Tuesday August 28
Intro class/ Intro PPT
addresses
syllabus
Website
course calendar
final crit date
course themes
- 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/Gnd Assignment
- 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
course 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
- Figure Ground Reversal—shared contour/shared edge
  - What’s in the holes? or
  - What’s between the things? or
  - Can the negative space be a thing?
- Figure Becoming Ground—Implied Line
  - 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  
• Visual Organizational Systems  
• Cards—Organizational chart

**Tuesday October 9**  
in class **Deck of Cards roughs and organizational chart**  
Vernacular  
• 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”
- Client Interview Question charts
**Guest:** Carla Strickland-Hughs
- 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