

# INTE- GRA- TION

## VCD 3 | MODES + Methods Fall Semester 2013

Visual Communication Design 1  
Mondays + Wednesdays 12:30p - 3-20p

**Matt Scott Barnes**

- 8.26 Introduction / Syllabus
  - A: Online Sign ups
  - H: Meet Your Type Chapters 1 & 2
- 8.28 Introduce Project 1: Restaurant Branding / Quiz
- 9.2 Review Choice + Inspiration (20 Min.)
- 9.4 Critique 1 Logo Sketches
  - H: Chapter 3 in Book
- 9.9 Metaphors + Research
  - A: Page 90 Audience Awareness Scavenger Hunt
- 9.11 Work in Class / Individual Meetings
  - H: Chapter 5 in Book
- 9.16 Organizing Design
  - A: Sketch 5 to 10 Menus
  - H: Chapter 7
- 9.18 Critique Rough Sketches
  - H: Chapter 6
  - A: Pick Colors / Metaphors
- 9.23 Collateral / Rules
- 9.25 Critique Rules - Colors / Type / Logo Usage
- 9.30 A: Collateral (5 - 10)
- 10.2 Critique Project 1
- 10.7 Environmental / Interior
  - A: Pick Environmental Suggestions (20 Min)
- 10.9 Critique Project 1
- 10.14 Project 1 Due
- 10.16 Introduce Project 2: Rail Roads
  - H: Chapter 2 in Book

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- 10.21 A: Book Cover / Spread
- 10.23 Turn in Book Cover / Spread  
H: Chapter 10 in Book
- 10.28 Critique 1: Inspiration / Sketches / Metaphors
- 10.30 A: Product Design
- 11.4 Turn In Product Design
- 11.6 Critique 2: Logo Mark
- 11.11 A: Clothing Brand - Metaphor / Logo / Apparel
- 11.13 Turn In Clothing Brand
- 11.18 Critique 3 Style Guides / Collateral
- 11.20 Work In Class
- 11.25 Critique 4 Project 2
- 11.27 Thanksgiving Break
- 11.2 Critique 5 Project 2
- 12.4 Project 2
- 12.9 Exam