ACCF GDGD 490 GRAPHIC DESIGN 3

Course	Graphic design
Credits	3
Professor	Walter Conti
Course Description	In this course the complexity of student projects will increase, as will the quality of research and conceptual hypotheses. Students will solve complex communication problems in an innovative way, working autonomously in the management and care of a complete graphic design project. They will use a problem-solving approach to find solutions, using original theories and alternatives. They will examine the cultural reality of their communication projects, comparing them with other existing projects.
Learning Outcomes and Objectives	At the end of the course the student will have learned to: ● examine and analyze the demand for project ● define a graphic problem and hypothesize solutions ● conduct research on the topic of the project (historical, cultural, etc.) ● propose alternative projects to be developed through lay-out. At the end of the course the student will be able to: ● Correctly set all elements useful for graphic design ● Develop a final graphic solution through a succession of sketches ● Perform an executive of your project (eg, brochures, catalogs, folders, or other) ● Make an elaborate full-text document with sketches, images, and texts of the implemented projects.
Student Assessment	Midterm: Creation and presentation of the first graphic project for an art gallery, including choice of photographer, exhibition name, poster, banner, external and internal exhibition setup. Final: Presentation of all the projects carried out, and of a Process Book that collects images, drawings and texts that explain the design process for significant project steps.
Minimum Essential Equipment	Notebook, tablet or other portable device, that is equipped with the following software: Adobe: Photoshop, Illustrator, InDesign.

Bibliography, Webography, Filmography	1. "Design Elements: A Graphic Style Manual: Understanding the Rules And Knowing When to Break Them", mar 2014, Rockport Pub, Timothy Samara 2. "Problem Solved", Michael Johnson, Phaidon 3. "Critica portatile al visual design", Riccardo Falcinelli, Einaudi.2014 4. "Signage & information graphic". Neuroscienze per il design, 2007, Thames & Hudson, Andreas Uebele 5. "The Field Guide to Supergraphics", Thames & Hudson, 2018, Sean Adams

Weekly program (the program may change according to the progression of the year, festivities or external projects):

Week 1	Introduction to the course and the syllabus. Contemporary graphics culture. Introduction to graphic design: folder, sizes, hierarchy of information, research on the topic of the first communication project.
Week 2	The social and professional role of a graphic designer. Introduction to the first graphic design, product communication, through the design of a poster, a folder, tickets, etc.
Week 3	Signs and symbols. The synthesis of the messages and information. Revision of first project sketches: product communication.
Week 4	The power of graphic communication. Choice and selection of proposals for the 1st graphic design product communication.
Week 5	Typography, photography and illustration in communication. Revision final proposals of the first graphic design product communication.
Week 6	Final evaluation of project: graphic product communication: posters, folders, tickets, banners, etc
Week 7	Midterm test. Final presentation of first graphic project for an exhibition space: posters, banners, external and internal graphics.
Week 8	Graphics for exhibition spaces, integrated design and three-dimensional spaces. Materials, use of color, levels, etc., introduction of the 2nd project: Graphics for an exhibition space.
Week 9	Printing on panels, three-dimensional graphics media, pre-spaced, check design assumptions.
Week 10	Exhibition routes, captions, panels, banners, displays, consistencies and graphic communication. Selection and choice of graphic proposals for an exhibition space.

Week 11	Two-dimensional and three-dimensional graphics development for the exhibition space, the study models.
Week 12	Development of two-dimensional and three-dimensional graphics for the exhibition space. Study models, execution and assessment.
Week 13	Technical preparation for material and print production. Design review of graphic design of a space.
Week 14	Preparation of all the semester graphic designs works for process book.
Week 15	Final evaluation of the projects of the semester and the process book.