork back
 - Spray mount, rubber cement or another appropriate adhesive
 - Glue stick
 - White artist tape
 - Mars plastic eraser
 - Cutting mat
 - Push pins
 - A Sharpie
 - Set of Black Micron Pens
 - A method of external storage, backup and transportation of digital files.
 - Any other relevant materials you can bring to further your solution.
- You will be expected to do computer and hand work outside of class.
 - You will be expected to turn in high quality prints and comprehensives when applicable.

Required + Recommended Texts

Required

Making and Breaking the Grid

by Tony Samara,

ISBN 1564968936 Hardback

ISBN 1592531253 Paperback

Explorations in Typography / Mastering the Art of Fine Typesetting

by De Bartolo, ISBN 978-0-9843707-8-8

Recommended

A Designer's Research Manual: Succeed in Design

by Knowing Your Clients and What They Really Need

by Jennifer and Kenneth Visocky O'Grady, ISBN 1592532578

Check web site for additional readings throughout the semester.

Sister Corita's 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 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 ANALYZE 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 EVERY-

THING. 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.

Corita Kent's Rules & Hints for Students and Teachers.

Kent, Corita & Jan Steward, Learning by Heart; Bantam Books, 1992.

Learning Objectives - Expanded

Navigating the Client / Designer relationship

Asking questions

Listening

Interpreting

Confirmation / Suggestion

Documentation >>>> Define the Problem

Gathering Information

Types of Information: Qualitative / Quantitative

Audits: Internal / Competitor / Audience

How do you use research information to make design decisions

Design research helps influence message which influences design decisions

Design research can capture the context in which a design will exist - audience / environment / interaction

Take advantage of your partners,

or why you should not hide your perceived failures

The design process is an iterative one meaning that through a large number of explorations and multiple solutions may be found that would not have otherwise. The design process is cyclical and needs a complete cycle to be effective. "I tried that" should not be uttered in class unless it is on the wall. If

it is not on the wall it has not been tried.

>>> Which leads to the

The Value of Prototypes

Unless it is meant to exist within the computer a design solution is not fully realized until it is viewed in its physical form at its full size in the correct context. Only then can you truly and fully evaluate its potential for success or failure.

A time and place for Craft and why it cannot be ignored.

Time is a constant worry within the design process since design is part of a deadline driven enterprise. Therefore as a designer moves through the process he/she must work quickly, efficiently and effectively. It is important as a design moves through the iterative process to evaluate elements of the work appropriate to its stage. As the work reaches points where clarity is needed, refinement of the visual presentation should rise to meet the needs for that clarity. These moments can span the entire project from start to finish. Without question those moments where decisions are being made internally, to presenting to the client and delivery of final production files to a vendor demand the highest level of craft possible in every aspect of the design solution execution. Anything less harms your reputation and that of your firm.

Learn to be confident but open while discussing your design decisions

If you make a decision figure out why. Why it works for the audience, client, context or the form. Be able to present why your design solution has the potential to be successful based on the definition of the problem, the audience and the context. You must also be able to listen to and objectively analyze criticism from the client and your peers.