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This class will explore the elements of graphic design in three cumulative phases: *Form*, *Content*, and *Idea*. The semesters will be characterized by *Reactive* assignments (Semester 1) and *Proactive* assignments (Semester 2). Throughout both semesters and as projects progress, you will be challenged to work within shifting sets of *Parameters*. Projects will vary between the experimental and the more formal.

Through this *Process* you will learn about visual communication, fundamental design techniques/ concepts, and typography.

Throughout the year, we will attempt to address the question: What is graphic design and why does it matter?

I expect you to take this class seriously. This means regular attendance, punctuality, and in-class participation are required.

Always bring a notebook. Other materials will be assigned on a per-project basis.

BASIC GRAPHIC DESIGN
GDD 2020 A

CLASS 1
INTRO/SURVEY

Peter J. Ahlberg

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Name: _____ Age: _____

Email: _____

Hometown/country: _____

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(from the Jung - Myers-Briggs Typology Test)

Question _____ Circle one

- | | |
|--|--------|
| 1 You are almost never late for your appointments | yes no |
| 2 You feel involved when watching TV soaps | yes no |
| 3 You are more interested in a general idea than in the details of its realization | yes no |
| 4 Strict observance of the established rules is likely to prevent a good outcome | yes no |
| 5 It is in your nature to assume responsibility | yes no |
| 6 You often think about humankind and its destiny | yes no |
| 7 Objective criticism is always useful in any activity | yes no |
| 8 You trust reason rather than feelings | yes no |
| 9 You are inclined to rely more on improvisation than on careful planning | yes no |
| 10 You are a person somewhat reserved and distant in communication | yes no |
| 11 You readily help people while asking nothing in return | yes no |
| 12 You often contemplate about the complexity of life | yes no |
| 13 After prolonged socializing you feel you need to get away and be alone | yes no |
| 14 You often do jobs in a hurry | yes no |
| 15 You easily see the general principle behind specific occurrences | yes no |
| 16 You tend to sympathize with other people | yes no |
| 17 You value justice higher than mercy | yes no |
| 18 You tend to rely on your experience rather than on theoretical alternatives | yes no |
| 19 You are more inclined to experiment than to follow familiar approaches | yes no |
| 20 You avoid being bound by obligations | yes no |
| 21 You are strongly touched by the stories about people's troubles | yes no |
| 22 It's essential for you to try things with your own hands | yes no |
| 23 You think that almost everything can be analyzed | yes no |
| 24 A thirst for adventure is close to your heart | yes no |
| 25 You easily perceive various ways in which events could develop | yes no |

BASIC GRAPHIC DESIGN
GDD 2020 A

CLASS 1
ASSIGNMENT 1

Peter J. Ahlberg

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POINT, LINE, PLANE

Assignment: Compose 12 distinct abstract compositions, each measuring 10"x14", using only b&w, and following the guidelines below:

1. 3 compositions made up of only 'points'
2. 3 compositions made up of only 'lines'
3. 3 compositions made up of only 'planes'
4. 3 compositions made up using a combination of points, lines, and planes

As discussed in class, explore different principles of composition such as symmetrical/ asymmetrical balance, scale, rhythm, anomaly, focal point, movement, etc.

Either cut each composition to size or draw lines to define the frame.