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PARSONS SUMMER INTENSIVE STUDIES

# Graphic Design

WENDY LETVEN, CYNTHIA LAWSON **INSTRUCTORS**

COURSE TITLE: Graphic Design  
DATES: M-F, June 19-July 24, 2009  
COURSE#: CRN: 1491, PNNY 0209, SECTION B2

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	am	pm	
COURSE MEETING TIME:	9-11:50	1-3:50	
CLASSROOM:	2 W13th, Room 811	55 W13th, Room 422	
FACULTY NAME:	Wendy Letven	Cynthia Lawson	
CONTACT INFORMATION:	letvenw@newschool.edu	lawsonc@newschool.edu	

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## CATALOG COURSE DESCRIPTION

Graphic design is the visual language of everyday life, vitally present in everything from advertisements and film titles to packages for common household products. Students are presented with an overview of both the conceptual and technical aspects of graphic design. They learn to solve basic design problems while developing the skills required to produce more advanced portfolio pieces. The fundamentals of typography are explored in depth and stressed in every project. Basic training is provided in the following desktop publishing software programs: Adobe InDesign, Adobe Photoshop, and Adobe Illustrator.

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## COURSE DESCRIPTION

Students will explore the problem solving techniques, creative processes and digital tools used in graphic design today. Weekly projects will be assigned designed to spark creativity while also being a catalyst for learning specific skills. New York City will be utilized as both extended classroom and subject matter for design and ideas. Students will gain a general knowledge of the design field through classroom presentations, guest lectures and visits to key museums and exhibits in New York.

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## LEARNING OUTCOMES

- The basics of design including typography, text and image, and page layout
- Problem solving and brainstorming tactics and methods
- Recognition of the integral relationship between form and content in design
- A vocabulary needed for communicating visual ideas and for critical discussion
- Experience in different forms of graphic design from single page images to multi-page layouts
- Macintosh basics
- Basic digital skills including digital photography, scanning, image manipulation, vector tools, typesetting, page layout and digital output
- Beginning proficiency in the use of Adobe Illustrator, Photoshop and InDesign
- Ways of incorporating experimentation into the design process

## ACCESSIBLE TASKS

- Students are expected to complete each assignments and to meet all deadlines.
- Students are expected to complete all homework and should expect to spend 3 hours a night on homework for both the digital and studio portions of the class, and additional time over the weekend.
- Graphic design involves the use of many tools and materials. Students are expected to bring in supplies needed to complete projects in class, and to come to class prepared to work.
- Students are required to take notes when homework or tasks are being assigned.
- Students are responsible for carefully reading all project sheets, written instructions and for saving and bringing these materials to class each day as reference.
- Students are expected to actively participate in discussions, critiques and activities.
- Students will be required to keep a design journal for sketching ideas, collecting design ephemera and inspiration for projects.
- Assigned readings are an integral part of the course. Much of the vocabulary, terms and concepts a student will need to discuss and understand course material is introduced and reinforced through these assigned readings.
- Students are required to hand in a CD of completed work at the end of the course.

## SUPPLIES

- Design Journal/Sketchbook—9 x 12
- Ellen Lupton, Thinking with Type, New York: Princeton Architectural Press, 2004
- A Digital Camera
- Portable hard drive or several high memory flash drives
- Package of several CD-R's & sleeves
- Tracing Pad—9 x 12
- Bienfang Graphics 360 Marker Paper—9 x 12
- Pencils (9B, 2B, and 4H)
- Black Sharpie markers—from fine to thick
- A black brush marker
- Eraser
- Gluestick and Spray Mount
- Masking Tape
- Steel ruler
- Exacto Knife and blades
- A scissors
- Speedball Lino Set No. 1 Linoleum Cutter
- Speedball Speedy-Cut Block
- Metro Card for class trips
- \$40 additional printing and materials fee due by the beginning of week 2
- Monies for Museum entry fees and additional supplies

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## READINGS

- Thinking with Type, by Ellen Lupton
- Additional reading assignments in the form of handouts and internet links

Also suggested...\*

- Principles of Two-Dimensional Design, by Wucius Wong
- The Elements of Color, by Johannes Itten

- Graphic Design: The New Basics, by Ellen Lupton
- Nigel Holmes: on information design, by Steven Heller, Nigel Holmes
- Designing Brand Identity, by Alina Wheeler
- Graphic Design Cookbook, by Koren/Meckler
- Making and Breaking the Grid, Timothy Samara
- Book Design, by Andrew Haslam
- Visual Quick Start Guides for CS3 programs, Peachpit Press
- Print Magazine, I.D. Magazine, Communication Arts (magazines and design annuals that are available at Parson's Gimbel library at 2 West 13th Street)
- The New York Times

\* Many of these books and periodicals are available on loan from the Parson's Gimbel Library on the 2nd floor at 2W 13th or are sold on the 2nd Floor at the Strand Book Store near Parson's at 828 Broadway (12th).

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## ONLINE RESOURCES

- <http://www.papress.com/thinkingwithtype/>
- <http://gdbasics.com/>
- <http://www.underconsideration.com/>
- <http://www.underconsideration.com/brandnew/>
- <http://balladora.blogspot.com/>
- <http://design-milk.com/category/art/>
- <http://www.artofthetitle.com/>
- <http://www.posterpage.ch/>
- [http://ffffound.com/legal#term\\_of\\_use](http://ffffound.com/legal#term_of_use)
- <http://www.flickr.com/>
- <http://www.sxc.hu/>
- <http://www.dafont.com/>
- <http://www.typeisart.com/>
- <http://www.booklyn.org/>
- [http://posters.calarts.edu/en\\_posters.html](http://posters.calarts.edu/en_posters.html)

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## NYC RESOURCES

- East Side Copy Shop, 15 E.13th
- Utrecht Art Supplies, 111 4th Ave
- New York Central Art Supplies, 62 3rd Ave
- Pearl Paint Art Supplies, 308 Canal Street
- Downtown Stationers (close by in a pinch), 6th Ave between 12th and 13th
- Strand Book Store, 828 Broadway (12th)
- Barnes + Noble Union Square
- M+J Trimming, 1000 6th Ave (bet 37 + 38)
- Printed Matter, 195 10th Ave (artist's books)
- Print Icon, 7 W. 18th (specialty papers and printing services)
- Kate's Paperie, 8 West 13th

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## INSTRUCTOR BIO: CYNTHIA LAWSON

Cynthia is a new media artist, educator, & technologist. Cynthia is currently Assistant Professor of the School of Design Strategies at Parsons The New School for Design in New York City. She

has taught a variety of media arts courses and workshops in New York, Japan, Dominican Republic, and Colombia. Her artwork has been exhibited and performed nationally and internationally, including Modern Museum of Art (Bogota), Exit Art Gallery, Macy Gallery, NY Arts Space, HEREart, UCLA Hammer Museum, CalArts, and RISD, amongst others. She has published and presented papers on electronic poetry, educational technology, and interdisciplinary design at various conferences and festivals worldwide. Cynthia holds a BS in Electrical Engineering from Universidad de los Andes, and an MPS from the Interactive Telecommunications Program (ITP) at New York University.

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#### INSTRUCTOR BIO: WENDY LETVEN

Wendy Letven is a graphic designer and fine artist. She started her design career working on packaging and promotions for the entertainment industry at NBS and MGM/UA. Subsequently she worked as an advertising art director in New York until she began to work independently from her own studio designing logos, identity systems, book covers, posters, packaging, magazine redesigns and virtually all other forms of print media. Projects have been for The Museum of Modern Art, Disney, Wamsutta, Discovery Channel, Focus Features, Rodale, St. Martin's Press, Simon and Schuster, to name just a few. Besides teaching in the Summer Intensive Studies Program at Parsons, she teaches in the Foundation program at Parsons. Wendy's paintings and works on paper have been exhibited at The Bronx Museum, The Montclair Art Museum, Lehman College, SUNY, Oneonta, Art Santa Fe, The Allentown Art Museum, and in galleries in New York, Los Angeles, and other cities around the country. She is represented online at [www.dieudonne.org](http://www.dieudonne.org). Wendy holds a BFA in Fine Arts from Tyler School in Pennsylvania and an MFA from Hunter college in New York.

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#### EVALUATION

Student work will be evaluated based on creativity, originality and effort. In addition, students will be evaluated on class participation, preparedness, level of engagement with the subject matter, willingness to learn and cooperation with others.

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#### COURSE POLICIES AND EXPECTATIONS

- Students must report to class on time with their art supplies and ready to work. Your attendance and arrival time will be closely monitored. In addition to the class time, you should also be prepared to complete nightly out of class assignments. We look forward to a productive class; the success of the class is dependent on your attendance and active participation in the course.
- Attendance: Students are expected to attend classes regularly and promptly. After two absences, students must meet with the program director. After the third absence, students may be asked to leave the program and no refund will be issued. Students with more than one faculty member are allotted the same number of total absences for the program. Lateness or early departure will also translate into absences.
- Lateness: Lateness or early departure will also translate into absences.
- Participation: Full participation in the studio and classroom experience is essential to the educational process. Students are expected to actively participate in all class sessions.
- Homework: This is an intensive program and students are expected to complete rigorous out of class assignments. Daily homework assignments will accompany each class and students are expect to complete between 2 and 3 hours of homework per weeknight (total, both AM and PM session) and considerably more work over the weekend.

<b>COURSE OUTLINE:*</b>	
<p>WEEK 1: Introduction to Graphic Design and Typography</p> <p><u>Projects</u></p> <ul style="list-style-type: none"> <li>• A series of projects exploring the expressive use of typography</li> <li>• Type as image plate</li> </ul>	<p><u>Software Focus</u></p> <p>Mac Basics</p>
<p>WEEK 2: Type and Image</p> <p><u>Projects</u></p> <ul style="list-style-type: none"> <li>• Poster/Advertising</li> <li>• Postcards based on a NYC poem</li> </ul> <p>July 10th, field trip to Coney Island</p>	<p><u>Software Focus</u></p> <p>Adobe Illustrator Adobe Photoshop</p>
<p>WEEK 3: Designing Brand Identity</p> <p><u>Projects</u></p> <ul style="list-style-type: none"> <li>• Retail Branding for a store in NYC</li> </ul>	<p><u>Software Focus</u></p> <p>Adobe InDesign</p>
<p>WEEK 4: Book and Publication Design</p> <p><u>Projects</u></p> <ul style="list-style-type: none"> <li>• A handbound book based on a sequence of images taken at an event</li> </ul> <p>Friday, July 24, Final Show!</p>	<p><u>Software Focus</u></p> <p>Adobe Photoshop Adobe InDesign</p>

\* Projects and schedule are subject to change. Additional field trips, exercises and smaller projects will be assigned.