GREAT DESIGN– GREAT CONCEPT– HOW TO DO IT

Course Description

DEVELOP IDEAS THAT NET INCREDIBLE RESULTS– A HANDS-ON CONCEPTUAL DESIGN CLASS

Students will learn proven methods to generate fresh ideas that translate to effective solutions.

This "mind Stretching" workshop-style class will turn your ideas into better creative design solutions.

Learn how to project the right message and get the results others expect. And understand why some design solutions– no matter how beautifully executed– just don't work.

What Students Will Learn

- The art of "selling" your ideas to non-visual supervisors or clients
- Proven strategies for getting your ideas approved.
- Techniques to extract exciting visuals from the dullest copy
- Exploring multiple directions for the same project
- Ways to target your audience to communicate with them persuasively
- How to turn basic marketing procedures into catalysts for creativity

Facilities

The use of the computer lab with an opaque projector to show examples (many Examples) of all aspects of the above, as well as a projection device that images a Macintosh to a wall or screen (these can be rented quite reasonably.)

Course Syllabus

Students will work on several practical assignments during class, then participate in critiques to shape the idea into its best form. Material will be introduced to the students with actual samples, and the visual presentations as described above, and I will create a workbook manual, and supplementary text.

Students should have some experience with professional graphic design.

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Advertising

Graphic Design

Communications

ADVANCED DESIGN FOR DESKTOP PUBLISHERS

Course Description

IMPROVE YOUR DESIGN KNOW-HOW AND SKILLS FOR MORE PROFESSIONAL, DYNAMIC RESULTS

This workshop-style class will go beyond the basics providing techniques and strategies to improve the quality of your design decisions.

Emphasis is on professional design rather than how to use a specific program.

What Students Will Learn

The big three visual concepts that can dramatically improve your work

Techniques to engage your readers and keep them interested

How to use organization, contrast, and repetition for dynamic layouts

Hot visual trends

How to integrate a design throughout a multi-page publication

Tom's tips for creating "punchy" visuals

Facilities

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Course Syllabus

Throughout the course, students will be critiquing others' work so they can spot weaknesses in their own projects and know how to correct them.

Discover ways to move from static to dynamic layouts by getting rid of those boxes that this designer considers the bane of design.

In a hands-on project students will work with paper swatches, color selectors, and other designers tools.

I will create a booklet and supplemental texts and materials.

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ADVANCED GRAPHICS:
IDEAS, IMAGES, INSPIRATION

Course Description

GET A CREATIVITY BOOST TO IMPROVE YOUR DESIGN CONCEPTS

This workshop-style class will focus on the design process and finished results. Students will sharpen both, conceptual and layout skills.

This is an advanced workshop for experienced graphic designers.

What Students Will Learn

- Review of classic design principles and the roots of design– design greats / awards /visual style

- Techniques and examples to find creative inspiration in unlikely places

- Principles & techniques for visual free association

- Advanced concepts of type and image relationships

- Overview of contemporary graphic design

- Art Directing techniques to better communicate with illustrators, photographers, and other suppliers

- Methods of turning design constraints into visual opportunities

- Strategies for expanding your overall visual awareness

- Examining the impact of electronic technologies on current design trends and visual style

Facilities

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Course Syllabus

Students will complete 4 projects that feature close relationships of type and imagery such as posters, covers, logos, ads, promotional materials, TV graphics, etc.

Students will focus on the design process in a workshop atmosphere of lectures, visuals, case studies, class discussion, assignments and in-depth critiques.

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DESIGN FUNDAMENTALS FOR DESKTOP PUBLISHING

"The first beginning of things cannot be distinguished by the eye"
• Lucretius 99-55 B.C.

Course Description

GAIN A SOLID FOUNDATION ON THE BASICS OF PROFESSIONAL DESIGN FOR PRINTED MATERIALS.

This workshop-style class will emphasize the principles of good graphic design that will increase the effectiveness of students communication projects.

Content will be devoted to design and layout techniques that can be applied to a wide variety of materials.

What Students Will Learn

- See how to use the principles of design including balance, proportion, dominance and unity.
- Explore the designer's toolbox: color, shape, texture, line, and space
- Master the use of white space
- Learn typography basics, type categories, and how there best used
- Tom's techniques to get your ideas on paper before turning on the computer
- Explore grids to organize a page layout
- Learn tips for merging type and images effectively
- Understand the terms you hear from designers & printers

Facilities

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Course Syllabus

Demonstrations, hands-on assignments and critiques will be used every class meeting.

Projects might include: creating a balanced layout, using proportion and cropping tools, thumbnail sketching techniques, typeface selections, re-design small brochure.

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TYPOGRAPHY & DESIGN

" Disputes arising between the two schools of typographic thought, the traditional.... and the modern, are, it seems to me the fruits of misplaced emphasis. I believe the real difference lies in the way 'space' is interpreted."   • Paul Rand

Course Description

IMPROVE YOUR KNOWLEDGE AND CREATIVE SKILLS FOR SELECTING AND DESIGNING WITH TYPE

Gain a better understanding of typography choices, along with hands-on experience in designing dynamic layouts with type. Content of this workshop-style class would focus on conceptual thinking and techniques to sharpen your technical skills and open new avenues of creative options. Students will be challenged to think beyond the obvious and to view typography as a powerful visual tool.

What Students Will Learn

How to create dynamic typographical images for today's high-energy graphic environment

Techniques to energize designs with exceptional typography

Effective use of typographical contrast and emphasis

The power of punctuation

Creative use of supporting images: rules, borders, ornaments and dingbats

Formulas for mixing type styles

Effects of distortions, modifications, and typographical compromises

Relationship of type choices to content, purpose, space, audience, and reproduction method

Tom's Valuable Typographic Tips & Examples

Facilities

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Course Syllabus

Material will be introduced to the students with actual samples, and the visual presentations as described above, and I will create a workbook manual, and supplementary text.

"A work of typography must not only be suitable for its purpose and easy to produce, but also beautiful."   • Jan Tschichold

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