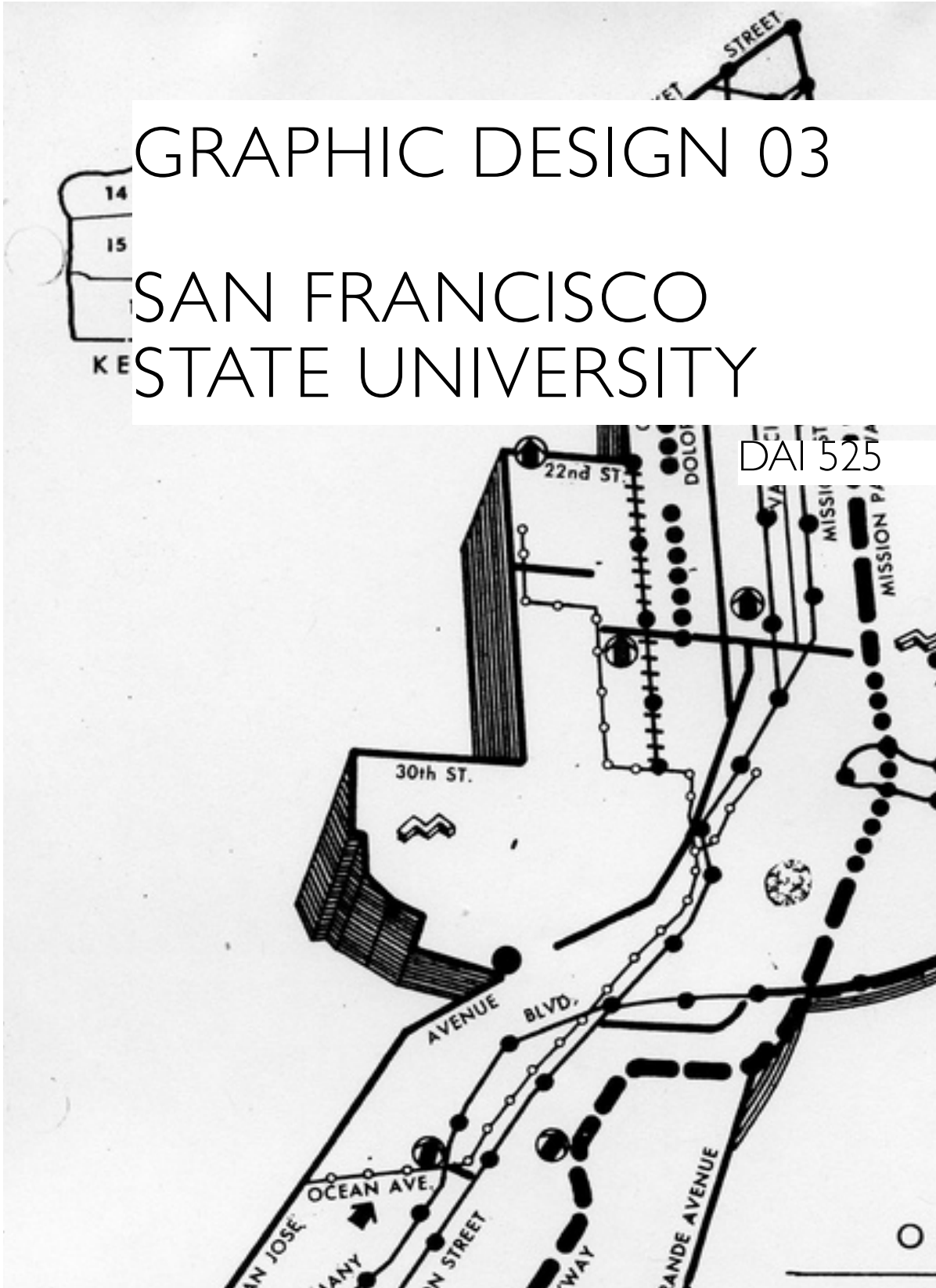


GRAPHIC DESIGN 03

SAN FRANCISCO STATE UNIVERSITY

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DAI 525



SYLLABUS

DAI 525.01: Graphic Design 03
San Francisco State University
Tuesdays + Thursday 2:10-4:55
Room FA 115

INSTRUCTOR

Stacy Asher
Office: FA519
stacyasher@gmail.com

COURSE WEB SITE

http://www.stacyasher.com/DAI_525_SFSU_Fall2012.html

OFFICE + ADVISING HOURS:

5:00-5:30 T + TH in
office hours location
Main DAI Office Rm. FA 121

SYLLABUS & EXPECTATIONS

All students are expected to read and fully understand this syllabus and the expectations of the course. It is the student's responsibility to ask for clarification if anything is unclear or not understood.

COURSE PREREQUISITES

All classes listed below are required (with a minimum grade of C) or consent of instructor. Note: Exceptions made for students with contracts that do not specify the completion of Core classes prior to taking Major classes (i.e. BAIA/older contracts). Contracts will be checked for confirmation/approval.

DAI 370: Colloquium
DAI 322: Computer Graphic Imaging
DAI 323: Visual Design Literacy
DAI 324 GW : Research and Writing for Design - GVAR
DAI 356 : A History of Design and Technology
DAI 325: Graphic Design 1: Introduction
DAI 425: Graphic Design 2: Typography

Priority given to:

DAI majors

DAI graduating Seniors

International exchange students (Brunel, NABA)

DAI Graduate Students.

DAI Seniors that meet prerequisite

DAI Juniors who meet prerequisite

COURSE STRUCTURE + GENERAL POLICIES

The course assignments address the complex issues of graphic design and visual communications. Each project or problem, is carefully structured to create conditions conducive to discovering systems of design. These conditions encourage exploration of visual communication concepts and design principles, allowing students to develop more personally expressive ways of solving communication problems. Purposes of network visualization will be discovered. As a potential visual decoder of complexity, the practice of network visualization is commonly driven by five key functions: document, clarify, reveal, expand, and abstract.

Approximately one semester will be spent in lecture and class discussion; the remainder of the class will be spent in critique of student work. All students should be prepared to spend a significant amount of time outside of the allotted class time on process and production of projects. Under this instructive approach, personal and intuitive concepts are stressed over specific technical skills. These skills and techniques needed to execute the assignments are not taught; they must be developed through involvement with the problems.

All students are expected to actively participate in class critique, class discussions and work with peers to provide constructive feedback; this will provide a positive studio experience. Lack of participation will impact your final grade. Students who do not participate in class critique or individual discussions with faculty when scheduled should not expect private critique with faculty at a later date.

If at anytime during the semester you want feedback on your project or performance, or wish to discuss any issue related to school or the field of design, please feel free to see me during office hours or arrange an other convenient time.

LEARNING OUTCOMES

Objectives, Criteria & General Parameters

The objectives of the project are, to varying degrees and dependent on your interests, as follow:

- to develop your abilities in research and advanced problem solving
- to develop a methodology for a design process driven by research.
- to craft information, including data, narrative, qualitative, quantitative and otherwise.
- collaboration with other disciplines and experts
- to understand visual communication design as having the ability
- to provide knowledge and social capital.

The end result should be a project that tells us something new about a site with extensive observation, research, exploration and experimentation.

It should visualize this through (including any or all, but not limited to):

- maps, diagrams (quantitative, qualitative)
- text (list, itinerary, story, poem, forecasts, projections)
- images (photo, illustration)
- motion
- sound
- texture
- experience
- etc.

We will be creating a collection of maps. They will be compiled into an atlas. Each map must address some significant aspect of the concept for your investigation. Various methods should be considered and students are expected to explore multiple a wide variety of methods. These methods should be evaluated on their effectiveness as generators of good information relative to your project goals. You will present these methods during reviews. You should examine and determine these methods during your investigations, design explorations and reviews.