**Definition:** Graphic Design is a visual form of communication that uses both words and images. Designers arrange and present words and images using typography, color, size, motion and composition, which make it possible for us to see, interact with, and remember complex ideas. A professional, mass media focus.

**Student Planner Cover Competition**

<table>
<thead>
<tr>
<th>EXERCISE A</th>
<th>LAYOUT:</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Piet Mondrain</td>
<td></td>
</tr>
<tr>
<td>- Wikipedia</td>
<td></td>
</tr>
<tr>
<td>- Newspaper “The Grid”</td>
<td></td>
</tr>
</tbody>
</table>

file:///Users/admin/Desktop/Newspaper%20Layout:%20Presentation.webarchive

**& COMPOSITION RULES**
PPT… Intro and Exercise  
1. NO Background  
2. Background simplified  
3. Background Included  
4. Rule of Thirds (Vertical, Horizontal, & Intersections)  
5. Leading Lines  
6. Framing  
7. Dead Center

**EXERCISE 1:** Find examples for the 7 Basic Composition Rules in magazines (hardcopy) or online. Not from my ppt.!

<table>
<thead>
<tr>
<th>EXERCISE B</th>
<th>TYPOGRAPHY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. <strong>Define Vocabulary</strong></td>
<td></td>
</tr>
<tr>
<td>2. <strong>&amp; Online Scavenger Hunt</strong></td>
<td></td>
</tr>
</tbody>
</table>

**COLOR** (wikipedia- color printing)  
- Color Wheel Intro - worksheet  
- RGB vs CMYK  
- Halftone  
- Spot color  
- Pantone (online Community) and the Hexachrome System

**EXERCISE 3:** Recreate 6 different type designs with one Spot color with Neutrals. (please put spaces between your fake reading/ words)

<table>
<thead>
<tr>
<th>EXERCISE C</th>
<th>DESIGNING with IMAGES</th>
</tr>
</thead>
<tbody>
<tr>
<td>p26</td>
<td></td>
</tr>
</tbody>
</table>
* Original Illustrations (Drawn)  
* Vector Illustrations

**PHOTOGRAPHY:**  
- Bleed VS Crop  
- Camera Angles  
- Worksheet (examples)  
- PhotoBooth  
1. **Exercise (5pts)** – 6 poses: Close-up, Extreme Close-up, Bird’s Eye View, Worm’s Eye View, and 2 extra poses.

**EXERCISE 2:** Incorporate the images into your EXER 2 layouts. (6 of them) … Yes, rearrange if needed!

<table>
<thead>
<tr>
<th>EXERCISE D</th>
<th>THE CREATIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>p77</td>
<td></td>
</tr>
</tbody>
</table>
1. Concept  
- What are you doing?  
2. Design Briefing  
- INFO you Need  
3. Brainstorm / Research  
4. Thumbnail sketches  
5. Build PROTOTYPE (example)  
6. Critique & REVISE  
7. Final Presentation

Extra Credit: “Vision Board”

**Project!** … finely … “Student Planner Cover” Competition – Need 2 cover designs (BEG) and 3 cover designs (ADV)

Keep in mind… these are the concepts you will be **evaluated on:**  
- Following Directions (on Clients Needs), **Creativity** (while F.D.), **Craftsmanship** (neatness), **Composition** (layout/ arrangement items) and **Effort** in class (& outside of class). – 25 pts.

**Student Reflection / Critique /**  
Self – Evaluation or / Peer - Evaluation:  
- BASED on RUBRIC

**Instructor’s Comments / Reflection / Critique / Evaluation:**  
- Check-ins  
- Rubrics