



SAINT LOUIS UNIVERSITY  
MADRID

## ART 2100 M01: Design Spring 2018

**Class Days and Time:** M W, 10:00-12:50

**Classroom:** SIH-24 (Art Studio) and PAH-19

**Prerequisite(s):** none

**Credit(s):** 3

**Instructor:** Isabel Albertos Johnston

**Instructor's Email:** isabel.albertos@slu.edu

**Instructor's Campus Phone:** 91 554 58 58, ext. 255

**Office Hours:** M, 13:00-14:00. By appointment via email.

### Course Description:

### Course Goals and Student Learning Outcomes:

- To introduce the student to the field of graphic design, its history and the procedures of the designer.
- To develop analytical and creative skills to solve visual problems.
- To convey and share ideas, discuss and present projects.
- To learn the basics of vector drawing and raster graphics software (Illustrator and Photoshop).

Saint Louis University - Madrid Campus is committed to excellent and innovative educational practices. In order to maintain quality academic offerings and to conform to relevant accreditation requirements, the Campus regularly assesses its teaching, services, and programs for evidence of student learning outcomes achievement. For this purpose anonymized representative examples of student work from all courses and programs is kept on file, such as assignments, papers, exams, portfolios, and results from student surveys, focus groups, and reflective exercises. *Thus, copies of student work for this course, including written assignments, in-class exercises, and exams may be kept on file for institutional research, assessment and accreditation purposes.* If students prefer that Saint Louis University - Madrid Campus does not keep their work on file, they need to communicate their decision in writing to the professor.

### Required Texts and Materials:

- sketchbook
- pencil, eraser
- black pen and/or marker
- black ink and a brush
- color pencils or gouache or watercolor
- flash drive

### Recommended Reading:

Albers, Josef. *Interaction of Color*. Yale University Press, 2013

Heller, Eva. *Psicología del color: cómo actúan los colores sobre los sentimientos y la razón*. Gustavo Gili, 2004

Jardí, Enric. *Veintidós consejos sobre tipografía*. Actar D, 2007

Kuwayama, Yasaburo. *Trade Marks & Symbols. Vol. 1: Alphabetical Designs / Vol. 2: Symbolical Designs*. Van Nostrand Reinhold Company, 1973.

Leborg, Christian. *Visual Grammar*. Princeton Architectural Press. 2006

Lupton, Ellen; Cole Phillips, Jennifer. *Graphic Design: The New Basics*. Princeton Architectural Press, 2015

Lupton, Ellen. *Thinking with Type*. Princeton Architectural Press, 2004

Müller, Jens; Wiedemann, Julius (Ed.). *Graphic Design Vol. 1 – 1890-1959*. Taschen, 2017

Stock-Allen, Nancy. [www.designhistory.org](http://www.designhistory.org)

[www.historygraphicdesign.com](http://www.historygraphicdesign.com)

### **Attendance Policy:**

Attendance is required, any absence will affect the student's learning outcomes and the ability to complete the coursework successfully. More than 3 unjustified absences will result in a reduction of the final grade. Tardiness and early departure from class will also be taken into account.

### **Course Requirements and Grading Rationale/System:**

#### **Grade breakdown:**

Four projects: 40%

Daily assignments: 30%

In-class participation and punctuality: 15%

Presentation and creativity: 15%

Throughout the course, there will be a series of *assignments* that will be realized during class hours and as homework. These assignments are intended to build specific skills that will be then applied to four *projects* (45% of the final grade).

*Assignments* will be completed during class hours and sometimes at home, in that case, they will be turned in the next day at the beginning of the class. Late submissions will be penalized. At the end of the semester, all assignments will be compiled and turned in in the form of a digital *portfolio* that the student will put together in pdf format.

*Projects* should be turned in on time. Late turn ins will affect your project grade. You might be asked to turn in *in-progress work*, which also counts for your project grade.

*Pop quizzes* might take place during the semester and they will be evaluated as being part of the projects' grade.

**Evaluation criteria:**

Projects and assignments will be evaluated by the following criteria:

- following the instructions accurately
- working to find creative and original solutions through experimentation
- presentation and attention to detail
- meeting deadlines

*Class participation* is an essential part of the class: turning in assignments and projects on time, participating in group work and contributing meaningfully to class discussions and critics.

**E-mail:** Campus and course announcements will often be handled by e-mail. Students should check their "@slu.edu" e-mail regularly.

**Disclaimer:** This syllabus is subject to change at any time during the semester. You will be notified of any changes or will be issued a new syllabus.

**University Statement on Academic Integrity:** Academic integrity is honest, truthful and responsible conduct in all academic endeavors. The mission of Saint Louis University is "the pursuit of truth for the greater glory of God and for the service of humanity." Accordingly, all acts of falsehood demean and compromise the corporate endeavors of teaching, research, health care and community service via which SLU embodies its mission. The University strives to prepare students for lives of personal and professional integrity, and therefore regards all breaches of academic integrity as matters of serious concern.

The governing University-level Academic Integrity Policy can be accessed on the Provost's Office [website](#). Additionally, SLU-Madrid has posted its academic integrity policy online: <http://www.slu.edu/madrid/academics>. As a member of the University community, you are expected to know and abide by these policies, which detail definitions of violations, processes for reporting violations, sanctions and appeals.

The professor will review these matters during the first weeks of the term. Please direct questions about any facet of academic integrity to your faculty, the chair of the department of your academic program, or the Academic Dean of the Madrid Campus.

**University Title IX Statement:** Saint Louis University and its faculty are committed to supporting our students and seeking an environment that is free of bias, discrimination, and harassment. If you have encountered any form of sexual misconduct (e.g. sexual assault, sexual harassment, stalking, domestic or dating violence), we encourage you to report this to the University. If you speak with a faculty member about an incident of misconduct, that faculty member must notify SLU's Title IX deputy coordinator, Marta Maruri, whose office is located on the ground floor of Padre Rubio Hall, Avenida del Valle, 28 (mmaruri@slu.edu; 915-54-5858, ext. 213) and share the basic fact of your experience with her. The Title IX deputy coordinator will then be available to assist you in understanding all of your options and in connecting you with all possible resources on and off campus.

If you wish to speak with a confidential source, you may contact the counselors at the SLU-Madrid's Counseling Services on the third floor of San Ignacio Hall (counselingcenter-madrid@slu.edu; 915-54-5858, ext. 230) or Sinews Multipletherapy Institute, the off-campus provider of counseling services for SLU-Madrid (www.sinews.es; 917-00-1979). To view SLU-Madrid's sexual misconduct policy and for

resources, please visit the following web address: <http://www.slu.edu/Documents/Madrid/campus-life/SLUMadridSexualMisconductPolicy.pdf>.

**Students with Special Needs:** In recognition that people learn in a variety of ways and that learning is influenced by multiple factors (e.g., prior experience, study skills, learning disability), resources to support student success are available on campus. Students who think they might benefit from these resources can find out more about:

- Course-level support (e.g., faculty member, departmental resources, etc.) by asking your course instructor.
- University-level support (e.g., tutoring/writing services, Disability Services) by visiting the Academic Dean's Office (San Ignacio Hall) or by going to <https://www.slu.edu/madrid/academics/student-resources>.

Students with a documented disability who wish to request academic accommodations must contact Disability Services to discuss accommodation requests and eligibility requirements. Once successfully registered, the student also must notify the course instructor that they wish to access accommodations in the course. Please contact Disability Services at [disabilityservices-madrid@slu.edu](mailto:disabilityservices-madrid@slu.edu) or +915 54 58 58, ext. 230 for an appointment. Confidentiality will be observed in all inquiries. Once approved, information about the student's eligibility for academic accommodations will be shared with course instructors via email from Disability Services. For more information about academic accommodations, see "Student Resources" on the SLU-Madrid webpage.

Note: Students who do not have a documented disability but who think they may have one are encouraged to contact Disability Services.

**(IF APPLICABLE): Mandatory Trips/Activities:** Students enrolled in this class must participate and make payment for all mandatory trips/activities. The prices posted on the web are approximate; the final price will be based on the number of students enrolled on the last day of the Add/Drop period. All students, including those who withdraw from the class after this date, are required to pay these fees, which are non-refundable, unless the trip is cancelled due to low enrolment. Please review SLU-Madrid's trip policies, available on-line.

#### **Course content:**

Design Elements: (Point, Line and Plain / Thumbnail, Rough, Comp)

Design Principles (Unity, Balance, Hierarchy, Scale, Emphasis, Contrast)

Creative Thinking (Word Association, Mind Mapping, Before-During-After)

#### Color Theory:

- Color Wheel
- Psychology of Color
- Interaction of Color
- RGB vs CMYK

#### Graphic Design History

#### Typography:

- History
- Anatomy
- Font Pairing
- Lettering

Layout, Composition and Grids

Logotype (Wordmark, Monogram, Icon)

Brand Identity

- History
- Elements of Branding
- Brand Identity Guidelines

Computer software:

- Bitmap vs. vector
- Scanning and image formats
- Raster graphics (Photoshop)
- Vector graphics (Illustrator)

Creative Thinking

- Word Association
- Mind Mapping
- Before, During and After

Some of the projects and assignments that will be carried out during the semester:

- Lettering I (free composition)
- Lettering II (grid-based)
- Gif Animation
- Infographics
- Pixel Art
- Vectorial Cityscape
- Film poster
- Music poster
- Book cover
- Design a collection

**Spring 2018 Course Schedule:**

January: Wednesday 31	<b>Project 1 deadline Color</b>
February: Monday 26	<b>Project 2 deadline: Creative Type</b>
March: Wednesday 21	<b>Project 3 deadline: Collection</b>
May: Monday 7	<b>Project 4 deadline: Brand Identity</b>