

# Special Topics - LMC-8803-CZ

## VISUAL DESIGN

LMC 8803

Spring 2022

Skiles 002

TR 3:30PM – 4:45 PM

This course will require meeting in person at class time.

You will need to also upload pdfs of all your work to canvas.

### Instructor

Clint Zeagler

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Email to confirm office hour meeting. **(Virtual)**

TSRB 312 (3rd Floor, 85 5th Street NW)

**Prerequisites** None

## Course Description

The goal of visual design is communication. Visual design is used to make stories, forms, functions, and brands legible, coherent, and unique. From colors, typography, shapes, icons, images, sequences, compositions, and other elements, visual design can be found across almost all media forms, from print posters and e-books, to websites and applications, to even objects, services, and landscapes.

For some, visual design aspires to be a universal language, yet any language—visual or otherwise—is culturally situated in its grammar, aesthetics, and circulation. As such, visual design depends on practices and principles that depend on where communication happens, both in the design studio and in the world of a user. Important to other design disciplines, such as interaction design, web design, and

service design, visual design entails creating cohesive visual forms that communicate information both explicitly and implicitly with a sensitivity to the user.

This course provides an introduction and overview of important visual design principles and practices. As such, your work is evaluated both in terms of its final visual form as well as its documentation and discussion. In addition to introducing visual design as a discipline, this course introduces visual design as a discourse, that is, as ways of discussing images and objects in terms of their visual elements, cultural context, and representation. Paired with this second goal is practice discussing (visual) design work through critique(s) and criticism.

## Learning Outcomes

### *Textual/Visual Analysis*

Students will learn to read, analyze, and interpret not only cultural projects such as film, literature, art, and new media, but also scientific and technical documents.

### *Interpretive Frameworks*

Students will become familiar with a variety of social, political, and philosophical theories and be able to apply those theories to creative and scientific texts, as well as to their own cultural observations.

### *Communication Skills*

Students will be able to gather, organize, and express information clearly and accurately, with sensitivity to audience. They will be able to do so both by using traditional media and by tapping the potential of new digital media.

## Texts & Material

### *Required Texts*

Lupton, Ellen. *Type on Screen: A Critical Guide for Designers, Writers, Developers, and Students*. New York: Princeton Architectural Press, 2014.

Lupton, Ellen, and Jennifer Cole Phillips. *Graphic Design: The New Basics: Second Edition, Revised and Expanded*. New York, NY: Princeton Architectural Press, 2015.

McCloud, Scott. *Understanding Comics: The Invisible Art*. Reprint edition. New York: William Morrow Paperbacks, 1994.

Lidwell, William., Holden, Krintina., and Butler, Jill. *Universal Principles of Design*. Rockport Publishers; 2nd Second Edition, Revised and Up ed. edition

### *Supplementary Texts*

Albers, Josef. *Interaction of Color: 50th Anniversary Edition*. 50th

Anniversary edition. New Haven Connecticut: Yale University Press, 2013.

Klee, Paul. *Pedagogical Sketchbook*. Translated by Sibyl Moholy- Nagy. London: Praeger, 1972.

Monteiro, Mike. *Design Is a Job*. New York: A Book Apart, 2012.

Additional supplementary texts (book sections, articles, and case studies) are available for download through T-Square.

### *Software*

This course does not require any particular software, though the Adobe Suite (esp. InDesign, Photoshop, and Illustrator) are recommended. Assignments are flexible enough to allow the use of proprietary (e.g. Adobe Suite), open-source (e.g. InkScape), or freely available (e.g. wireframe.cc) design software, as well as other means of completing the assignment (e.g. HTML/CSS3/JS, physical sketches). Specific requirements are outlined in each assignment.

IMPORTANT NOTE: LMC 8803: Visual Design is **not** a course to learn technical skills with specific software.

Whether using the Adobe Suite or some other software, please consult tutorials online or provided through the library.

### *Supplies*

Sketchbook & pencil

### *Optional Supplies*

Steel ruler

Portable flash drive

Plastic cutting board

Tracing paper 8.5"x11"

paper

Black mounting board

Gluestick

X-acto knife

Colored paper

## **Grades**

This course consists of a final, two projects, 6 short assignments, and participation. Grades will be determined based on the following:

### ***Final Project [1] (30%)***

Research

Iterations

Documentation

Final Deliverables Presentation

### ***Projects [2] (30% total; 15% each)***

Process & Iterations

Presentation (in small or large critiques)

Documentation

*Short Assignments (25% total)*

Process, Conceptualization, & Iterations

Presentation (in small or large critiques)

Documentation

*Participation (15%)*

Discussion of readings

Comments during critiques