

## **F13D090C – Graphic Design**

Instructor: Robert Tombs

Wednesday, 6:30 – 9:30

September 18 to December 4

### **Course description:**

This introductory course in graphic design will be focused on acquiring the skills to combine text and image in a clear and purposeful manner, in a variety of styles, towards the end of creating professional portfolio pieces. Historic models will be studied through slide presentation.

### **Course outline:**

Class 1: Introduction to graphic design; viewing graphic design examples; *Helvetica* movie; in-class project: “Composition” (due class 2).

Class 2: Introduction to poster design; viewing graphic design examples; in class project: “Monochrome Collage Poster” (in black, white and greys) (due class 3).

Class 3: Introduction to colour; mixing paint; colour models (Pantone; CMYK; RGB); in class project: “Goethe Triangle.” (due class 4).

Class 4: Introduction to typography; type specimens; measuring in points and picas; introduction of letterforms; in class project: letterform (due class 5).

Class 5: Introduction of ...

Class 6: Image and Text; combining images and texts in a meaningful way; in class exercise: introduction of Photoshop; design a 11 x 17-inch colour poster and get it printed at a service bureau (due class 7).

Class 7: Introduction of the grid; examples of Swiss grids; grids for publications and posters; in class exercise: design a publication grid (due class 8).

Class 8: Create your own logo; sketching ideas; creating original art for scanning (due class 9).

Class 9: Using libraries and the web as a resource for design ideas; introduction of final project: text in sequence; selecting teacher’s (or creating your own) final project

Class 10: In-class work on final project; paper choices

Class 11: In-class work; binding processes

Class 12: final crit; summary of class

**List of materials to bring to class:**

**3 sheets of white illustration board @ 7.5 x 10 inches**

**1 11 x 17-inch sheet of white illustration board**

**Glue stick**

**1 set student grade gouache paints (Studio Gouache Paint set at Omer de Serres, St. Laurent Mall costs \$15.29)**

**1 tube black gouache**

**1 medium small-tipped paint brush (round white bristles Taklon paint brush costs \$4.29 at Omer de Serres)**

**All other work will be laser-printed in class.**