**Course Description**

131. Introduction to Graphic Design. Foundation skills in the formal and conceptual principles of graphic design: concept, composition, legibility, language, typography. Projects develop visual literacy and skills in text, drawing, and image production using the Macintosh computer as primary design tool. Critical thinking is stressed through analysis of content and its most effective form of visual presentation. **Prerequisite:** Art 170 or permission of instructor.

**Course Goals**

- To introduce and familiarize you with the principles of graphic design.
- Create strong compositional designs through the use of format, line, shape, contrast, positive/negative space, rhythm, direction, balance, and repetition.
- Solve visual problems by expressing ideas through the creative use of images and text.
- Recognize elements of and produce professional-quality design.
- Gain a strong skill of rapid and strong idea generation through thumbnail sketches.
- Demonstrate your understanding of the principles of design through the sharing of ideas during group critiques.
- Gain an intermediate knowledge of the three main types of design programs: vector-based (Adobe Illustrator), raster-based (Adobe PhotoShop), and page-layout (Adobe InDesign).

**Course Requirements**

This is a studio class, therefore you will work in class on your projects and be expected to work outside of class on your own. Each class will generally begin with a class discussion, design lesson, or group critique. It is extremely important whatever your career, that you have the ability to interpret, express, and communicate ideas to others. There will be some computer instruction every class. You will have homework every class, and most of the time, there will be some kind of assignment due. **Be on time.** Come to class prepared to work and have all sketches, readings and materials ready as specified in the previous class or on the syllabus.

- No iChat, AIM, icq, msn irc, MySpace or anything of the like during class.
- Be present during class. And don’t do your freelance work during class.
Grading

Attendance/Class Participation/Homework—15%

If you are more than 15 minutes late to class, it does not go unnoticed. Absences affect your work, so they affect you grade. E-mail or call beforehand if you are going to miss a class. Two unexcused, missed classes will drop your grade by one letter. **Example:** If you have an A in the class and miss two classes, unexcused, your grade will now be lowered to a B. I will give one unexcused class (no questions asked), in the interest of mental health. When you are absent from class, it is **your duty** to get the information covered in class from one of your fellow classmates. I do not have time to do this for you. **Excused absences** (sickness, with a note from the health center or family doctor; death in the family with documentation; other extenuating circumstances) require you to make up the work missed. Make arrangements with me to make up work in an appropriate time frame. Unexcused absences seriously affect your grade. Plan ahead and talk to me if you need to miss a class. If you are involved in a sport, please see me as soon as possible in the beginning of the semester, bring me a schedule of your games (and other meets/games) that might conflict with class. Talk to your coaches and then talk to me and we will plan ahead so that you do not fall behind.

Projects—75%

Each project is graded on three aspects:

- **Creativity/Problem Solving:** How well was the problem solved and how creative was the solution?
- **Presentation/Execution:** Neatness and a level of professionalism in the completed work. Did the work utilize the computer program efficiently and with authority or was the student guided by the program? Were the design principles used efficiently? How well is the work presented? (this includes professional attitude and attire)
- **Deadline/Attitude:** Was the project handed in on the day specified and in a positive mental attitude?

**note** Late project: Five points off final project grade will be deducted for each day late.

Quizzes & Reaction papers—10%

There will be scheduled quizzes given periodically throughout the semester based on handouts, reading assignments, and computer skills. Reaction papers will be due throughout the semester and will NOT be accepted late. Please refer to the section in the syllabus on reaction papers for detailed information.

**project submission**

My guidelines are “real world”. On time. Professionally-done. The habits you form here can enhance your level of success after graduation. Clients employ and depend on designers who are not only skilled, talented, flexible, and good communicators, but who are **reliable**. Talent does not meet a deadline—planning and discipline does. Discipline is just another word for good work habits.

**FAQ**

What if I’m absent from class and I have a project or assignment due?

Absences from class do not excuse you from a deadline. Call and notify me how I should be expecting to receive your project. Have a friend, classmate, relative, or a messenger service deliver it to me. FedEx overnight is an option, marked in my attention.

What if I was really lost on a project and didn’t know what to do?

Please talk to me as soon as you may be having trouble. I can only help if you ask.

What if the computer crashed and I lost my work? Or the printer wasn’t working?

There will be technical problems—this is no excuse for missing a deadline.
talk to me
If you need to see me, please make arrangements to meet with me. The best way to reach me is my e-mail. I am on the computer most of the day and check e-mail more frequently then I would like to admit. You can call me on my cell. If I am unable to answer, leave a message and I will return your call at my earliest convenience. I will try to stay after class for a while since I am not on campus during the day. Please feel free to come ask me questions or talk about any concerns you may have.

Supplies
• portable mass storage device: USB Flash Drive (at least 1GB). You may use your own firewire or USB drive of comparable or larger size
  *No Zip disks— they are not reliable
• 2 Large sketch books (one for thumbnails and the other for the scrapbook assignment)
  Suggested sketch book: Strathmore Drawing medium, 24 sheets, 80 lb.
• Folder for handouts
• Several black mat boards (32”x40” NOT foam core)
  • Although cutting boards, spray mount and xacto knives are supplied, you may want to purchase your own so they are available to you at all times. It is your responsibility to have all projects handed in on time. Not being able to find necessary tools in the lab or someone used all the spray mount will not be a valid excuse for not having a project handed in on time!
• Pencil and eraser & extra fine sharpies for sketching
• Design Elements: A Graphic Design Manual; by Timothy Samara
• How to Think like a Great Graphic Designer; by Debbie Millman
suggested text (strongly suggested for graphic design majors)
• Illustrator CS2 for Windows and Macintosh (Visual QuickStart Guide) by Elaine Weinmann, Peter Lourekas
• InDesign CS2 for Macintosh and Windows (Visual QuickStart Guide) by Sandee Cohen
• PhotoShop CS2 (Visual QuickStart Guide) by Elaine Weinmann, Peter Lourekas

Sketchbook
Your sketchbook will become an extension of you while in this class. This book will become your “think tank”. It will count as a project grade at the end and will be critiqued in your final review. Do not take this loosely!

Thumbnails!! For each project you are assigned, you will be expected to come up with many thumbnail sketches before you even think about designing on the computer. Resist the urge! It doesn’t matter if you think it looks bad or not—as long as you can get your idea across, you have a powerful tool. This does not come easy to most. You will need to work on it and train yourself, just as you will be working on your computer skills.

Scrapbook
Each week you will be expected to collect a minimum of 5 specimens. What constitutes a specimen? Anything you see that interests you. Anything you look at and say, “wow, that’s really cool/interesting.” Tear things out of magazines; collect business cards; take pictures of exhibits, cars, posters, anything that has been designed! Collect web site url’s, books you’ve looked at—xerox things from the library. You should write down next to each piece why you chose it, ex: the color pallet works great, the fonts used express the message, the hierarchy is perfectly executed. Do some sketches incorporating your specimen for thumbnail/idea-generation practice. The more you do, the better your grade. This will benefit you and act as a resource for inspiration. Constant research of what other designers are doing is an important part of the design process. Look to history, but don’t repeat it. The scrap book needs to be 50 pages total and will count as a project grade. I will randomly collect the scrapbook periodically throughout the semester to see your progress. When it is collected at these times it will count as a homework grade.
**Reaction Paper**

To achieve success in graphic design, you must be able to research other designers and interpret their ideas into your own style and design practice. Very little progress is made without considering what others have done before, but do so without repeating it rather making it your own. Only by reviewing the literature critically can a student begin to find areas in the field that are ripe for additional research. Thus, to demonstrate your understanding, and to practice your technical writing ability, you must turn in a reaction paper for selected readings. All of the reaction papers will be on a reading from your text *How to Think Like a Great Graphic Designer*. These papers may be informal, and they should be about two pages long.

A reaction paper should be more than a simple summary of the material; it should contain your opinion or reaction to reading the material. This may take on a variety of forms: you may compare the work to other related material (including but not limited to other readings from the class); you may hypothesize about ways in which the work could have been improved; you may think about ways to expand on the work, or extend it to cover new domains; or you may argue against the work, questioning its assumptions, or value.

Reaction papers will be graded primarily on your communication skills, and only secondarily on the content and originality of your ideas. The ability to express oneself clearly is an important skill in academics (and in life!). Therefore, your paper, like all good essays, should include an introductory paragraph stating your main premise, a body where your detail your ideas, and a brief concluding paragraph. Although the reaction paper should not summarize the entire article, it should include enough information about the article to make your ideas or criticisms well-grounded. Assume your readers have also read the article, but that they need reminder about any details you wish to discuss. Try to avoid the temptation of having two sections: (1) summary, and (2) reaction. Instead, it is best if you can interweave these two components (while being clear about which is which, of course).

Although all writing rules are subjective and heuristic, here are a few editing pet-peeves of mine:

1) Use active voice. Passive tense sounds amorphous and wishy-washy. The use of first person (“I”) is appropriate for these papers.

2) Avoid overly complex sentences. If you do have a complex sentence, make certain it uses parallel construction.

3) Use paragraphs appropriately as partitions for your ideas. Each paragraph should generally have at least three sentences.

4) Obviously, correct spelling and grammar are appreciated and improve the clarity of your paper.

*Good luck, and remember that reaction papers may NOT be handed in late.*
Studio Materials – Important Notes

I. Drafting Tables in Room 8 – IMPORTANT
Our drafting tables are a valuable resource and are used by students in many classes. Surfaces must be kept clean and undamaged. Any cutting must be done using one of the grey cutting mats (stored in Room 8) and NOT done directly on the drafting tables. Anyone caught cutting (or using a utility knife or mat cutter) directly on the drafting tables will be billed for the cost of a table top.

II. Safe Handling of Oil Paint, Printing Ink and Solvents:
1. Oil paint, printing ink and solvents are flammable. Never use near an open flame or while smoking.
2. Always use paint, printing ink and solvents in a well-ventilated area with proper air circulation. Even odorless turpenoid produces vapor that must be ventilated.
3. Never store oil paint, linseed oil or oily rags in lockers, closets or confined, unventilated spaces. Oil paint and linseed oil can spontaneously combust, causing a potential fire hazard.
4. Always dispose of oil paint, printing ink and paper towels used for clean-up in the metal cans provided in the art rooms. These cans are marked for that purpose. Metal cans are emptied on a daily basis.
5. Never dispose of solvents, turpenoid or mineral spirits of any kind in the sinks. Pouring solvent down the sink is illegal and environmentally dangerous. Always dispose of solvents in the 5-gallon metal can marked Used Turp provided in the art room. Can must be kept closed except when adding solvents.
6. Wear latex gloves for hand protection and old clothes or an apron to protect your clothing.
7. Students should always use an appropriate fireproof metal container for long-term storage of oil paints, printing inks, linseed oils, and solvents. All containers will be stored in the OSHA-approved cabinets provided in the art building.
8. Be aware of the fire extinguishers in the area you are working and how to access them if needed.
9. Wash your hands well after you are finished handling paints, inks and solvents.

III. Safe Handling of Acrylic Paints and Gesso:
1. All paints including acrylic paints and gesso should be used a well-ventilated area.
2. Discarded acrylic paint and rinse water from brush cleaning should never be disposed of in the sink. Always use acrylic waste disposal container provided in the art rooms for that purpose. The used rinse water will be screened to remove paint particles.
3. Wear latex gloves for hand protection and an apron for protecting your clothing.

IV. Spray Paint, Aerosol Glues, Fixatives, and Spray Lacquers:
1. Never smoke or use near open flame. Spray paints and fixatives are extremely flammable.
2. Only use aerosols in the spray booths provided in Room 8 and Room 9.
3. Turn on the spray booth first, and follow the instructions on the can. Avoid breathing these vapors; they are a health hazard.
4. After the work has dried, discard scrap papers in the metal cans provided.
5. When finished, turn off spray booth and store spray cans in fireproof metal container with other flammable paints, oils, etc.

Remember, it is up to you to follow the instructions and procedures provided. By handling these materials properly, you will minimize the risk of accidents to yourselves and the environment.

I have read this document. I am aware of the proper safe handling procedures and agree to follow them.

Signed: _____________________________________________ ______________________ _______________
Name       Date   Course number/section

(This document should be returned to the art office, where it will be kept on file until the course is concluded.)
## Class Schedule

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<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Type</th>
<th>Topic</th>
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<tbody>
<tr>
<td>1.20/Tues</td>
<td>Lecture</td>
<td>Introduction of myself, course, lab and classmates</td>
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<td>Discuss syllabus, course requirements and grading</td>
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<td>Sketchbook &amp; Scrapbook explained</td>
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<td>Introduction to the Macintosh &amp; Design Lab:</td>
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<td>• OS X environment</td>
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<td>• Folder &amp; application navigation</td>
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<td>• Server navigation, saving/backup procedures</td>
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<td>• Printing</td>
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<td>Reading</td>
<td>DE (Design Elements): 6-29</td>
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<td>How (How to Think Like a Great Graphic Designer): forward and introduction</td>
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<td>Assignment</td>
<td>Successful/Unsuccessful Design Research Project</td>
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<tr>
<td>01.22/Thurs</td>
<td>Due</td>
<td>Present Successful/Unsuccessful Design Assignment</td>
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<td>Lecture</td>
<td>What is Graphic Design?</td>
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<td>Lesson</td>
<td>More on OSX</td>
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<td>Reading</td>
<td>DE: 62-67; 74-79</td>
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<td>Handout on Design Terms</td>
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<td>Assignment</td>
<td>Study for QUIZ on terms: Thurs 2/3</td>
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<tr>
<td>01.27/Tues</td>
<td>Lecture</td>
<td>Discuss readings</td>
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<td>What are thumbnails? Design process</td>
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<td>Lesson</td>
<td>Illustrator Tutorial—working with shapes/value</td>
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<td>How to save your work</td>
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<td>Reading</td>
<td>Organization of files and documents</td>
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<td>Setting files up for printing</td>
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<td>Reading</td>
<td>Introduction to Shape &amp; Value project</td>
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<td>How: Milton Glaser 29-40</td>
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<td>Assignment</td>
<td>Reaction paper on Milton Glaser (due Tues 2/5)</td>
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<td>Shape &amp; Value thumbnails (8 per word, 24 total) for individual meetings</td>
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<td>Study for QUIZ on terms</td>
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<td>01.29/Thurs</td>
<td>Due</td>
<td>Shape &amp; Value thumbnails</td>
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<td>Lecture</td>
<td>Video on Milton Glaser</td>
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<td>Lesson</td>
<td>Printing files and creating PDFs</td>
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<td>Mounting Demonstration—Mount Shape and Value Design project</td>
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<td>Correct use of spray booth</td>
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<td>Classwork</td>
<td>Individual meetings to see Shape &amp; Value thumbnails</td>
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<td>Reading</td>
<td>Translate thumbnails onto computer</td>
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<td>Assignment</td>
<td>Mount Shape &amp; Value project for Critique on Tuesday</td>
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<td>Study for QUIZ</td>
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02.03/Tues  
**QUIZ**  
_Quiz on Design terms_

**Due**  
_Critique of Project #1: Shape and Value Design_

**Lecture**  
_Introduction to type_

**Lesson**  
_Setting up Extensis Suitcase_
_Tutorial on Extensis Suitcase (font management application)_  
_Working with type in Illustrator (type tools and pallets)_

**Classwork**  
_In-Class exercise using initials_

**Assignment**  
_Reaction paper (Glaser)_

02.05/Thurs  
**Due**  
_Reaction paper (Glaser)_

**Lecture**  
_Discussion on reading & review for Quiz (history handout)_
_Typeography, Form and Functions (type anatomy)_

**Lesson**  
_Introduction to presentation_

**Reading**  
_DE: 30-41 (attention to Figure Ground)_  
_How: Seymour Chwast 155-159 (due Wed 02/17)_

**Assignment**  
_Study for QUIZ_  
_Presentation information given—begin research for Contemporary Designer_

02.10/Tues  
**QUIZ**  
_Quiz on Handout_

**Lecture**  
_Discuss reading_  
_The Figure/Ground Principle_  
_Form and Space_

**Lesson**  
_Introduction to Figure Ground assignment (due 2/17)_

**Classwork**  
_Begin thumbnails for Figure Ground assignment_  
_Individual meetings for Contemporary Designer Presentations (due 2/24)_

**Reading**  
_DE: 114-131 (Letter Form)_

**Assignment**  
_Reaction paper (Chwast)_  
_Thumbnails for Figure Ground (8)_  
_work on presentation_

02.12/Thurs  
**Due**  
_Figure Ground thumbnails (8)_

**Lecture**  
_Discuss reading_  
_Photoshop lesson for use in presentations_  
_scanning images_

**Lesson**  
_Studio class—work on presentations and/or Figure Ground_  
_Individual meetings to see Figure Ground thumbnails_

**Classwork**  
_Studio class—work on presentations and/or Figure Ground_  
_Individual meetings to see Figure Ground thumbnails_

**Assignment**  
_Finish up Figure Ground (for next class)_  
_Reaction paper (Chwast)_  
_Work on Contemporary Design Presentation (for next Tuesday)_

02.17/Tues  
**Due**  
_Reaction paper (Chwast)_

**Classwork**  
_Critique on Project #2: Figure Ground_

**Assignment**  
_What is a logo_  
_examples of logo design and use of type with imagery_  
_Studio to work on presentations_  
_Presentations_  
_Bring in 5 logo designs to review in class_

02.19/Thurs  
**Lecture**  
_Look at logo designs_

**Classwork**  
_work on Presentations_

**Reading**  
_DE: 82-113_

**Assignment**  
_Presentations due next class_
**2.24/Tues**

**Due**  Contemporary Design Presentations
Lecture  Discuss reading on color
Impact of color in design layout
Lesson  Illustrator tutorial: Creating different kinds of Logos
Logo design: creating symbols in Illustrator

**2.26/Thurs**

**Due**  Contemporary Design Presentations (finish)
Lecture  Different Logo design concepts
Lesson  Illustrator tutorial: Continue Logo design lesson
Reading  DE: 164-183 (have read for Tuesday after break)

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**MIDTERM**

**3.03/Tues**

**OFF**  Spring Break

**3.05/Thurs**

**OFF**  Spring Break

**3.10/Tues**

Lecture  Review reading
Lesson  Pen tool lesson to be handed in
changing letter forms
ambiguous type
Color printing tutorial
Introduction to Logo/Identity project (part 1)
Classwork  Studio class—working on Logo/Identity project
Reading  How: Michael Bierut 5-17 (due Tues 3/17)
Assignment  10 thumbnails for Logo/Identity (5 for two categories)

**3.12/Thurs**

**Due**  10 thumbnails Logo/Identity
Lesson  Searching images on web
Live Trace tool in Illustrator
Red Ladder logo exercise
Classwork  Studio class—working on Logo/Identity project
Individual meetings to discuss thumbnails
Assignment  Work on Logo/Identity project
Reaction paper Bierut

**3.17/Tues**

**Due**  Reaction paper Bierut
Lecture  discuss reading
Lesson  Taking Logo/Identity one step further: letterhead & business card
InDesign tutorial—importing illustrator files into InDesign
Classwork  set up files for Business Cards and Letter Heads
Studio class—working on Logo/Identity project
Assignment  Logo design due for working critique (save in PAWN folder)
Lay out letterhead and business card in InDesign
### 3.19/Thurs
- **Due:** Working critique (not mounted—save in PAWN folder)
- **Classwork:** Studio class—finishing up Logo/Identity project
- **Assignment:** work on Logo/Identity Project

### WITHDRAW BY FRIDAY

### 3.24/Tues
- **Classwork:** Studio class—finishing up Logo/Identity project
- **Reading:** How: Chip Kidd 135-144 (due Thurs 4/2)
- **Assignment:** Finish and mount Logo/Identity Project for crit next class

### 3.26/Thurs
- **Due:** Critique on Project #3: Logo/Identity Design
- **Lecture:** Video (Pentagram group)
- **Lesson:** Type study: Thrill of the Skill exercise
- **Reading:** DE: 132-145
  - Handout on Type

### 3.31/Tues
- **Lecture:** Discuss reading
- **Lesson:** InDesign—Key commands & how to set type
  - Hierarchy study: quote exercise
- **Classwork:** Exercise in how to set type
  - **Introduction to Type study:** focusing on Rags
- **Assignment:** Typographic Studies assignment
  - Reaction paper (Kidd)

### 4.02/Thurs
- **Due:** Reaction paper (Kidd)
- **Lecture:** Review for Quiz on Type
- **Lesson:** More on InDesign, key commands & type setting
  - Tutorial on layout: Trapped design
  - **Introduction to type design/feature story layout**
- **Classwork:** Studio: type design/feature story layout
- **Reading:** DE: 172-195
- **Assignment:** Work on type design/feature story layout

### 4.07/Tues
- **QUIZ:** Formatting type
- **Lecture:** Discuss reading
- **Lesson:** Grid systems
- **Classwork:** Exercise in how to set up a grid system
- **Introduction to Type study:** focusing on Grid Systems
- **Reading:** DE: 198-217
- **Assignment:** Typographic Studies assignment (due next Tues 4/14)
  - Feature design (due next Tues 4/14)
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<th>Date</th>
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<tr>
<td>4.09/Thurs</td>
<td>Lesson</td>
<td>Photoshop Tutorial: creating a clipping path</td>
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<td>InDesign Tutorial: creating text wraps</td>
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<td>Classwork</td>
<td>Studio: type design/feature story layout or</td>
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<td>Reading</td>
<td>DE: 218-235</td>
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<td>Assignment</td>
<td>Finish and mount Feature Story layout</td>
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<td>4.14/Tues</td>
<td>Due</td>
<td><strong>Feature Story layout critique</strong></td>
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<td><strong>Typographic Studies: focusing on Grids</strong></td>
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<td>Reading DE: 236-245</td>
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<td>Assignment start studying for Quiz on readings (next Tues 4/21)</td>
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<td>4.16/Thurs</td>
<td>Lecture</td>
<td>Discuss reading</td>
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<td><em>look at package designs</em></td>
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<td><em>bring at least 5 concepts for Final to discuss next class</em></td>
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<td></td>
<td></td>
<td><em>bring one sample of package design</em></td>
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<tr>
<td>4.21/Tues</td>
<td>Due</td>
<td><strong>QUIZ</strong></td>
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<td></td>
<td></td>
<td><strong>5 Concepts for final package design sample</strong></td>
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<tr>
<td></td>
<td>Lesson</td>
<td>Look at package design samples</td>
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<tr>
<td></td>
<td>Classwork</td>
<td>Individual meetings to discuss concepts for</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Final</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Reading</td>
<td>DE: 246-269</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Assignment</td>
<td>Thumbnails for Final: at least 5 thumbnails</td>
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<td></td>
<td>for poster, 5 for mailer and 5 for ticket (15 total)</td>
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<tr>
<td>4.23/Thurs</td>
<td>Due</td>
<td><strong>Thumbnails for Final</strong></td>
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<td>Classwork</td>
<td>Individual meetings to review thumbnails for</td>
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<td>Final</td>
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<td></td>
<td>Reading</td>
<td>DE: 246-269</td>
<td></td>
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<tr>
<td></td>
<td>Assignment</td>
<td>work on final and finish up scrapbook</td>
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<tr>
<td>4.28/Tues</td>
<td>Classwork</td>
<td>Studio</td>
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<td>Lecture</td>
<td>Discuss reading</td>
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<td></td>
<td>Assignment</td>
<td><strong>Scrapbooks Due next class!</strong></td>
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<tr>
<td>4.30/Thurs</td>
<td>Due</td>
<td><strong>Scrapbooks to be handed in</strong></td>
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<td>Studio</td>
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<td>Assignment</td>
<td>work on Final</td>
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<tr>
<td>5.05/Tues</td>
<td>Final review</td>
<td>TBA</td>
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