ADVERTISING/ COMMUNICATION DESIGN

COURSE CODE: IFA 1118

COURSE NAME: INTRODUCTION TO COMMUNICATION DESIGN Course Description

The study of history of graphic design, Communication theories, the creative design process .An exploration of a variety of styles, graphics techniques, of visual communication expression and presentations, the aesthetics and design principles

Prerequisite: None

Course Objective/Aims

- To Understand the history of graphic design
- To appreciate the Visual representation process in art and design
- To explore the brainstorming process in idea generation
- To work effectively using communication theories
- To experiment with media • To understand the communication Process

Course Outline:

Week 1: General course introduction and Understanding the history of graphic design

- Graphic design a concise history
- The long history of visual communication
- From graphic art to design 1890 to 1914 - the art poster
- Information design
- Beginning of Design in Africa

Week 2: Visual representation

- Form space and relationships
- Graphic techniques, graphic elements
- Graphic systems - orthogonal and pictorial
- Graphic devices - in technical and architectural drawings
- Thematic approach in relation to project

Week 3: Brainstorming and development process

- Selecting a topic theme or corporate image
- Developmental work
- Drawing collecting, analysing, exploring and experimenting
- Working effectively using layouts and drawing

Week 4: Reference to design elements and principles

- Creating aspects of design, point and dot technique
- Line shape and texture
- Colour - complementary, analogous, monochromatic
- Size, direction and balance
- Placement where elements or objects are combined
- Design your own and existing graphic communication **Course Project I**

Week 5: Experimenting with media

- The different graphical materials you can use - pencils, paints, inks, chalks, crayons, markers, papers and boards. Airbrush
- Lettering **Course Project II**

Week 6: Generating Graphic project work

- Starting point
- Representing form by rendering

Course Project III

Week 7: Communication Process

- What is communication?
- Using a graphic communication model

Week 8: Graphic techniques in visual communication

- Graphic techniques freehand drawing, instrument drawing, rendering
- Key elements in graphic communication **Course Project IV**

Week 9: Preparation for Course Project proposal presentations Week 10: Execution of Projects

- Self directed studio thematic projects
- Regular critical engagement with lecturers and fellow student

Week 11: Execution of Projects Cont'd

- Self directed studio thematic projects
- Regular critical engagement with lecturers and fellow student

Week 12: Execution of Projects Cont'd

- Student work towards the final exhibition **Week 13: Making the Final graphic project**
- Final preparation of the individual works for the final presentation.
- Selection of the work for exhibition
- Planning and presentation strategies for the final presentation.
- Preparation and documenting the selected work for the presentation.

Week 14: Preparation for the Final project presentation Week 15: Final project presentation
Learning outcomes

The students will have acquired the skills necessary to carry out thematic independent project from the start to presentation. They will show also that they have gained confidence in creativity of the way in which they approach and develop designs under the guidance of the lecturer.

- Ideas and how they develop/ are developed
- Experimenting with materials in communication design
- Presentation of ideas

Methods of Teaching/Delivery

- Visual resource materials/portfolio development/sketch book
- Practical material experimentation and exploration
- Studio demonstration instruction and technical inputs.
- Group review/presentations/critique
- Guided studio assignments/projects/course works
- Weekly lectures

Mode of Assessment

Course work 40%

- Planning and Developmental studies/sketches 10%
- Execution of the practical work (Reasonable body of work) 20%
- Tests in theory based on ceramic technology 10% End of semester Examination: 60%

- Theory examination: 20%
- Practical examination: 40% Final total mark: 100%

Reading/References & Learning Materials:

Bettinghaus, E. P. (1987) *Persuasive Communication,* New York, London

Blake, J. E. (ed) (1971) *Management Guide to Corporate Identity,* London

Cope, Les (1994) *Success in Graphic Communication,* in Alderson, P (ed) Series editor,

MacGraw-Hill, Sydney

Dalley, T., (1980) *The Complete Guide to Illustration and Design Techniques and Materials,* Phaidon, Oxford

Hollis, Richard (1994) *Graphic Design - A concise History,* London: Thames and Hudson

Neumann, E. (1967) *Functional Graphic Design in the 20's,* New York

Rosen, B. (1970) *Corporate Search for Visual Identity,* New York

Swann, Allan (1989) *How to design Grids,* Phaidon, Oxford

Tufnell, R., (1987) *Introducing Design and Communication,* Hutchinson, London