

# **Basic Graphic Design** Exercise and Project Guidelines

Professor: Lisa Gabriel  
North Lake Campus

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**Bullet List**

**FUTURE GOALS:**

- Complete a triathlon
- Travel to France
- Own a farm animal

**Photo**

**Page Margins**

**Glyph**

**Headline**

## Lisa Gabriel

I received my B.F.A. from the University of Akron, Akron, OH in graphic design and an M.A. from Kent State University, Kent, OH in visual communications. I'm currently teaching full-time at North Lake College in Dallas, TX. I teach a variety of classes focused on preparing students for the ever changing field of computer graphics. I have experience in online education and a broad knowledge of many graphic technologies, ranging from traditional printing techniques to digital imagery and web applications.

**Body copy**

**Graphic elements**

\*Note: This is a sample only, you will create your own flyer design using your personal information.

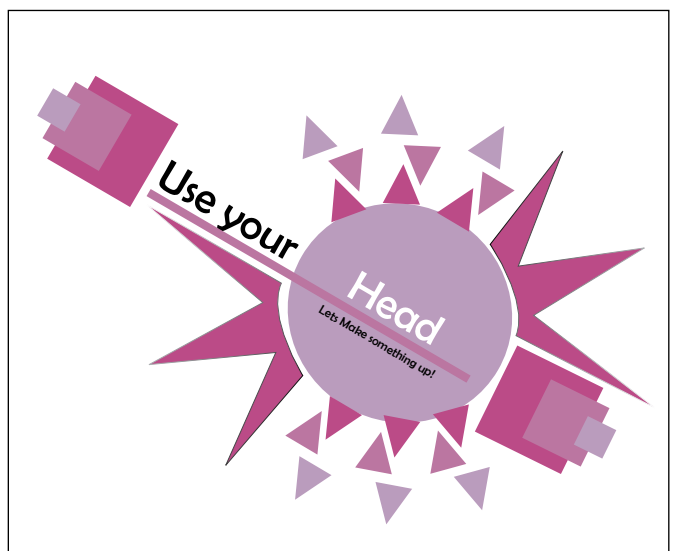
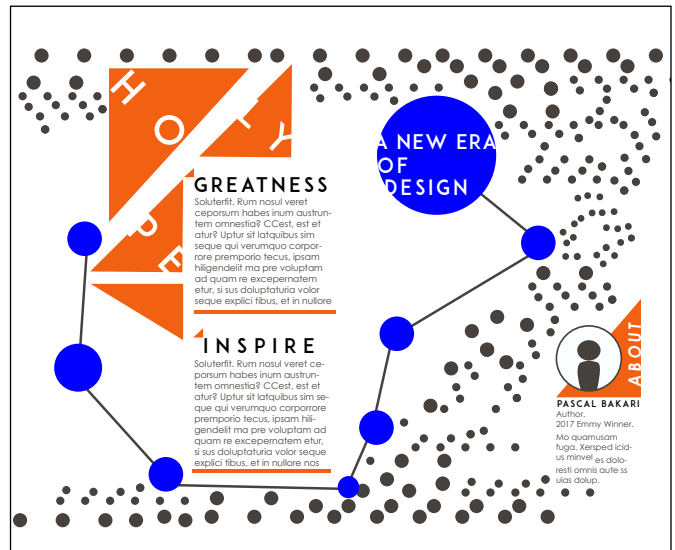
### 🌀 WHAT YOU WILL LEARN:

- Anatomy of a layout design
- How to create a page in InDesign
- How to work with text
- How to place an image in a layout

### 🌀 TEXTBOOK READINGS:

- Graphic design history, pg 2-5

See eCampus for exercise handout with instructions. Watch all videos posted in eCampus for how to create the page layout using InDesign, place an image and work with text. This exercise will be shared with your classmates by posting to the BLOG inside eCampus.



\*Note: This is a sample only, you will create your own color and form design using new skills learned in InDesign.

**WHAT YOU WILL LEARN:**

- Make art from simple shapes
- Working with graphic elements
- Integration of type and image
- Explore color possibilities

**TEXTBOOK READINGS:**

Gestalt, pg 8-9

See eCampus for exercise handout with instructions. Watch all videos posted in eCampus for how to work with color and create simple shapes using InDesign. This exercise will be shared with your classmates by posting to the BLOG inside eCampus.



Apply a gradient to the background and the object to show the figure ground relationship. Work to give depth to the scene by using gradients.

Colorize the image to match visually the previous scene of the bottle and the background. Try colorizing either the image or the background or both.

Apply transparency to the text to make it stand out on top of the image, colorize the image to work with the text. Apply a blend mode to the text for special effect.

Add a drop shadow to the text to make the design look dimensional. Add color to improve the look of the text.



2015  
IGT delle Venezie  
CUPCAKE VINEYARDS  
Pinot Grigio

Based on what you have learned in the above exercise, design a wine label for a bottle of wine. Only use the text to the right, but you can ADD (2) more graphic elements of your choice. Reference tutorials from previous weeks on typesetting and text manipulation.

When finished, save out your file in PDF format, with your lastname in the filename. You will upload the PDF file to eCampus for grading.



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\*Note: This is a sample only, you will create your own image effects, gradients and label design using new skills learned in InDesign.

**WHAT YOU WILL LEARN:**

- Manipulate images with effects
- Working with gradients
- Use transparency controls
- Design text in a small space

**TEXTBOOK READINGS:**

Typography, pg 22-31

See eCampus for exercise handout with instructions. Watch all videos posted in eCampus for how to work with effects and gradients using InDesign. This exercise will be shared with your classmates by posting to the BLOG inside eCampus.

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Search

**Humanities**


## History and Culture

Explore how past events have influenced and shaped our world. These resources and guides will guide you through the facts, interpretations, and lessons of history, from the earliest civilizations to the present day. Teachers will find useful resources for teaching history in the classroom.

- [American History](#)
- [African American History](#)
- [African History](#)
- [Ancient History and Culture](#)
- [Asian History](#)
- [European History](#)
- [Genealogy](#)
- [Inventions](#)
- [Latin American History](#)
- [Medieval & Renaissance History](#)
- [Military History](#)
- [The 20th Century](#)
- [Women's History](#)

Article

### Biography of Dorothy Day, Founder of the Catholic Worker Movement



\*Note: You will use the website above for your research on Project 1. You will choose a famous person or event and design a series of layouts about your choice.

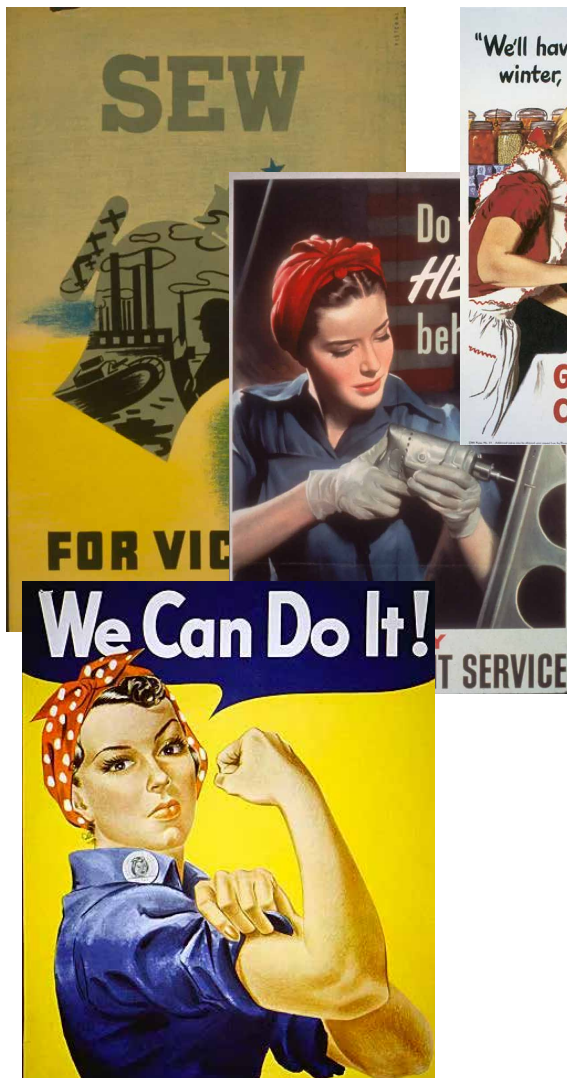
#### 🌀 WHAT YOU WILL LEARN:

Project research possibilities  
 Sketching thumbnails of ideas

#### 🌀 TEXTBOOK READINGS:

Using a design process, pg 7  
 Thumbnails, pgs 32-33  
 Audience, pg 6

See eCampus for project handout with instructions. Watch all videos posted in eCampus for details on project planning. This project report will be submitted in an assignment drop box located in WK4. You will submit a portion of the project each week until the final.



Using the assigned web site you will collect images to use inside your layout series.

## Women and World War II: Women at Work

### Changes to Childcare

The large increase in the presence of women in the workforce also meant that those who were mothers had to deal with issues like childcare—finding quality childcare, and dealing with getting the children to and from the “day nursery” before and after work—and were often still primary or solo homemakers, dealing with the same rationing and other issues other women at home faced.

In cities like London, these changes at home were in addition to dealing with bombing raids and other wartime threats. When combat came to areas where civilians lived, it often largely fell to women to protect their families—children, the elderly—or to take them to safety and to continue to provide food and shelter during the emergency.

*Using the assigned web site you will collect text content relevant to your layout series.*

Eleanor Roosevelt - 1921

Frances Perkins - 1965

Mary McLeod Bethune - 1935

Alice Paul - 1885

Equal Rights Amendment - 1970

*Using the assigned web site you will collect names, dates, events and other material relevant to your layout topic.*

### WHAT YOU WILL LEARN:

Locate image possibilities for project


Locate text possibilities for project

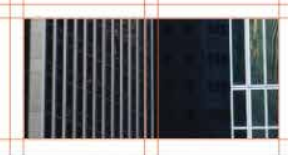
### TEXTBOOK READINGS:

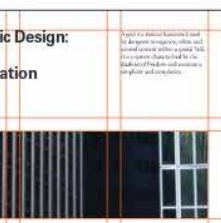
Stages, pg 32







Color, pg 34-35



See eCampus for WK5 project report instructions. Watch all videos posted in eCampus for details on collection image and text content. This project report will be submitted in an assignment drop box located in WK5. You will submit a portion of the project each week until the final.

<p><b>Typographic Design:</b></p>	
<p><b>Form and Communication</b></p>	<p>The whole duty of typography, as with calligraphy, is to communicate to the imagination, without loss by the way, the thought or image intended to be conveyed by the author. And the whole duty of beautiful typography is not to substitute for the beauty or interest of the thing thought and intended to be conveyed by the symbol, a beauty or interest of its own, but, on the one hand, to win access for that communication by the clearness and beauty of the vehicle, and on the other hand, to take advantage of every pause or stage in that communication to interpose some characteristic &amp; useful beauty in its own art. We thus have a mission for the clearness and beauty of the</p>

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4-29 Progressing from simple to complex, these grids systematically illustrate a diverse number of modular configurations.

**WHAT YOU WILL LEARN:**

Begin to build page layouts in InDesign  
Learn how to choose a grid for layouts

**TEXTBOOK READINGS:**

Grids for layout design, pg 38-43

See eCampus for WK5 & 6 for project report instructions.  
Watch all videos posted in eCampus for details on choosing a grid and building page layouts. This project report will be submitted in an assignment drop box located in WK6. You will submit a portion of the project each week until the final.



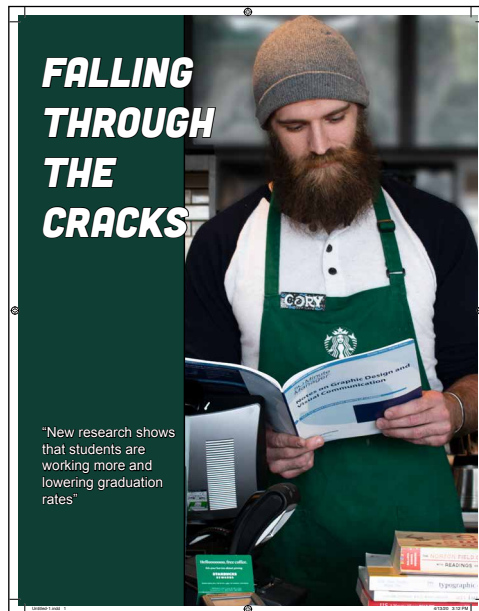
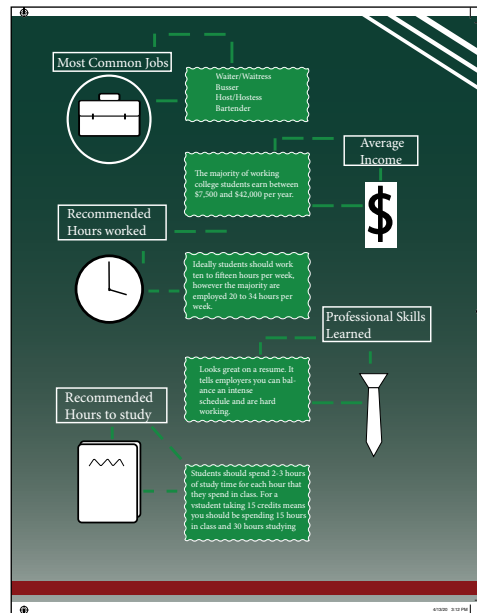


Image-dominant Layout



Type-dominant Layout



Info graphic Layout

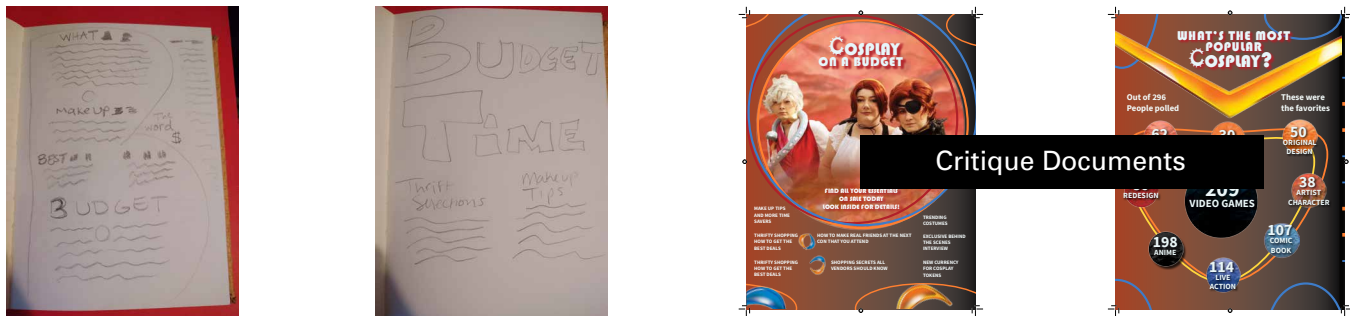
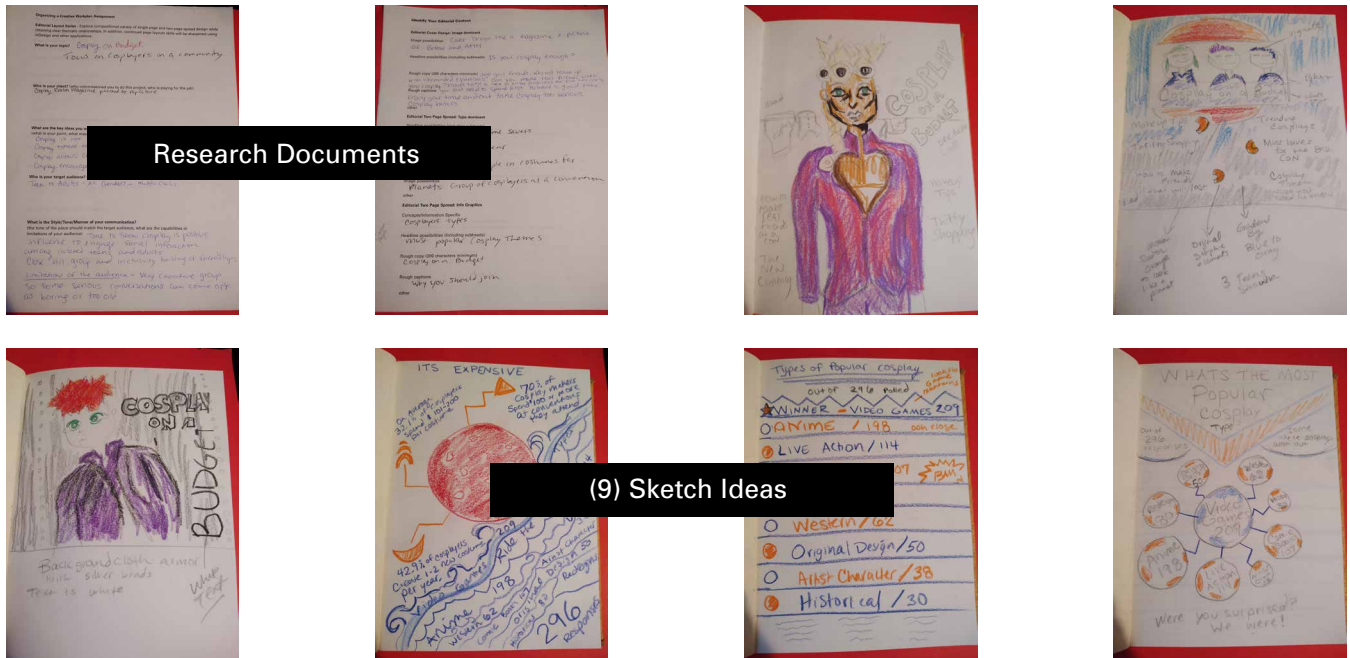
\*Note: This is a sample only, you will create your own layout design based on your famous person or event. This project will be executed using InDesign.

**WHAT YOU WILL LEARN:**

- Refine layout design possibilities for project
- Peer critique methods for improvement

See eCampus for WK7 project report instructions. Watch all videos posted in eCampus for details on preparing your work for critique. This project report will be submitted in an open discussion forum located in WK7. You will submit a portion of the project each week until the final.

Thought Process PDF



**WHAT YOU WILL LEARN:**

Apply final revisions to project based on critique feedback

Verify all project criteria has been met based on project checklist

Compile project files into a Package for final submission

See eCampus for WK8 project report instructions. Watch all videos posted in eCampus for details on preparing your work for final submission. This entire project will be submitted this week including all the project files and thought process PDF to a dropbox located in WK8.