Florida International University  
School of Journalism and Mass Communication  
Department of Advertising and Public Relations

VIC 5205  
Visual Trends in Graphic Design  
Room TBA@BBC  
SPRING 2018  
Friday 10 A.M. – 12:40 P.M.

Instructor: Albena Petrus  
Office Hours: By appointment  
Phone: 305.919.5625  
Email: apetruss@fiu.edu

COURSE DESCRIPTION AND PURPOSE
Trends in Graphic Design examines the contemporary practice of Graphic Design in print and digital. We will discuss current issues in design as well as contemporary designers and design trends in the context of changing cultural, political and social environments.

COURSE OBJECTIVES
Students will be able to:
- Recognize and identify the basic elements of good design.
- Apply contemporary aesthetic norms to typography, image production, and layout.
- Critique others' publications and design decisions.
- Develop a basic understanding of the technology supporting graphic, print & web design work

Student Learning Outcomes:
- Understand concepts and apply graphic design theories in the creation and presentation of combined text-image communication pieces.
- Think critically, creatively and independently when producing assigned projects and assignments as well as when providing critique of other designers’ work.
- To use design elements appropriate to the specific publication format, its purpose, design language and target audience

IMPORTANT INFORMATION
DIVERSITY
The School of Journalism and Mass Communication (SJMC) fosters an environment of inclusivity and respect for diversity and multiculturalism. The SJMC educates students to embrace diversity and understand the root causes of discrimination, as well as social, ethnic, sexual, disability and gender-based exclusion.

ACCESSIBILITY AND ACCOMMODATION
For assistance with accommodation please contact the Disability Resource Center.

COURSE DETAILS
COURSE COMMUNICATION
Communication in this course will take place via email from CANVAS. By using the email your message is prefaced with the class number and title. The best way to communicate with me is in person in/after class. Please contact me if you have questions of any kind. I will do my best to get back to you in 48 hours, except on the weekends. If you do not hear from me in my committed timeframe, this means I have not received your e-mail. It does not mean I’m busy or ignoring you. BUT... technology can and does fail. Try again.
TEACHING METHODOLOGY
As a graduate student, I expect you to take the information I provide you, in articles and book chapters, combined with information you yourself discover through your research, and synthesize it to create your own learning experience. Think of it as you all teaching me. You are teaching all your colleagues, which is me and your fellow students, for what are we if not colleagues. So be sure to share anything you discover. We will work through problems together and in small groups. I may will ask you to present topics. I expect you to argue with me. I expect you to disagree politely with each other. I expect you to enlighten all of us. If you don’t then you’re not thinking enough about the topic.

REQUIRED BOOK
History of Graphic Design (Sixth Edition) by Phillip. Meggs
ISBN 978-1-5063-1538-6

ASSIGNMENTS
A mix of projects, research papers and presentations will take part in this course. Supporting data, impactful graphics, proper grammar/spelling and presentations skills are all vital to succeed. All assignments must be uploaded to CANVAS by its due date (midnight).

LATE ASSIGNMENTS. All assignments are due at midnight of the due date, late assignments won’t be accepted, you will earn F (0) no makeup/no exceptions unless you have extenuating circumstances (out of your control).

DESIGN NEWS OF THE WEEK
Communications and technology development have change so much in the last 10 years that staying current is fundamental. Every week we will discuss articles in class. Check these resources, mark your(s) favorite(s) and create a habit of visit it every week.

Websites
AIGA’s Eye on Design https://eyeondesign.aiga.org
Designmodo http://designmodo.com/
Eye Magazine (both printed and online) http://www.eyemagazine.com
Ad Week www.adweek.com
Brand Channel www.brandchannel.com
Print – specially the Daily Heller http://imprint.printmag.com/

Blogs
Creative Bloq http://www.creativebloq.com/
Graphic Design Blog http://www.graphicdesignblog.co.uk/
I Love Typography http://ilovetypography.com
Youthedesigner http://www.ucreative.com/design/

Podcasts
Design Matters with Debbie Millman
The Observatory with Michael Bierut and Jessica Helfand
Insights Per Minute by Design Observer
Obsessed with Design with Josh Miles

GRADING
Grades for this course are given on the following basis.
Discussion/Participation 20%
Research 20%
Assignments 20%
Projects 40%

Grades for this course are determined as follows:

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Classroom Presentations
Final Presentation

COURSE CALENDAR 1/8-4/28/2018 (spring break March 12-17)
Week 1: Introduction to the Course/Visual Communication
Read
Part 1: The Prologue
Part 2: A graphic Renaissance

Class 2: Visual cues: How we see and what we see?

Class 3: Visual perception and communication

Class 4:
Project 1 DUE: Illuminated Manuscript
Read
Part 3: The Bridge to the Twentieth Century
Part 4: The modernist Era

Class 5: Art and Crafts/Art Nouveau

Class 6: Bauhaus

Class 7: American Modern Design

Class 8:
Project 2 DUE: Design movement Poster Exhibit
Read
Part 5: The Age of Information

Class 9: International Typographic Style

Class 10: New York School

Class 11: Digital Revolution

Class 12-15: Work on Final Project

Class 16:
Final Project Presentations