

DESN 201 Graphic Design/Visual Communication I COURSE CALENDAR/SCHEDULE/ASSIGNMENTS

What is a layout? / The Design Process / Page Layout Exercise	WEEK 1
MARTIN LUTHER KING & PRESIDENTS DAY – no classes	WEEK 2 – 1/21
Page Layout/Structure: Page & Grid Anatomy / Poster Project	WEEK 2
Poster Project / CRITIQUE	WEEK 3
Composition and Proportions / Page Composition Project	WEEK 5
Page Composition Project	WEEK 4
Page Composition Project / CRITIQUE	WEEK 6
Midterm Project	WEEK 7
Midterm Project	WEEK 8
MID-TERM BREAK – no classes	3/11-3/15
Outdoor Advertising / Billboard Project	WEEK 9
Outdoor Advertising / Billboard Project – CRITIQUE	WEEK 10
Web Advertising / Banner Ad Project	WEEK 11
Web Advertising / Banner Ad Project – CRITIQUE	WEEK 12
Advertising Design and Ad Layout Styles / Ad Design Project	WEEK 13
GOOD FRIDAY – no classes	WEEK 13 – 4/19
Advertising Design and Ad Layout Styles / Ad Styles Quiz / Ad Design Project	WEEK 14
Advertising Design and Ad Layout Styles / Ad Design Project – CRITIQUE	WEEK 15
Finals Week – NO CLASS	WEEK 16 – 5/7-5/10