Course schedule


Introduction  Beyond Desktop  Typography I  Typography II  Layout & the Grid  Workshop I: Type / Layout  Color I  Symbols & Icons, and Pictograms  Printed media, effects, and materials  Workshop II: Web design  Critique  Synthesis  Exhibition

Beyond desktop  Graphic design basics
Course schedule

1/28 Introduction
2/04 Beyond Desktop
2/11 Typography I
2/25 Typography II
3/03 Layout & the Grid
3/10 Workshop I: Type / Layout
3/17 Color I
3/31 Symbols & Icons, and Pictograms
4/07 Printed media, effects, and materials
4/14 Design for Dynamic Display / Web
4/21 Workshop II: Web design
4/28 Critique
5/05 Synthesis
5/12 Exhibition

Beyond desktop
Graphic design basics
Course schedule

- Introduction (1/28)
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- Symbols & Icons, and Pictograms (3/31)
- Printed media, effects, and materials (4/07)
- Design for Dynamic Display / Web (4/14)
- Workshop II: Web design (4/21)
- Color II (4/28)
- Critique (5/05)
- Synthesis (5/12)
- Exhibition

Beyond desktop

Graphic design basics
Course exhibition

1. Artifact
2. Print media
1. Artifact
Website or a physical artifact you are working on. Be prepared to discuss your design decisions.
2. Print media
Describe both the project and the design process.
72 dots per inch
Courier
Arial, Comic Sans, Courier, Georgia, **Impact**, Tahoma, Times New Roman, Helvetica, Trebuchet, Veranda, Geneva
Arial, Comic Sans, Courier, Georgia, Impact, Tahoma, Times New Roman, Helvetica, Trebuchet, Veranda, Geneva
ihatecomicsans.com can be difficult to read as body text, particularly on low resolution screens.

**Arial, Comic Sans, Courier, Georgia, Impact, Tahoma, Times New Roman, Helvetica, Trebuchet, Veranda, Geneva**

*reserve for titiling*
Clearly Convey your Site’s **Purpose**
Reveal Site **Content**
**Formatting**
Clearly Convey your Site’s Purpose

[Adapted from J. Nielsen]
Create a website that will help you plan & share the details of your wedding day
**Glasses**

This is a study of glasses in oils. I used just black and white paint to create this investigative piece into the way light is reflected onto glasses differently depending on their shape and size.

**Dalmation**

This is an oil painting of a dalmation dog. I wanted to keep the background plain, in order for the main focus to be the dog and the natural black and white colours to be emphasised.
Use Description

Describe your site’s purpose and
Use a descriptive Window Title (for search engines and bookmark lists)
Zimbabwe Court Refuses to Release Vote Results
By CELIA W. DUGGER and GRAHAM BOWLEY 44 minutes ago
The ruling was a rebuff to the opposition party, which had demanded that the results of the presidential election held two weeks ago be released immediately.

Beijing Stops Construction for Olympics
By ANDREW JACOBS 9:36 AM ET
Chinese officials laid out a sweeping series of measures intended to clear the air for the Olympics this summer.

Housing Woes in U.S. Spread Around Globe
By MARK LANDLER
From Ireland to India, housing markets are falling back to earth. Above, Emma Linnane in her apartment in Dublin. Its value has declined by $100,000.

Think Again: Larger than Life
Charlton Heston was a character actor in a leading man’s body, writes Stanley Fish.

At CBS, Bad News Doesn’t End at 7
Katie Couric may be the least of Leslie Moonves’s worries.

Author of 200,000 Books
Philip Parker had some help from computer algorithms.
Hier gibt es echtes Essen, lecker zubereitet.
NextChoice
Smart Self-Service.

Three Ways Your Business Can Benefit From Making NextChoice Your Choice

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Make the ordering experience fast, accurate and fun and capture more business with six integrated NextPoint TouchPoints.

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Our White Papers
Learn more about the technology behind self-service systems.

Recent Highlights
http://www.nextchoice.com/
Guide People to Relevant Content

Group all related information in separate, distinct places.
Janet Vertesi is attending International Hug A Musician Day.

Bryan Tsao posted a link.
Quirked Around
http://www.theatlantic.com/doc...
The unbearable lightness of Ira Glass, Wes Anderson, and other paragons of indie sensibility

Add a comment

David Nguyen added the Make Money -- Cash For Free application.

Emilie Varlet is playing Scrabulous!

Scrabulous is the coolest game on Facebook! Click here if you would like to play with a friend.
Interesting fact - ETAERIO is the most likely seven-letter word to get. It refers to a fruit.

Marius Nita and Rev. C. Bennett Hoffman are now friends.

Kevin Lim goodbye, today, soon you'll be yesterday.

Yesterday

Michael Hoy is attending COFFEE & CHORDS FOR CHARITY.

http://www.facebook.com/
Use Visual Emphasis

Emphasize important information, such as your resume or recent projects
Let the world know what you desire

Create a wishlist. Share it with friends and family. Keep track of the things you want.

Wishlistr is an easy to use web-based application that will help you collect, organize and keep track of the things you want. It also lets you share those things with friends and family. What's on your wishlist?

SIGN UP

Collect

Found a nice shirt? Thinking about buying that new DVD? Or the latest album from your favorite band? Wishlistr is the perfect place to collect all the things you want.

Organize

Once you've collected all your wish items you can organize your wishlist items into suiting templates for easier viewing.

Share

Wishlistr makes it easy to share your wishlist with everyone you know. Send it to them and let them know what you desire.

http://www.wishlistr.com/
Facebook is a social utility that connects you with the people around you.

Use Facebook to...
- Keep up with friends and family
- Share photos and videos
- Control privacy online
- Reconnect with old classmates

Find your Friends on Facebook
Search by Name
or Use the Friend Finder

Sign up for Facebook
It's free and anyone can join.

Full Name: 
Your Email: 
New Password: 
Birthday: Month: Day: Year:

Why do I need to provide this?

By clicking Sign Up, you are indicating that you have read and agree to the Terms of Use and Privacy Policy.

Sign Up
Smallish town handles whopping polygamy case

A judge needs to determine what will happen to more than 400 children removed from a polygamy sect in central Texas. But that means a small town must find a way to accommodate
Smallish town handles whopping polygamy case

A judge needs to determine what will happen to more than 400 children removed from a polygamy sect in central Texas. But that means a small town must find a way to accommodate
An elegant multi-purpose 3-stream waste unit

MEET TRASHY

TRASHY IS BUILT BY METRIK STUDIO. LEARN MORE ABOUT METRIK

http://www.gettrashy.ca/
Navigation

Make navigation simple and visible
Hier gibt es echtes Essen, lecker zubereitet.
Alle Rezepte auf einen Blick.

Spinat mit Bratkatoffeln und Eigelb

Paprikasalat mit warmem Pitabrot

Frische Tagliatelle al Pesto
Galerie

http://leckerundecht.de/
We started Tellart in 1999. Our philosophy then was the same as our philosophy now:

We're human beings. We think design shapes human experience. We think of design as a way to address human needs.

We're designers - by temperament, by training, by experience. We think of design as a sensibility, a practice, a process.

We're professionals. We think the best design is a response to constraints - social, political, cultural, financial. We welcome them, we understand them, we work efficiently within them. We think of design as a service.

We're teachers and scholars. We lead research studios at one of the nation's leading design schools - experience that allows us to experiment, to explore, to study the future of our discipline. We think of design as an evolving set of possibilities.

If design serves a purpose, clarifies expression, functions cleanly, and makes sense of the material world - then it is beautiful. We think design is a human art.
Tellart is a design firm specializing in Web, Mobile, and Embedded product and service development. Tellart works closely with product manufacturers, retailers, architects, and inventors to research, conceptualize, design, engineer, and prototype new products, projects, and mixed reality experiences.

Over a decade we have developed a method of working closely with clients during the innovation process. One of our core strengths is our ability to facilitate research, understanding, decision making, and consensus building through the use of participatory design principles and visual diagrams. We have built a platform of hardware and software.

Our unique team of industrial and graphic designers, hardware and software engineers are able to take interactive product and experience design ideas from research to manufacture. Our interfaces go beyond the keyboard, mouse, and screen. They sense motion, light, sound, GPS and RFID, and all kinds of stimuli; they communicate back to participants through all of the human senses.

We are sometimes hired to drive a project from the outside, and sometimes hired to work collaboratively with in-house teams to develop concepts and prototypes internally. We also offer partnerships and workshops to corporations and schools wishing to use physical computing materials and methods to

http://tellart.com/index.php
ギャラリー・ショウ・コンテナポラリー・アート
〒103-0027 東京都中央区日本橋3-2-9三越ビルB1F
Phone 03-3275-1008 | Fax 03-3275-9309
月~金 11:00 - 19:00 | 土 11:00 - 17:00 | 日曜・祝日 閉廃

Contact : info@g-sho.com

Galerie Sho Contemporary Art
B1F Sansho Bldg., 3-2-9 Nihonbashi Chuo-ku Tokyo 103-0027
Phone +81-03-3275-1008 | Fax +81-03-3275-9309
Weekdays 11:00-19:00 | Saturdays 11:00-17:00 | Closed on Sundays & Holidays

Contact : info@g-sho.com
Simplify Content Hierarchy

Don’t over-complicate the site’s hierarchy
GOTOCHINA

This website is the result of a study-trip to Shanghai and Beijing, made by 17 Norwegian students in February 2008. We hope this site can be helpful for others visiting China. Through this website we will give a presentation of our trip, and share tips and knowledge we gained when traveling.

http://www.ringvermedia.com/
TRAVELING & PLANNING

Before going to China, there are certain things that can be wise preparing for.

http://www.ringvermedia.com/
“I’M ASKING YOU TO BELIEVE. Not just in my ability to bring about real change in Washington ... I’m asking you to believe in yours.”

Meet the Candidate
Meet the Obamas
Obama Speeches
In the News
Know the Facts
Results Center

April 12
Obama Organizing Fellows
A More Perfect Union
State of the Race
Obama Will Beat McCain
Blueprint for Change

The New Republic
Feb 9, 2008

READ MORE

MAKE A DIFFERENCE

Find Events
Make Calls
Register to vote
 Volunteer

NEXT UP
Find your local HQ

APR 22
MAY 3
MAY 6

THE RACE
So Far

APRIL 11, 2008
Obama Calls for Passage of Legislation on Executive Pay
In Indianapolis this morning, Senator Barack
Kennedy

OTHER STORIES
Apr 12 Women For Obama Rally with Caroline

http://www.barackobama.com
“I’M ASKING YOU TO BELIEVE.
Not just in my ability to bring about
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APRIL 11, 2008
“I’M ASKING YOU TO BELIEVE. Not just in my ability to bring about real change in Washington ... I’m asking you to believe in yours.”

The New Republic
FEB 9, 2008

Against McCain

Different organizations have Obama beats McCain by 52%, while Clinton loses to the Arizona senator by 2%. Not a single [poll] has Clinton doing as well as Obama.”

April 12

Obama Organizing Fellows

A More Perfect Union

State of the Race

Obama Will Beat McCain

Blueprint for Change

READ MORE

OTHER STORIES

Apr 12 Women For Obama Rally with Caroline Kennedy

In Indianapolis this morning Obama BLOG

APRIL 11, 2008

Obama Calls for Passage of Legislation on Executive Pay

http://www.barackobama.com
I’m asking you to believe. Not just in my ability to bring about real change in Washington … I’m asking you to believe in yours.”
Obamas to be beaten by McCain by 52% - clinton loses to Arizona senator by 2%. Not a single poll has Clinton doing as well as Obama.

Blueprint for Change

"I'M ASKING YOU TO BELIEVE. Not just in my ability to bring about real change in Washington ... I'm asking you to believe in yours."

April 12
Obama Organizing Fellow
A More Perfect Union
State of the Race

Obama Will Beat McCain

THE NEW REPUBLIC
FEB 9, 2008

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Obama Speeches
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Arguing against McCain

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State of the Race
Obama Will Beat McCain
Blueprint for Change

READ MORE

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OBAMA BLOG

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OTHER STORIES

Apr 12 Women For Obama Rally with Caroline Kennedy

NEXT UP

APR 22
MAY 3
MAY 6

THE RACE SO FAR

CLINTON

http://www.barackobama.com
Reveal Site Content
Use the Grid

Organize your site’s content (graphics, text, etc.) according to a sensible grid.
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NextChoice
Smart Self-Service™

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Learn more

Grow Top-line Revenue
Intelligent up-sell and cross-sell increases frequency and loyalty. Combines ordering, payment and customer analytics in one product with seven layers of POS integration.
Learn more

Improve Bottom-line Operational Savings
Open, nondisruptive solution leverages existing operations to improve speed and productivity from one store to thousands with centralized management.
Learn more

Our White Papers
Learn more about the technology behind self-service systems.

Recent Highlights
NextChoice will participate in the Self-service Roundtable Event at FS/TEC, September 16-17 in Orlando, Florida (booth # 1125).

Come see NextChoice at MUFG, October 15-18 in Dallas, Texas.
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Reveal Recency
Make it easy to access recent content
Americas
Page last updated at 17:05 GMT, Monday, 14 April 2008 18:05 UK

Shares regain poise as fears ease
US shares are mixed in early trading as a surprise rise in retail sales eases continuing recession fears.
- Q&A: Stock market falls
- Profits fall at General Electric
- US consumers in grim mood

Bush angered over Colombian deal
A free trade deal between the US and Colombia will be "dead" unless Congress takes

Rowling testifies in Potter case
JK Rowling tells a US court that plans to publish an unofficial Harry Potter guide

US ELECTIONS 2008
- Justin Webb on how Gordon Brown has hit the US jackpot
- Democratic rivals defend abortion

OTHER TOP STORIES
- Lonely Planet rebuts 'fake' claim
- Ecuador crash survivors treated
- American Airlines 'normal again'
- Haitian senators vote to fire PM
- Cuban leaders plan more reforms

ALSO IN THE NEWS
- World's largest barbecue

SPORT HEADLINES

http://www.bbc.co.uk
Beatnik daisy

SOLD OUT! More stock available soon

This vibrant teal print contrasts wonderfully with the soft weave of natural linen. **Fits a 13 inch Macbook.**

View more information

Lotus flower

£21 INCLUDES £3 POSTAGE (UK)

NEW!

Beautiful apricot lotus flower fabric from Amy Butler. New to Tillymoss, order your macsleeve now! **Custom made to fit any Mac Notebook**

View more information

Beatnik blur

£18 INCLUDES £3 POSTAGE (UK)

A popular vibrant green print combined with natural linen. **Custom made to fit any Mac Notebook.**

View more information

http://www.tillymoss.com/
Lead by Example

Include descriptive graphics/images to illustrate examples of work.
Beatnik daisy MacSac

This MacSac is in a vibrant teal print from Michael Miller’s Hoodies collection which contrasts wonderfully with the soft weave of natural linen. A sleeve for grown up boys or smart girls.

Fits a 13 inch Macbook laptop

All MacSac’s are hand-made in the UK with top quality fabrics and are original designs from Tilly Moss. Each sleeve has a non-snagging velcro closure to keep your notebook fully protected. Each sleeve is lined with heavy weight interfacing and 100% polyester fleece to protect your Mac from dust, dents and scratches.

£18 INCLUDES £3 POSTAGE (UK)

SEND OVERSEAS BUY NOW!

Fig. 1 The contrasting Beatnik print against the natural linen.

http://www.paplegtechnika.hu/site_eng/full.html
Galerie

EINBLICKE IN DIE KÜCHE

http://leckerundecht.de/
Alle Rezepte auf einen Blick.

Spinat mit Bratkartoffeln und Miniatur-Spiegeln
Wachteleier schmecken wie Hühnereier, sehen aber netter aus.

Paprikasalat mit warmem Pitabrot
Ein deftiger Salat, der auch eine Hauptmahlzeit sein kann.

Frische Tagliatelle al Pesto von Lukas
Der Beweis wie lecker simple Pasta sein kann.

Curry-Kokos-Kartoffelsuppe

Brownies auf Heidelbeerspiegel

Klassischer Caesar-Salad

http://leckerundecht.de/
Formatting
Format With Reason

Do not over-format important text.
How to Sell Your Jewelry Safely

Sell your diamond jewelry safely and quickly to Lovelady Diamond. Speak directly with our professional diamond jewelry buyer for discrete service and highest realistic cash offers available or fill out an online form with no obligation.

Easy & Safe

**Step 1:** Get a quote by filling out our Quote Request Form. Choose [Selling Diamond Jewelry](http://www.selljewelrynow.com), [Selling Watches](http://www.selljewelrynow.com), [Selling Gold and Platinum](http://www.selljewelrynow.com) or call us toll free (800) 854-0014. Please review our list of items we are currently buying. Also please review our list of items we are not buying at this time.

**Step 2:** Our [Order Free Shipping Kit](http://www.selljewelrynow.com) allows us to show you the shipping kit in detail and explain our extremely secure process.

**Step 3:** After your item is verified by our expert buyer we can contact you to confirm an agreed upon price. Choose your preferred method of payment: wire transfer, business check or other.

[Selling Diamond Jewelry](http://www.selljewelrynow.com)  [Sell Your Rolex, Cartier or](http://www.selljewelrynow.com) [Sell Your Miscellaneous Gold](http://www.selljewelrynow.com)
News Feed

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Michael Hoy added the Send Good Wishes application.
Marius Nita and Kate McClannahan are now friends.
Emilie Varlet forgot to text someone who has an A.
MEET TRASHY

An elegant multi-purpose 3-stream waste unit

EXPLORE TRASHY FURTHER

TRASHY IS BUILT BY METRIK STUDIO. LEARN MORE ABOUT METRIK

http://www.gettrashy.ca/
HOW IT WORKS

Trashy’s lid, rather than swinging up, slides all the way to the side, which leaves the inside exposed for throwing the recyclable (blue) and compostables (green) in. This sliding action allows the top surface to be fully used as a table top, with a 90 lb capacity.

The landfill trash goes into a drawer bin which pulls out towards the user. There is a lower drawer for bag storage, and space in the top for hazardous waste like batteries. The compost bin can be slipped out for countertop or in-sink use.
Animate With Reason

Do not over-animate important graphics.
User Flexibility

Allow users to adjust the size of the page.
Allow users to change the size of the text on the page.
Zimbabwe poll petition rejected

Zimbabwe's High Court rejects an opposition legal bid to force the release of the presidential election results.
Americas
Page last updated at 17:05 GMT, Monday, 14 April 2008 18:05 UK

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Rowling testifies in Potter case
JK Rowling tells a US court that plans to publish an unofficial Harry Potter guide amount to "wholesale theft".

Features, Views, Analysis

'No choice'
Mexican illegal immigrant on why she is fighting to stay in US

Cactus crime
Black market trade threatens Mexico's floral heritage

Reversing decline
Latinos help reshape modern American Catholicism

Video and Audio News
Watch One-Minute World News
Use Meaningful Graphics

Use images, illustration and other media that communicate content
Information

2008.2.12 オフィスを麻布十番に移転いたしました。
2008.2.9 モバイルコンテンツ「Speo Saver」「Speo Reversi」を公開しました！
2008.2.5 Photoshopプロフェッショナルデザインブックが刊行されました。

MORE ▼

HAPPY & HAPPY & HAPPY

お客様にハッピーになっていただくことで、私たちスタッフもハッピーとなり、その創出物から広がるハッピーエネルギーによりSociety＝社会全体のハッピーに貢献していきたい。創業時から変わらぬ大切なテーマです。

studio e-space

Let's Play!!
Mobile Flash Game
Vol.1

http://www.studioespace.co.jp/index.html
Describe

Include descriptive graphics or images to illustrate examples of your work.
We work at the intersection of the human and digital worlds; we shape the new world between them. We design and build content, interfaces, and devices in [and across] a range of platforms—Web, mobile, and embedded.

With each project, we think broadly, conceptually, and imaginatively about a range of concerns—cognitive and perceptual, social and cultural, technological and concrete. We help people make sense of their digital environment; we help technology respond to human need.

learn more about our work »
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Bringing it all together...

```javascript
if (form === function) {
```

Filmografie ( Filme + Werbung)

ARGUS

DER BLAUE ENGEL ODER DIE ANGST DER MARTHA S.

KLEINE FISCHE

WERST DU MISCH?

http://www2.telemaz.tv/
Glasses

This is a study of glasses in oils. I used just black and white paint to create this investigative piece into the way light is reflected onto glasses differently depending on their shape and size.

Dalmation

This is an oil painting of a dalmation dog. I wanted the keep the background plain, in order for the main focus to be the dog and the natural black and white colours to be emphasised.

http://www.lucyblackmore.co.uk/
MY NAME IS JEFF VERMEERSCH.
I AM AN INTERACTIVE CREATIVE DEVELOPER.
I LIVE AND WORK IN TORONTO.
I AM A SEASONED VETERAN OF ONLINE AND
I WEIGH OVER 200 POUNDS.
I HAVE WON MANY AWARDS AND ACCLAMATIONS.
MY FAVOURITE COLOUR IS BROWN.

http://www.vermeersch.ca/
Do it concisely.

Use your graphics **clearly and concisely** to explain who you are and what you do.
Clearly Convey your Site’s Purpose  Reveal Site Content  Formatting

} else {


Introducing Kindle: Amazon’s Revolutionary Wireless Reading Device

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Deconstructing Web Typography
The Elements of Typographic Style
Applied to the Web

A practical guide to web typography

Read the Introduction
Table of Contents
Latest: 2.4.8 Never begin a page with the last line of a multi-line paragraph

http://webtypography.net/
How Should Labels be Aligned?

Top

Right

Left
Top Aligned Labels

Enter Your Information (Already registered? Sign in)
Please enter your U.S. address and email address to create your account.
First Name    Last Name
Street Address
City
State     ZIP Code     Country or Region United States
U.S. addresses only, please.
Phone Number
(Number) ext.
A valid email address is required to communicate with you.
Email address
Re-enter Email address
Top Aligned Labels

[Image of top-aligned labels]

[L. Wobrlewski]
Top Aligned Labels

Vertical Labels

Label

Longer Label
Select Value

Even Longer Label

One More Label
○ Value 1
○ Value 2

Primary Action

Advantage:
Adjacent Label and corresponding Input field

Advantage:
Rapid Processing

Disadvantage:
Increased vertical space

[L. Wobrlewska]
Right Aligned Labels
Deconstructing Web Typography

Left Aligned Labels

[Image: Diagram illustrating left-justified horizontal labels with options for longer labels and corresponding input fields, along with advantages and disadvantages.]
Post a website with successful design. Drawing from the guidelines discussed in class, describe the elements that make the website successful.