

**Graphic Design II ARTS 077
Assignment Calendar, Fall 2018**

Tuesday August 28	Intro class/ Intro PPT addresses syllabus Website course calendar final crit date course themes <ul style="list-style-type: none">• Visual Perception• Grouping and Hierarchy• Application of Gestalt Theory Intro visual Perception Intro Gestalt: Figure and Ground Read & start Assignment #1, “Figure/Ground Morph” Fig/Grnd Assignment <ul style="list-style-type: none">• be looking for Theme for Magic/Illusion Poster• be looking for Theme for Cards Assignment
Thursday August 30	In class Figure/Ground Morph” Finals Due Beginning of next class
Monday September 3	LABOR DAY
Tuesday September 4	Class Critique Figure/Ground Morph Intro Assignment: “Magic/Illusion Poster” theme concept due beginning of next class Research: where, what, and how
Thursday September 6	In class: Magic/Illusion Poster Intro Gestalt: Proximity, Continuation, Isomorphic Correspondence <ul style="list-style-type: none">• Figure Ground Reversal—shared contour/shared edge<ul style="list-style-type: none">○ What’s in the holes? or○ What’s between the things? or○ Can the negative space be a thing?• Figure Becoming Ground—Implied Line<ul style="list-style-type: none">○ High contrast shadows only○ Leave some lines out• Useful Redundancy—don’t say exactly the same thing with both the type and the image. They should relate in some way where the combination of the two creates a Gestalt or more comprehensive meaning For next class: have half page visuals, using active figure ground, bring in title, comp the actual type treatment
Tuesday September 11	In class: Magic/Illusion Poster Quiz: Gestalt: Figure/Ground Proximity, Continuation
Thursday September 13	In class: Magic/Illusion Poster Intro: Perception, Illusion & Reality
Tuesday September 18	In class: Magic/Illusion Poster Quiz: Gestalt: Fig/Ground Principles
Thursday September 20	In class: Magic/Illusion Poster Refinements

	Discussion: Color, Psychological use of, Theory
Tuesday September 25	Small group crits Magic/Illusion Poster Quiz: Color, Gestalt Principles
Thursday September 27	In class Magic/Illusion Poster Refinements
Tuesday October 2	Magic/Illusion Poster: Finals Due beginning of class Critique Intro Assignment: Student Design Show Visual Identity Poster AIGA AIGA Blue Ridge Flux Show Intro Assignment: Deck of Cards Theme Grouping Hierarchy Box concept due beginning next class
Thursday October 4	in class Deck of Cards brainstorming and thumbnails Intro Perception: Grouping and Hierarchy <ul style="list-style-type: none"> • Visual Organizational Systems • Cards—Organizational chart
Tuesday October 9	in class: Deck of Cards roughs and organizational chart Vernacular <ul style="list-style-type: none"> • Specific Context • Symbol language
Thursday October 11	in class: Deck of Cards Rough Comps Discussion: Proximity, Continuation, Grouping and Hierarchy, Vernacular
Tuesday October 16	in class: Deck of Cards Rough Comps Quiz: Proximity, Continuation, Grouping and Hierarchy, Vernacular
Thursday October 18	in class: Deck of Cards Refinements Check grouping and hierarchy levels
Tuesday October 23	in class: Deck of Cards Refinements Deck of Cards: small group crits Demo: Back side printing
Thursday October 25	in class: Deck of Cards Refinements Demo: Box Construction
Tuesday October 30	Deck of Cards Finals Due Beginning of class Class Critique Intro Assignment: “Visual Identity”
Wednesday October 31	HALLOWEEN

Thursday November 1	Visual Identity/Branding Intro Assignment: “Visual Identity” <ul style="list-style-type: none"> • Client Interview Question charts Guest: Carla Strickland-Hughs <ul style="list-style-type: none"> • Aging and Cognitive Training Lab Logo • Research
Tuesday November 6	Visual Identity Mood Board Logo Development Charts
Thursday November 8	in class: Visual Identity Logo thumbnails organized by chart
Tuesday November 13	in class: Visual Identity Wordmark lockup ID system elements collateral and/or applications
Thursday November 15	in class: Visual Identity: small group crits
Tuesday November 20	in class: Visual Identity: Refinements
Thursday November 22	THANKSGIVING BREAK NO CLASS
Tuesday November 27	in class: Visual Identity: Refinements Presentation Folder Demo
Thursday November 29	in class: Visual Identity: Refinements
Tuesday December 4	in class: Visual Identity: Refinements
Thursday December 6	in class: Visual Identity: Refinements
Tuesday December 11	NO CLASS FINALS WEEK
Thursday December 13	Visual Identity FINAL PRESENTATION Class Critique PDF's of all class assignments Return any borrowed books, tools, supplies Studio clean up