

Visual Communication + Publication Design *ACCELERATED*

Visiting Art Director: Debra Johnson, cell 303 570 5714, debra@simplyshine.com
DSA Instructor: Moss Kaplan

Goals:

We see before we read. And some of us, sometimes, just see. By learning basic rules of design, and combining them with common sense and intuition, we will create a strong representation of Denver School of the Arts student work through a bound book, *Calling Upon Calliope*.

Visual communication is an important and inevitable component of your work, regardless of what that work is. My primary goal is for each of you to harness your critical thinking skills, marry them with your intuition, develop confidence in making visual choices, and become an astute and aware visual communicator.

In this class, you will learn to convey, alter, and manipulate messages and experiences by effectively using tools and techniques through typography, layout, color, graphic elements, and imagery. We first do this with our hearts and minds, and then we will practice by learning basic skills for Adobe InDesign.

Structure:

The first part of each Friday class will be devoted to review and discussion of the previous week's exercise. The second part will be a demonstration of something new. Non-Friday classes are for working on the exercises and exploration of design.

Materials:

Your passion, your critical thinking, and your participation. Everything else is provided. *Optional:* If you have any printed materials that we can destroy as a class, bring them in! (magazines, newspapers, books, brochures, annual reports, etc.)

Expectations and Grading:

Grading will be based primarily on attendance, spirit, and participation and secondarily on design skill.

Learning Sequence:

The needs of the class are more important than precisely following the planned learning sequence. If necessary, we may spend more than one week on certain concepts. If so, everything else shifts.

Class 1 – Introduction, review and critique of the class goals, and critical discussion of previous *Calling Upon Calliope* Issues.

Class 2 – Basic Principles of Visual Communication

Class 3 – Introduction to Typography

Class 4 – The Typographic Grid

Class 5 – Typography and Layout...continued

Class 6 – Typography and Layout, Yep...more!

Class 7 – Color Theory

Class 8 – Swooshes, Graphics, Photos, and Illustrations

Class 9 – Data (Spreadsheets and Information Graphics)

Class 10 – Project Management and The Design Process

Class 11 – Storyboarding

Class 12 - Promotion and Business Goals

Class 13 – through the end of the semester – All Things Print (Tactile and Technical Issues). And finally: Bringing it all Together: *Calling Upon Calliope*