

PRINT DESIGN PROCESS + PRODUCTION (PD)

Dina Zaccagnini Vincent, Certificate Advisor

To effectively develop a printed piece from concept to fruition, one must understand the principles and conventions of the visual language of graphic design, the design process, and the technology used to produce a finished product. This certificate program focuses on pragmatic problem-solving through an emphasis on the conceptual design process. Students explore structures and systems in relationship to typography and image, as well as semiotics, in a project based learning environment through the creation of posters, brochures, books, publications and identity systems. Throughout the program, students continually develop and refine their portfolios in preparation for careers as professional graphic designers, project managers and art directors.

ADVISOR BIO:

Dina Zaccagnini Vincent: BFA, Graphic Design, BGD and MAT, RISD. Vincent has held positions as senior designer in RISD's Design Marketing Collaborative and plus design inc., Boston. She created her own studio in 2003 and now designs limited edition and one-of-a-kind books, typographic design and conceptual fine art pieces. She has received awards from the AIGA, American Center for Design 100 Show, *Graphis*, *Print*, and the Type Directors Club and is a 2007-2008 RISD|CE Teacher of Excellence.

REQUIRED COURSES	PREREQUISITES	SEMESTER	HOURS
Foundation Level			
Print Design Overview	None	W, SU	18
Introduction to Graphic Form	None	F, SP	36
Digital Tools for Print Design	None	All	36
Level One			
Adobe InDesign	<i>Digital Tools for Print Design</i>	All	36
Graphic Structures + Systems	<i>Adobe InDesign</i>	F, SP	36
Thinking Visually	<i>Adobe InDesign</i>	F, SP	36
Typographics I	<i>Adobe InDesign</i>	F, SP	36
Level Two			
Typographics II	<i>Typographics I</i>	F	36
Digital Prepress Production	<i>Digital Tools for Print Design</i>	W, SU	18
Print Design Studio Series courses totaling 36 contact hours	<i>Digital Prepress Production</i>	W, SU	36
Preliminary Portfolio Review	<i>All above courses</i>	*	
Portfolio			
Final Projects Studio: Print Design	<i>All above courses</i>	SP	36
Final Portfolio Review	<i>All above courses</i>	SP	
Electives			
Courses designated PD-E (varies by semester) totaling 72 contact hours	<i>Level one</i>	All	72

* Individually scheduled.

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total contact hours: **432**

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FOUNDATION LEVEL

Print Design Overview

PRNT-0791

A graphic designer is a creative problem solver who conceptualizes, plans and executes a design that communicates a message. This course introduces students to the fundamentals of working in the field of graphic design by examining the meaning of graphic design, the design process and the role the graphic designer plays in society. Informal discussions, various hands-on assignments, and presentations made to the class provide a forecast of the print design certificate program and the field at large.

Introduction to Graphic Form

PRNT-0714

This course introduces the principles of two-dimensional design in the context of graphic design. Students explore and develop an understanding of visual relationships through the use of such elements and principles as line, shape, value, texture, rhythm, form, counterform, contrast, juxtaposition, progression and sequence. As they review the basic concepts and vocabulary of design, students learn how to critique and discuss visual work. The emphasis throughout is on exploring design through the dynamics of form, letterform and typographic elements. *Note: This is not a computer-based course.*

Digital Tools for Print Design

DFOU-3543

This course helps novice users become more confident – and intermediate students more competent – with computer-based design. We introduce the Apple computer and its operating system along with Adobe Photoshop, Illustrator and InDesign, and discuss the capture, transfer, manipulation and delivery of images. Proper digital workflow is revealed through class exercises and lecture, as students learn to output content for the printed page. Completion of this course provides you with valuable skill sets relied upon by all productive graphic designers, illustrators and draftsmen.

LEVEL ONE

Adobe InDesign

DFOU-3536

As the new industry standard for graphic design, Adobe InDesign integrates effortlessly with the Adobe software suite (Photoshop, Illustrator) to give graphic artists superior control over every element of their page layouts. Designers can use it to combine text and illustrations for single- or multi-page documents and to prepare them digitally for output to press, printer or PDF (portable document format). Students in this course gain technical know-how of the application's basic tool layout, image manipulation, and vector integration tools. All the while, concepts of visual communication and design are reinforced through hands-on exercises and practical assignments. By the end of the course, students should exhibit great confidence with the type and compositional commands that are the foundation of this exceptional graphic design application.

Graphic Structures + Systems

PRNT-2531

Graphic designers must have a fundamental understanding of the basic structures and organizing systems that lie beneath all examples of the print designer's craft. Grids and modules are discussed as the primary device for originating compelling design solutions that acknowledge the core rules of proportion, rhythm, pacing and sequence. Adobe Illustrator and InDesign are among the digital tools used to define these unifying structures that are often (but not always) invisible. The class builds upon a foundation of weekly exercises as students develop a solid understanding of the practical considerations involved in the planning and delivery of a conclusive graphic design project.

Thinking Visually

DSN-0776

What is the perfect recipe for a persuasive graphic design solution and how do you combine those ingredients for the best effect? Each variable is subject to choice and, whether shrewdly or poorly made, those choices cannot help but change the overall impact of the project. Students in this course are introduced to image making methods that are determined by underlying graphic and typographic messages. Assignments are devised to reinforce conceptual thinking and to foster understanding and evaluation of source information. The aim is to empower the graphic artist/advertising designer with a full visual literacy that best serves the project's needs.

Typographics I

PRNT-2598

Created for designers who work primarily on the computer, this course introduces the fundamentals of typography – theory, practice, technology and history – so that students can use it to their advantage. Making crucial design decisions on a Macintosh operating system platform, students explore designing with type as they gain experience in composing a single- or multi-page document, laying out page systems effectively, and using type styles to influence expression and communication. Topics include conceptual development, reinforcement of meaning, analysis of letterforms, typographic measurement, typeface classification, typesetting, using grid systems, establishing hierarchies for organizational clarity, and assessing document legibility. Hands-on class and homework assignments provide students with the skills and conceptual understanding that serve as a foundation to most digital design undertakings.

LEVEL TWO

Typography II

PRNT-2666

Designed to expand students' understanding of basic typographic principles, projects completed in this course enhance skills in visual interpretation and the representation of language. Assignments are sequenced to concentrate on issues of hierarchy, conceptual development, image/type relationships, and structural systems. The curriculum encourages students to think beyond traditional design methods while developing problem-solving skills and concepts that serve as a foundation for more challenging graphic design. Lectures, critiques and in-class explorations reinforce these concepts as students produce CD covers, posters, books, packaging and identity systems that become finished portfolio pieces.

Digital Prepress Production

PRNT-2537

Prepress technology is critical to graphic designers, who are required to prepare digital files for translation onto the press. In this course, students learn how to produce print-ready electronic files while learning various aspects of prepress. Topics covered include color naming, bleeds, image resolution, color correction, preflighting, proofing methods, and on-screen versus CMYK or spot color usage. Students are also introduced to Adobe Acrobat with a focus on creating industry-standard high-resolution PDFs. Moreover, students get to visit a high-end printing firm to learn firsthand how to preflight files, how to read a proof, and what to look for on a press check. By the end of the course, students will have a clear understanding of what exactly the designer's obligation is to the prepress vendor.

Print Design Studio: Environmental Graphics

COM-3575

Print design is no longer confined to newspapers, magazines and brochures. Instead, graphic design is all around us and populates our environment with all sorts of banners, boards, signs and symbols. The best of these environmental graphics get us to our destinations quickly and safely, and on occasion, may even cause us to linger and admire their sublime beauty. Unfortunately, we all know of examples that do not. In this advanced studio course, we take note of both the good and the bad in order to understand how to create graphic identifiers in an increasingly competitive visual environment. Lessons of scale and materials are addressed as students undertake a typical real-world graphic design assignment in an accelerated six-week time frame.

Print Design Studio: Identity Systems

PRNT-3550

This offering in the studio series aims to mimic the experience print designers face in the real world. Your instructor acts as the client (or art director) by introducing a design brief that you, the student/designer, must satisfy from concept through design to presentation and delivery. Each stage is critical in this honest rehearsal for the aspiring graphic designer. The topic for this season is the identity package, which is so much more than its constituent parts. Propelling the design direction of course is the need to either establish, reinforce or reinvent a brand identity for the client, whether an individual or corporate entity. By the end of the six-week assignment, you will have a carefully considered project to add to your print design portfolio.

Print Design Studio: The Poster

PRNT-3551

The poster offers a rich opportunity for a designer to create work that must be presented in a meaningful and visually interesting way. In this advanced course, we mimic the experience graphic designers face in the real world as they consider the unique but prominent art form that the poster has become. Your instructor assumes the role of art director and introduces the design brief that propels you, the student/designer, to develop innovative print media solutions from concept and design through to presentation and delivery. Each stage is critical and is the basis for a lesson in this honest rehearsal for the aspiring graphic designer. An overview of contemporary and historic poster design provides students with sufficient context to imagine their own solutions that will become an eye-catching duet of type and image.

PORTFOLIO

Final Projects Studio: Print Design

Final Projects coursework offers students the opportunity to synthesize a wide variety of approaches, tools and concepts related to their certificate program and to develop samples of work for a portfolio. Whether refining an existing piece of work or creating something new, students receive guidance in choosing their strongest creative and visual solutions, and in compiling a group of samples that best represents them and their work.