



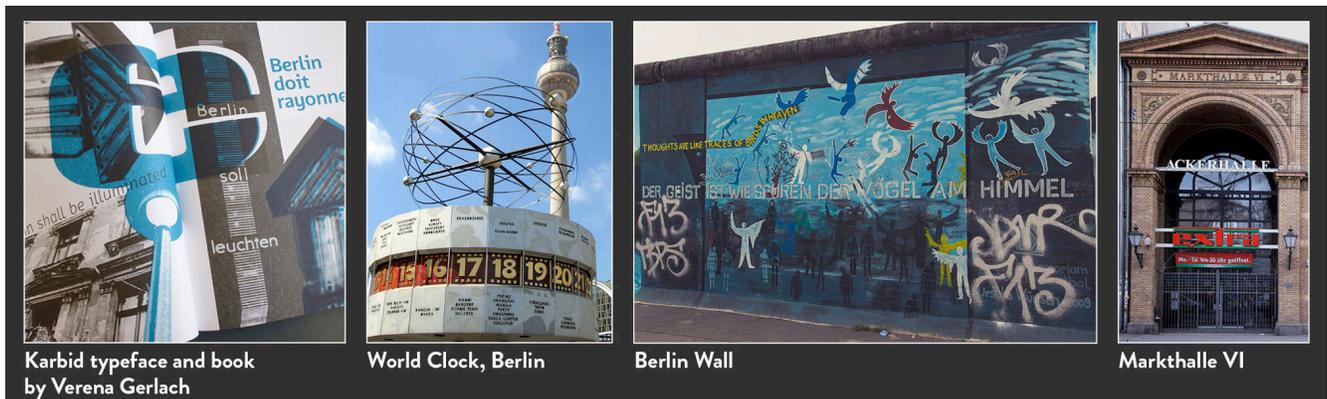
KIIS Berlin, Summer 2018

ART 430 Graphic Design — Typography and Poster

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Syllabus subject to change



Course Description

Berlin is a treasure trove of design and typography. You'll immerse yourselves in Berlin's design world, paying special attention to typography and how it functions — whether found in signage, created by some of the many Berlin-based type designers, or inscribed on monuments or headstones in historic cemeteries — and use it as the source for poster designs. In addition to a wealth of group excursions — to museums, monuments, memorials, markets, parks, neighborhoods, galleries, studios, etc. — during the first week, we will be led on a three-hour “type walk” through the heart of Berlin by two Berlin-based design and type experts. This type walk will help set the stage for much of your work. The excursions as well as your individual experiences of Berlin will provide the “text” for your design explorations and finished work focused on typography using the poster as a format.

You will design four posters (one per week) responding to what you've experienced. Design process will include idea generation through multiple thumbnail sketches, then developing a selected idea into a more refined poster. Your process work and final poster designs, as well as other related imagery and reflections, will be compiled in a journal, cataloging your work during the course. Through these

experiences and the work you produce, you will add to your knowledge of typography and to your design skills.

Prerequisites

Students need some experience in graphic design and working knowledge of Adobe Creative Suite programs InDesign, Illustrator, and Photoshop, and basic proficiency in those programs.

Required supplies and technology

Students will need a laptop with Adobe Creative Suite, a digital camera (camera phones are fine), and a small sketchbook that can be easily carried with you on our excursions.

Course Objectives and Learning Outcomes

- Incorporate Berlin experiences and observations as source material for their course assignments.
- Gain a greater understanding, appreciation typography and how it functions — from type design itself, to typography incorporated into visual communications, or in found typography and signage.
- Gain a greater knowledge of and appreciation for poster design as a visual communication vehicle.
- Increase design and typography skills.
- Utilize “design process” to create effective solutions: 1) problem definition; 2) research; 3) concept development/idea generation; 4) editing and selection 5) composition; 6) refinement; 7) production; and 8) evaluation.
- Develop ability to work quickly, yet effectively, through rapid idea generation, iteration, and refinement.
- Deepen and document learning through written reflections about experiences and the work produced in the class.

Course Structure

Excursions

Much of our “classroom experiences” will be excursions throughout Berlin and the environs. You will be observing, listening, documenting (through photographs, sketches, notes), and reflecting about the experience with the goal of gathering materials and ideas that are then incorporated into your design projects.

Studio time

We will meet for “studio time” twice a week for two hours. During those two hours, you will either be actively working on your current assignment, getting faculty and peer input into your projects, or participating in discussions and/or critiques about the work.

A course calendar with planned excursions and studio times is available as a separate document.

Expectations and Attendance

Experiencing the place and the culture is a key component of a study abroad experience. Students will have free time to relax and enjoy their time abroad, outside of the planned excursions and studio times. However with a short timeframe for our program, attendance and active participation is essential.

- Students are expected to attend all planned excursions and be actively engaged during them.
- Students are expected to attend all class studio times.
- Students will need to work outside of scheduled studio times in order to complete their projects.
- Students are expected to be respectful of each other, of the places we will be visiting, of being in another culture.
- Since most of our excursions will be in groups, students need to be at designated meeting places on time.

Assignments

Students will design four posters that focus on typography, along with a process journal. Each poster will have a theme. Tentative themes are:

- Found typography (fading hand-painted lettering on buildings, signage, type on monuments or headstones, graffiti...)
- Typography as a reflection of cultural context (is typography in Berlin different than what you see in the US, or not?)
- Type design (focus on typeface designed by a Berlin-based type designer)
- Typography in contemporary German advertising and visual communications

The process journal will catalog each project from its initial sketches through the the final design and the various stages in between; along with reflections about your experiences. The process journal is a metacognitive project — i.e. showing the “thinking behind the making.” The completed posters and journal will be presented as a digital document during the final presentations at the end of the term.

Specific assignment parameters will be provided at the start of the project(s).

Grading

Each poster will be worth 15% of your total course grade; the process journal will be 40% of your grade.

Letter grades will be given in this class and will be assigned using the standard grading scale, with any deductions for attendance issues.

100-90%=A Represents an exceptionally high achievement as a result of aptitude, effort and intellectual initiative. Work created well exceeded all of the requirements for the project/course.)

89-80%=B Represents a high achievement as a result of ability and effort. Work created met all requirements for the project and exceeded some of them.)

79-70%=C Represents average achievement. Work met all requirements for the project/course.)

69-60%=D Represents the minimum passing grade. Work met some requirements for the project/course and failed to meet some.)

59% and below=E | Represents unsatisfactory performance and indicates failure in the project/course. Work did not significantly meet requirements for the project/course.)

[Map below](#) shows locations of planned group excursions and other locations students might visit.

