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This schedule is a tentative outline of how the course assignments will progress through the semester. Dates and assignments are subject to change. Always refer to current project hand outs for updated information.

Week 1 {Tuesday, Aug 25}

Review syllabus + course structure, Handout vital stat/info sheets/sign

Introduce semester projects & assignments

Lecture: Design principles recap

About Marie and her work

Assignment

Order books online

Look up class web site and purchase materials

Bring a small, machine made, preferably metal object

Bring drawing materials and sketchbook

Week 1 {Thursday, Aug 27}

Lecture and demonstration: Process

Lecture: simplification and symbol design;

Introduce Graphic Translation Project

Draw your mechanical object realistically

Assignment

Create 16 sketches (total) of the other 4 steps

Start finding a magician/ magic show and find information / pictures

Week 2 {Tuesday, Sep 1}

Lecture: Shape (positive/negative shape, figure and ground, shape transformation, shared contour,)

Lecture: Movement, change, similarity and variation, contrast, pattern

Review sketches

Assignment

Render finals comps for all 5 steps

Finish project and prepare for critique

Week 2 {Thursday, Sep 3}

Graphic Translation Project due / critique

Lecture: Talking to a client / writing a design brief

Lecture: Identity design

Assignment

Read: Thinking with Type, pg. 42-59, 104-105

Choose a magician and write an Identity brief

Week 3 {Tuesday, Sep 8}

Design brief due / review

Lecture: Choosing & Combining Type

Assignment

25 hand generated identity sketches in b/w

Week 3 {Thursday, Sep 10}	Group Session: Logotype comparison, sketch review
	Work on tighter comps in class
Assignment	Choose 3 best solutions and further refine
	Read: Thinking with Type: 60-93

Week 4 {Tuesday, Sep 15}	Lecture: Type & Color
	Take your best solution and translate it to the computer form
Assignment	Continue building on logo solutions with digital refinements and apply color

Week 4 {Thursday, Sep 17}	Lecture: sequencing; identity package design: business card, letterhead and envelope
	Continue logo development
Assignment	Digital refinements for final logo solution which address color

Week 5 {Tuesday, Sep 22}	**Preliminary critique of your logo solution (concept, intent, type)**
	Review color studies & id refinements, your logo should be pretty much done
Assignment	Finalize your logo
	Create a total of 10 hand and/or digital sketches for Identity package

Week 5 {Thursday, Sep 24}	Lecture: printing and paper
	Review Identity Package sketches
	Refine sketches and take to the computer
Assignment	Translate sketches into digital form, bring printed samples to class

Week 6 {Tuesday, Sep 29}	Review Identity Package
	Make last minute adjustments
Assignment	Complete final id designs in b/w & color
	Mock up business card, letterhead and envelope

Week 6 {Thursday, Oct 1}	*Identity Package due Due: Final ID solution crit*
	Introduce Poster for a Magician Project
	Lecture: Poster and advertising design: use of color and shape
	Lecture: Gestalt; optical illusions
Assignment	Generate 25 sketches for the poster (do not need to be independent solutions but can be variations of several ideas) and write possible headlines
	Read Grid Systems: Typographic Hierarchy 97-117

Week 7 {Tuesday, Oct 6}	Review sketches
	Choose 3 best sketches and work on tighter comps
	Lecture: hierarchy
Assignment	Refine three sketches
	Read Typography handout

Week 7 {Thursday, Oct 8}	Lecture: typography; copywriting
	Make additional five sketches of your best idea
	Further digital/sketch development in class
Assignment	Create your illustration, scan it and write your copy
	Read: Grid systems: 7-46

Week 8 {Tuesday, Oct 13}	Lecture: grid
	In class work on the poster
Assignment	Refinements to single poster solution in digital format considering grid structure
	Read: Thinking with Type: Grid: 110-131

Week 8 {Thursday, Oct 15}	In class work on the poster
	Assess how 50-5-5 rule is working / how is grid functioning?
	Continue on poster development
	Mid-semester review
Assignment	Develop digital designs tiled at full scale
	Write your first Activity Report

Week 9 {Tuesday, Oct 20}	*Activity Report due*
	Review full size concepts
Assignment	Complete final poster design, prepare for critique
	Research alternative, atypical card deigns, bring examples to class

Week 9 {Thursday, Oct 22}	*Final Poster Solution Due / Critique*
	Lecture: Gestalt theory of grouping
	Lecture: Illustration techniques and examples
	Introduce Magician's Card Suits Project
	Review various card designs that students brought
Assignment	25 sketches of Card designs

Week 10 {Tuesday, Oct 27}	Lecture: Symbols and icons, cultural imagery and symbolic communication
	Review sketches
	Create symbols for the four suits and choose colors for them
Assignment	Refine the best sketches and try to extend the visuals found to more cards, adhering to principles of continuity and grouping
	Continue refining sketches and symbols for the suits

{Thursday, Oct 29}	Review sketches of cards and symbols
	Continue extending the series
Assignment	Create three distinct options that show at least 8 cards each

Week 11

{Tuesday, Nov 3}

Review series sketches and decide on one direction

Start working on illustrations by hand or on the computer

Assignment

Create 1 clean illustration/design

{Thursday, Nov 5}

Lecture: More on grid

Continue with illustration development

Assignment

Create a complete card design template based on a grid system that you develop;

10 finished illustrations/designs that include 4 face cards (3 of the same face) and

should show all four suits

Week 12

{Tuesday, Nov 10}

Review card template

Review illustrations/designs

Exam review

Assignment

Continue extending the series

Prepare for exam

{Thursday, Nov 12}

Exam

Continue extending the series

You should be almost done with all the cards

Assignment

Design the back of the card

Design card deck packaging

Week 13

{Tuesday, Nov 17}

Introduce Journal Project

InDesign demo / refresher

Last minute changes to the card deck design

Assignment

Prepare for critique

{Thursday, Nov 19}

Card Deck Project Due / Crit

Lecture: Typography 2

Assignment

Read: Thinking with Type: Grid: 132-162

10 program development sketches

Develop blank page mock ups

Week 14

{Tuesday, Nov 24}

Review journal sketches and blank page mock ups

Lecture: typographical grid

Assignment

Create mockup #1 demonstrating "Big Idea" and following a grid you set

Scan all your sketches and assemble material, write all our copy

{Thursday, Nov 26}

Thanksgiving break :) :) :)

Assignment

Week 15 {Dec 1}   Review mockup #1 demonstrating "Big Idea"

Lecture: Structural Forms & Devices

Binding review: methods and constructs

Perfect binding in-class demo

In class development: digital form

Assignment   Prepare mockup #2 demonstrating design of content (digital)

{Thursday, Dec 3}   Review mockup #2 demonstrating design of content (digital)

Refinements to journal based on in-class review (bring digital files)

Assignment   Mock up #3 demonstrating binding function; most of your text and images should be placed

Write required activity paper

Week 16 {Tuesday, Dec 8}   Review mock up #3 demonstrating binding function

Assignment   Last req activity paper due

Finish Journal, print and bind

{Thursday, Dec 10}   *Journal due / critique*

Week 17 {Tuesday, Dec 15}   Receive project grades and have projects returned