
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 5017	email:	john.forrest@csus.edu
phone:	916.278.4319	web site:	http://www.csus.edu/indiv/f/forrestj/
office hours:	M, W 12-12:45 p.m. T, Th 3-3:45 p.m.		

catalog description*

Advanced exploration of visual communication design. Students will learn to orchestrate a diverse set of deliverables that form a unified visual campaign for a client. Image making via photography and illustration will be stressed in this course as students experiment with a variety of techniques and media.

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 information communication 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

		grade scale
campaign	45%	94% – 100% = A
magazine	45%	90% – 93% = A-
exercises	5%	87%– 89% = B+
homework	5%	84% – 86% = B
		80% – 83% = B-
		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: B- will be lowered to C-. 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 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.

Important Dates (subject to change)

week 1 September 2
class one
class two
No Classes: Monday 9/2, Labor Day

week 2 September 9
class one
class two

week 3 September 16
class one
class two

week 4 September 23
class one
class two

week 5 September 30
class one
class two

week 6 October 7
class one
class two

week 7 October 14
class one
class two

week 8 October 21
class one
class two

week 9 October 28
class one
class two

week 10 November 4
class one
class two

week 11 November 11
class one
class two
No Classes: Monday 11/11, Veteran's Day

week 12 November 18
class one
class two

week 13 November 25
class one
class two
No Classes: Thursday 11/28, Thanksgiving

week 14 December 2
class one
class two

week 15 December 9
class one
class two

finals week December 16

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 (**pencil**)
- 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 on a regular basis. These are to be complete before the beginning of the class in which they are due.

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 - audi-
ence / 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 pro-
cess 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 solu-
tion 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 po-
tential 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.