SYLLABUS

UCLA Department of Design | Media Arts
154B / Design Systems
Professor Daniel Sauter
Winter Quarter 2002

DESIGN SYSTEMS

DESCRIPTION

This studio class (2x3 hours per week) provides a broad overview about graphic design creation processes, which will be elaborated in one exercise two design projects (midterm and final assignment). It will give an overview graphic design history, and an overview about the most important creation and production techniques. Particular emphasis will be given in design processes and thinking in systems. Elaboration, presentation of this two projects are the main focus of the course, which will be finished with the production of a collaborative publication.

GRADING AND ASSIGNMENTS

There will be altogether three assignments. An introduction exercise (grading: 15%), a midterm assignment (30%) and a final assignment (40%) including a collaborative publication (15%). More than two absences will have a negative effect on the overall grade.

TEXTS

REQUIRED READINGS:

There will be a class reader available for purchase during the meeting 2 containing a collection of texts and also a brief overview of the most important 30 programs for visual production.

RECOMMENDED READINGS:

The following books are recommended as optional background readings.

- Paul Rand: The Beautiful and the Useful
- Paul Rand: Integrating Form and Content
- Hans-Rudolf Bossard: Typografie, Font, Readability, Niggli AG Publishers
- Josef Müller Brockman: Designer, Lars Müller Publishers, 1994
- Vilém Flusser: Font, Fischer Publishers
- Jan Tschichold: The New Typografie, Brinkmann&Bose, 1987
CLASS MEETINGS

Mondays (Room 121, Computerlab) and Wednesdays (Room 123 Lecture Room) from 9am-12pm in the Design Media Art Department, Kinross 11000.

CONTACT INFORMATION

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My TA Fritz Fischer can be contacted in my office on Thursdays 1.30 pm - 2.30 pm, or by email: fischer@ucla.edu.

the class website: http://classes.design.ucla.edu/Winter02/154

COURSE OUTLINE

WEEK 01

MEETING 01
Introduction Lecture:
- Design Machines: designing design systems
- 5 min presentation of student’s previous work
- introduction into first exercise (find a graphic designer of your interest and design a poster in the style of this designer. Give also a brief introduction about the work of this graphic designer)

MEETING 02
- Quiktour QuarkXPress/InDesign, Freehand/Illustrator, Photoshop
- group conversation about chosen Designer
- hands on poster

WEEK 02

MEETING 03
- Jugendstil to Bauhaus
- Art Deco vs. Constructivism
- hands on poster

MEETING 04
- poster presentation
- analysis and discussions about styles, movements, design history

WEEK 03

MEETING 05
1950's
- The impact of the new youth cultures
- The emergence of European design culture: Italy, Germany
- introduction into first project

MEETING 06
- brief presentation of first ideas
- hands on project
- individual meetings with Prof.

WEEK 04

MEETING 07
1960s and 70s
- Pop Art and Pop Design
- the emergence of new media
- hands on projects, individual meetings with Prof.

MEETING 08
holiday (Veteran’s Day)

WEEK 05

MEETING 09
- group discussion about projects
- organisation of midterm presentation

MEETING 10
- Midterm presentation (objects/data to be handed in)

WEEK 06

MEETING 11
- field trip to printing company
- guest speakers of the company give introduction into production techniques, preparation of data, papersamples etc.

MEETING 12
- Computational Design
- designing Design-Systems
- scripting techniques
- introduction into final assignment

WEEK 07

MEETING 13
holiday (Fritz Fischer day)

MEETING 14
- guest lecture: Lars Müller of the Lars Mueller Publishers, the architecture of the book and the obsession of book-making
- in individual meetings students can discuss first ideas with Lars Müller

WEEK 08
MEETING 15
- hands on project
- first ideas about collaborative publication

MEETING 16
- individual meetings with Prof.

WEEK 09

MEETING 17
- group discussion about projects
- group discussion about publication
- hands on projects

MEETING 18
- Final Assignment to be handed in (as data/object)
- collaborative production of publication

WEEK 10

MEETING 19
- collaborative production of publication

MEETING 20
- final show, presentation of publication and pieces to public
- party