This is the world your work will live in!

Design Basics FOR Non-designers

Presented by Leslie Friesen, Power Agency Designer-in-Residence,
University of Louisville Hite Art Institute

UofL HITE ART INSTITUTE

Plan for today

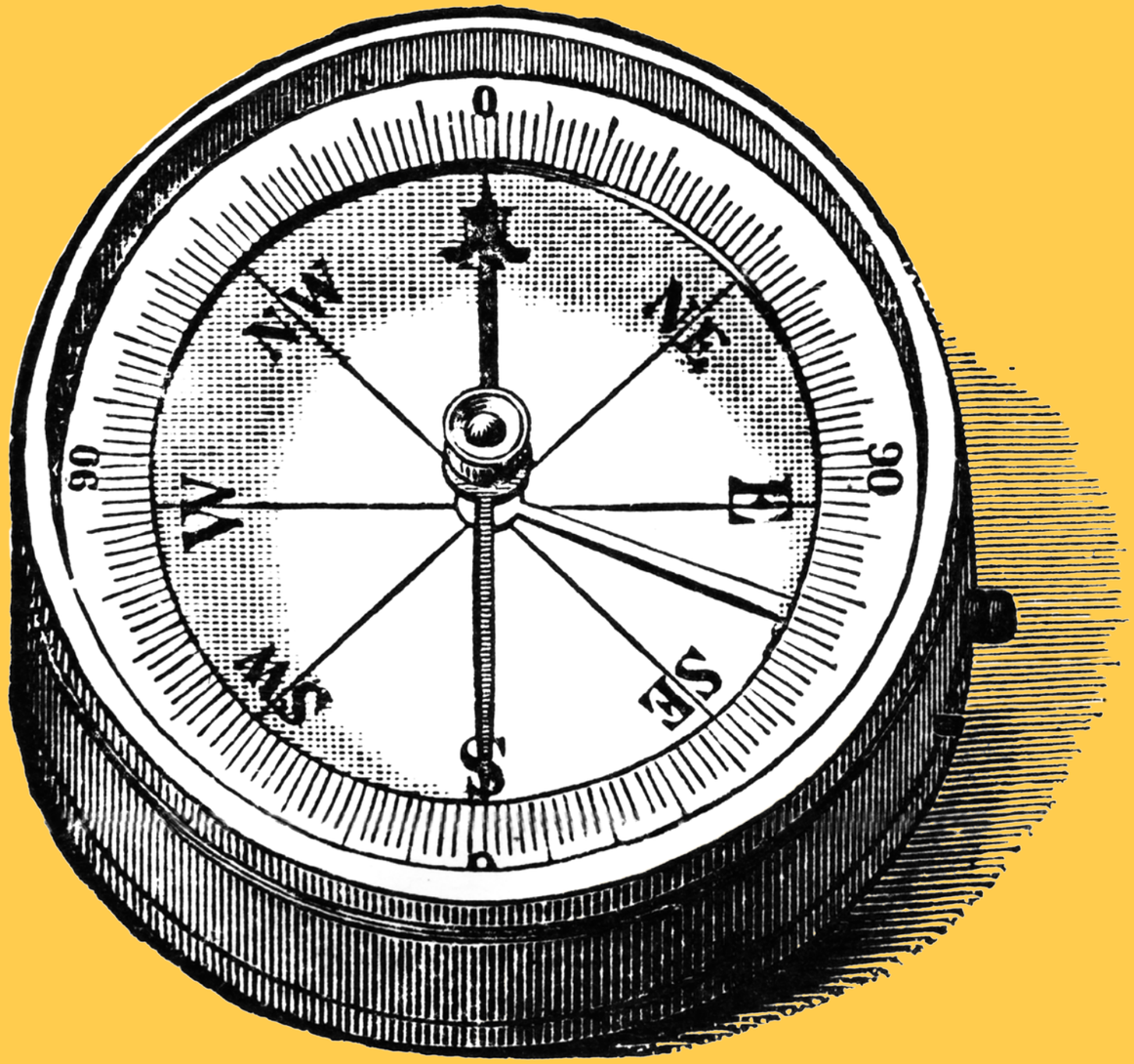
Where we're starting

Some guiding principles

Trying your hand

Makeover — A case study

Closing thoughts



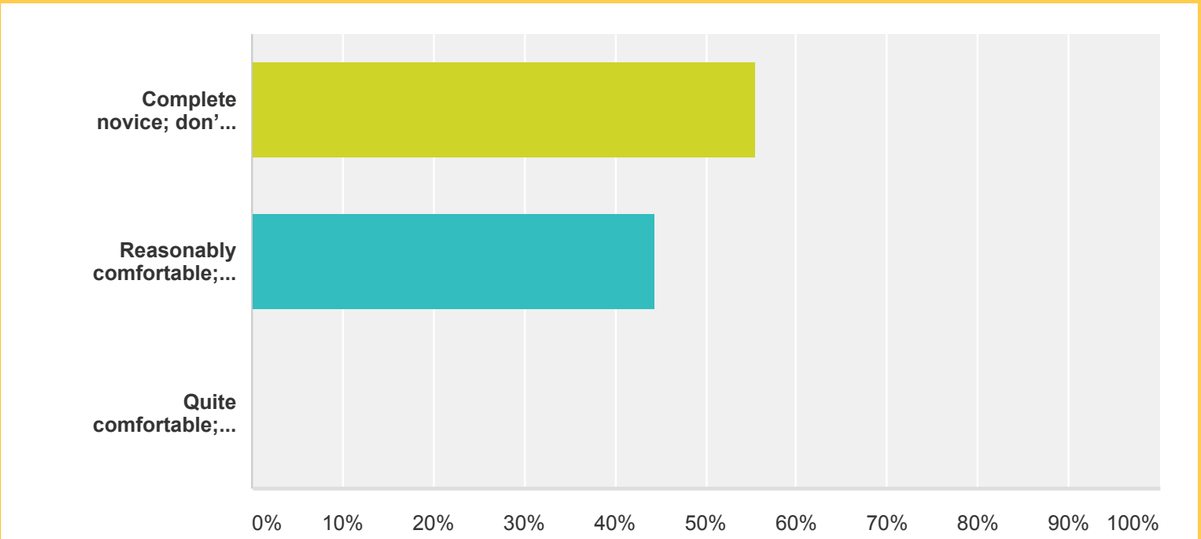
http://etc.usf.edu/clipart/21700/21750/compass_21750.htm

Why are we here?

Better visual communication

Where are we coming from?

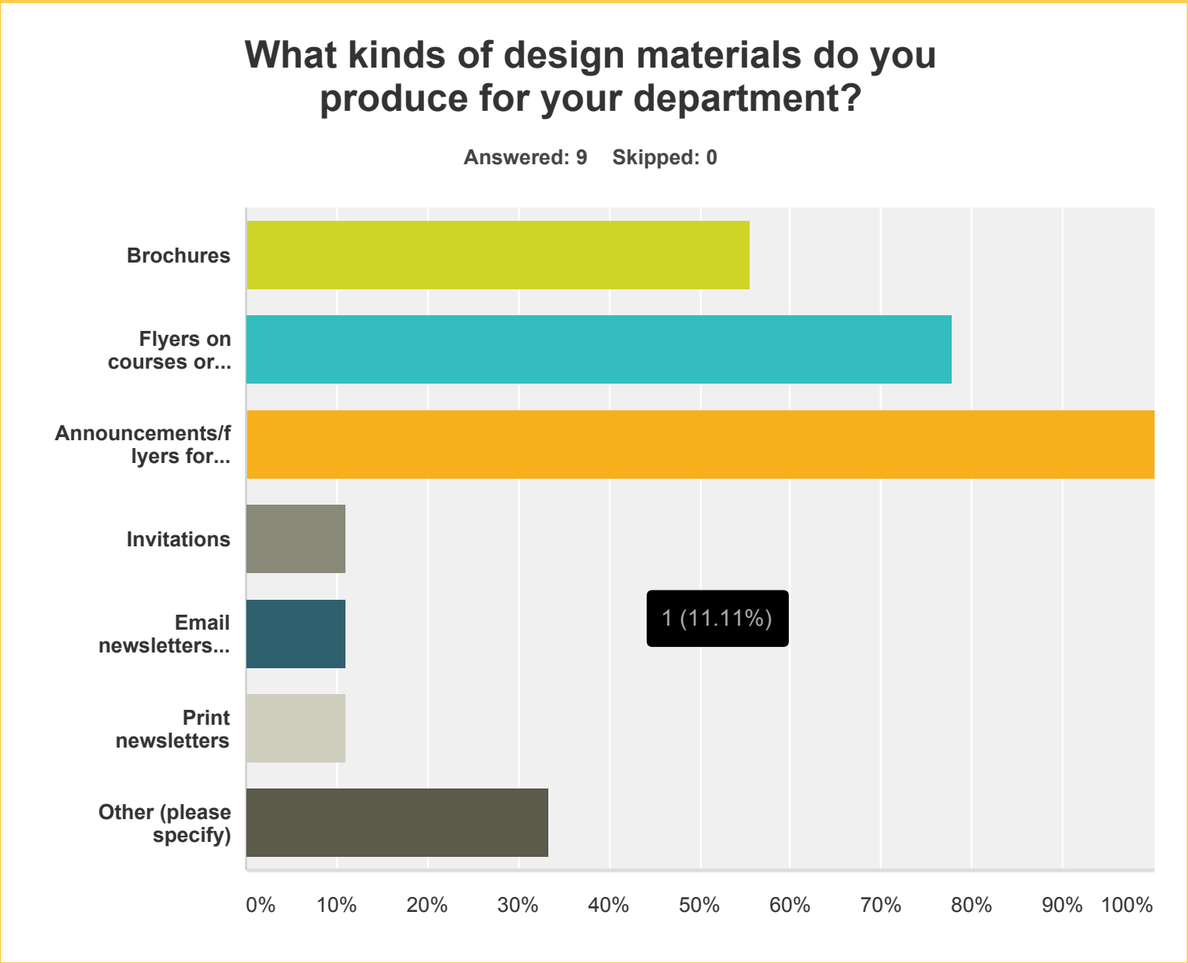
Not my skill set, but...



Answer Choices	Responses	
Complete novice; don't feel comfortable or knowledgeable about design	**55.56%**	5
Reasonably comfortable; but definitely happy to learn more	**44.44%**	4
Quite comfortable; actually have background in design	**0.00%**	0
Total		9

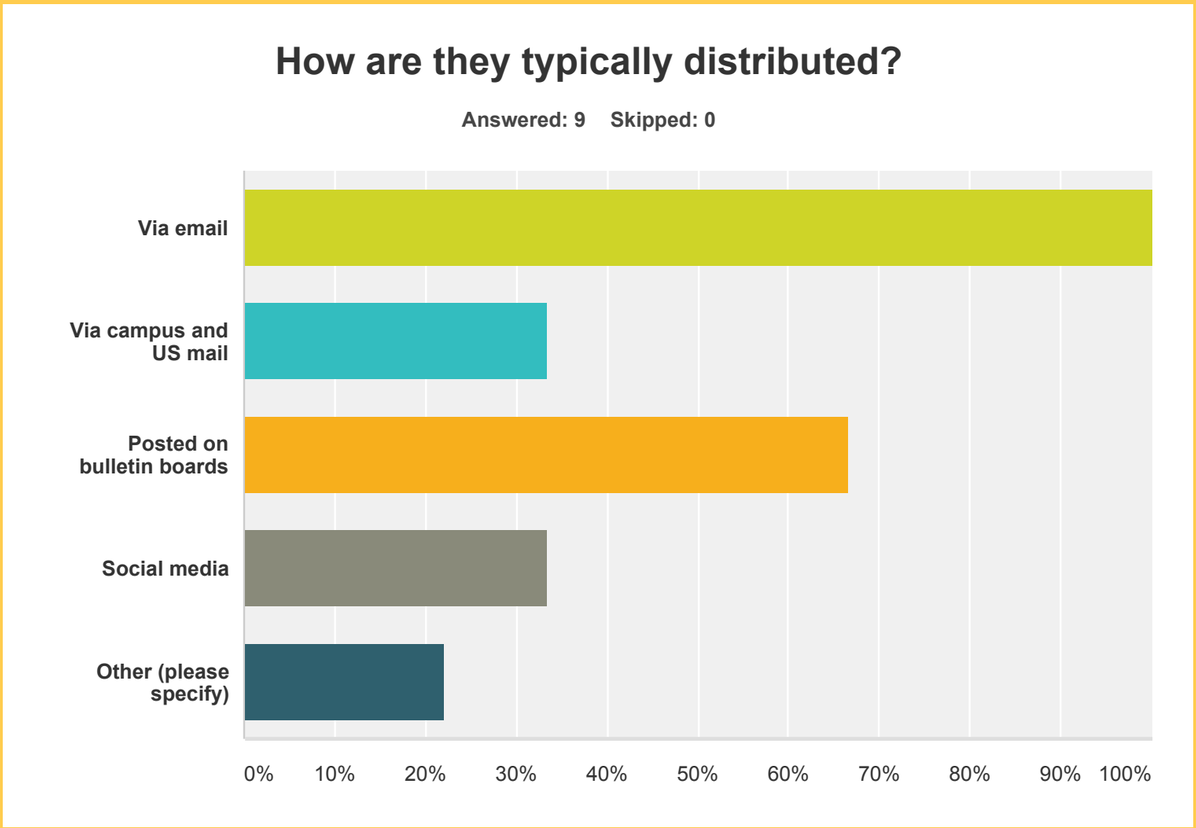
What are we producing?

Flyers, brochures, etc.



How are they distributed?

Email, bulletin boards...



What's the task?

Convey information

Hey, we've got an event next week. Here's some copy. Can you make a flyer and get it out right away? ...

But what's the goal?

get results
such as...

enroll in a class

come to an event

promotion + increase awareness (PR)

Between your task and the goal

Convey information

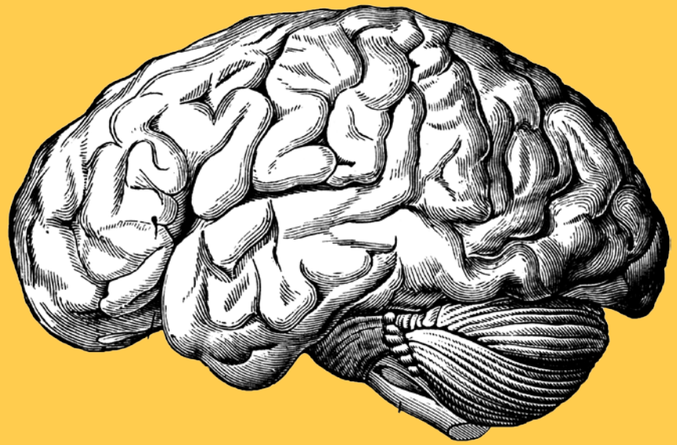
Get it seen... and read

Get results

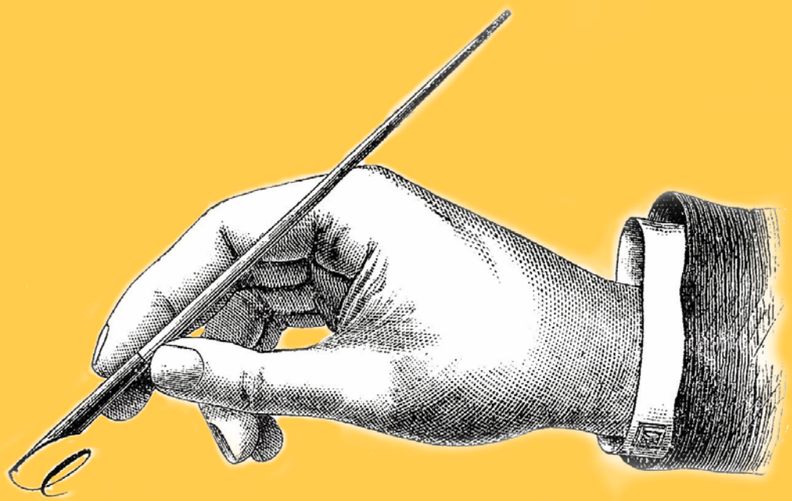
Get it seen... and read

Tip 1

Pause



Think first. Make second.



Think first...

Audience

Context

Make design decisions based on that info.

Audiences

Single or multiple?

Internal

Students? Faculty? Staff?

External

Alumni? Donors? General public?

Context

Where will it be read?

On a wall

Digitally? In an inbox

Physically? In a mailbox

Context

Clutter & Overload

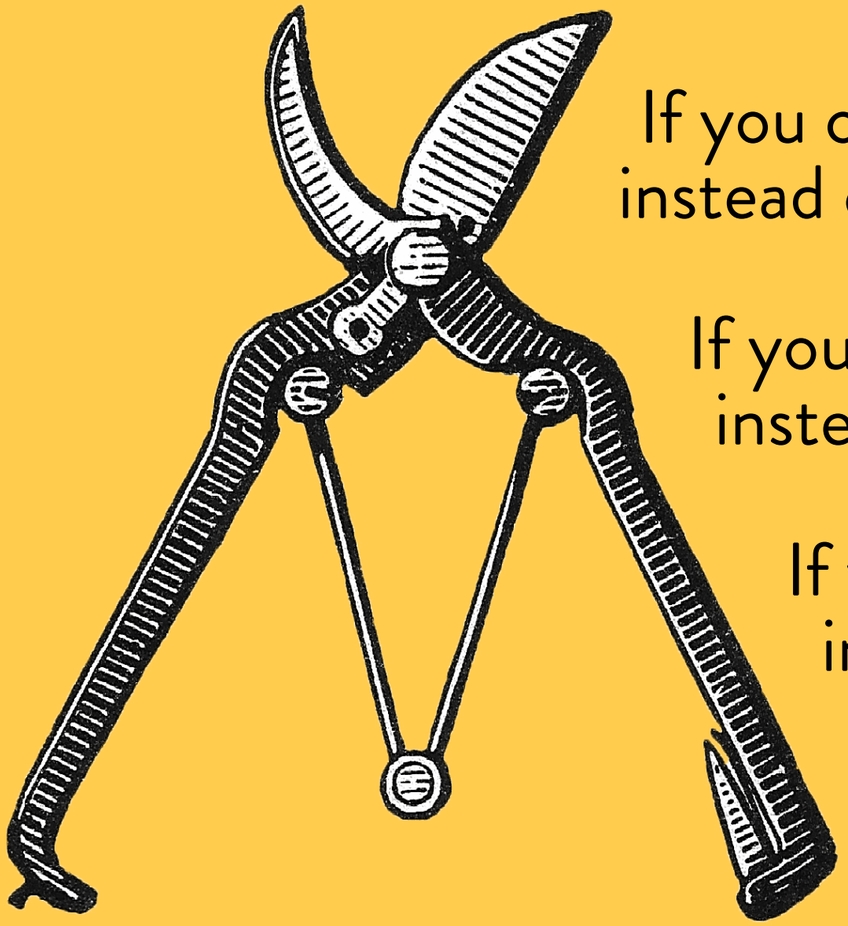
Make it easy for your audience

Get it seen... and read

Tip 2

Short & Sweet

Brevity



If you can say it in a sentence
instead of paragraph, **use a sentence**.

If you can say it in a phrase
instead of sentence, **use a phrase**.

If you can say it in a word
instead of phrase, **use a word**.

If you don't need to say it, **don't say it**.

Words of wisdom from Leon Driskell

Get it seen... and read

Presence

Presence

Stand out from the crowd

Presence

What might make your piece stand out

Get it seen... and read

Tip 4

Make it Memorable

Visuals increase memorablity

Memorability

sticks in your brain

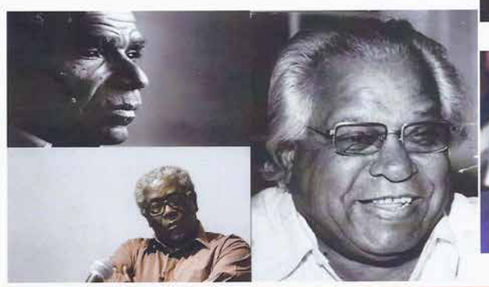
A [good] picture is worth 1,000 words

Some more so

Literatura Afro-Caribeña

(Special Topics in Spanish Literature, Language, and Culture)

This is a special topics course in Hispanic Caribbean Literature, Language, and Culture. It will focus on the development of literature about and by writers of African ancestry in the Spanish-speaking Caribbean. Essays, poems, short stories, film, and drama will be covered from Colombia, Costa Rica, Cuba, The Dominican Republic, Nicaragua, Panama, and Puerto Rico. There will also be cultural readings that will help to define the Afro-Caribbean world view.



Spring 2017

SPAN 313
MWF 1-1:50
Dougherty Hall 006

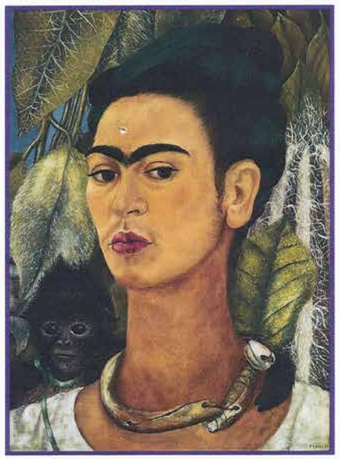
Dr. Thomas . Edison
Thomas.edison@louisville.edu

ARTH 521/621

Modern Mexican Art

A New Course for Spring 2017

Prof Christopher Fulton
Tues 2:00-4:45



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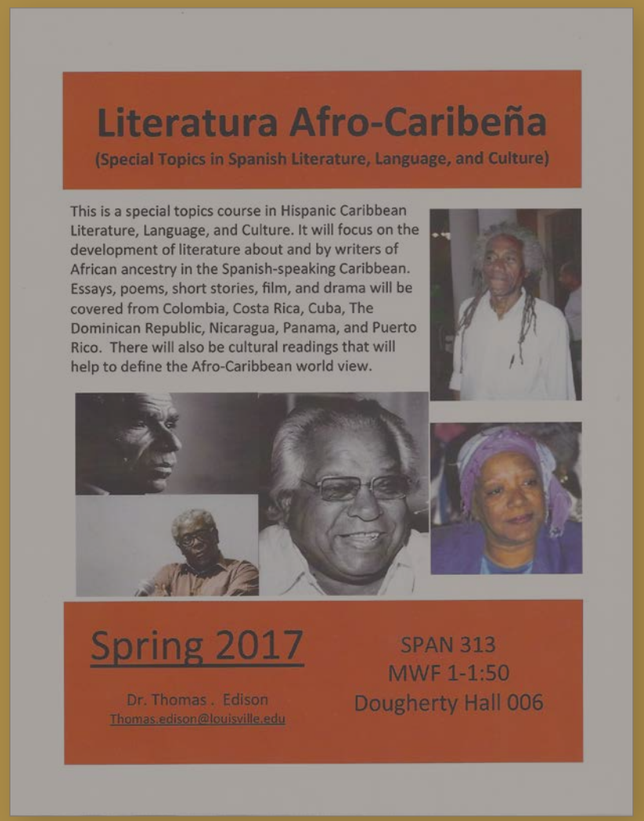
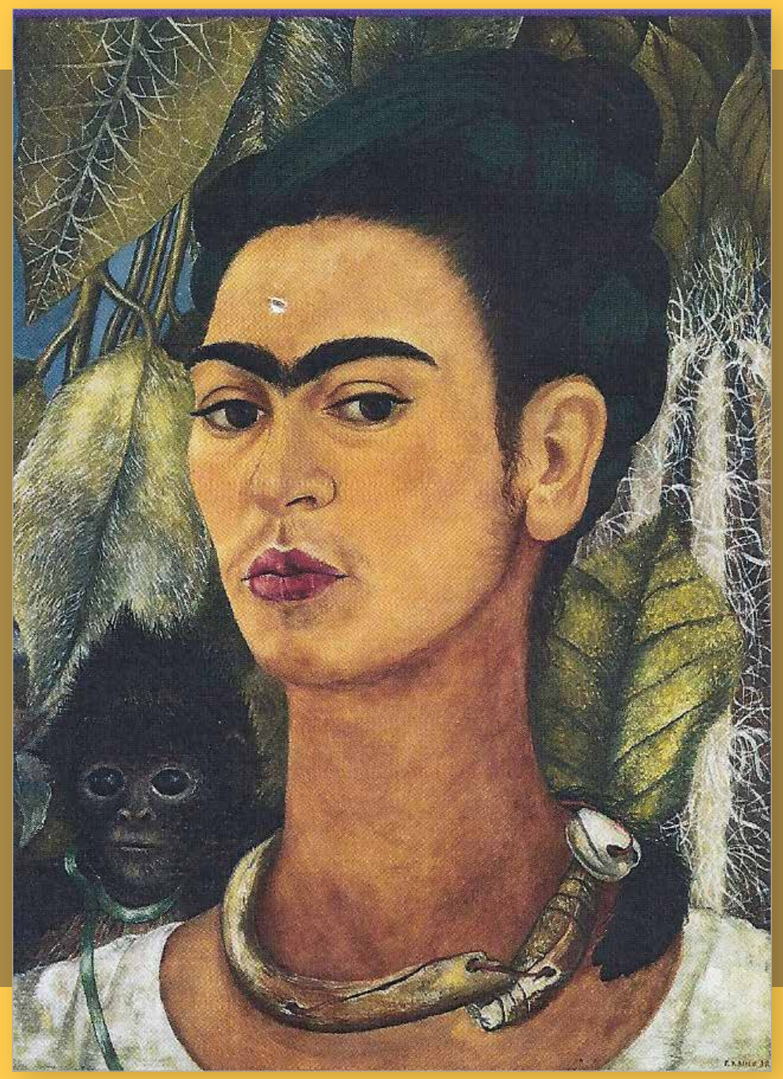
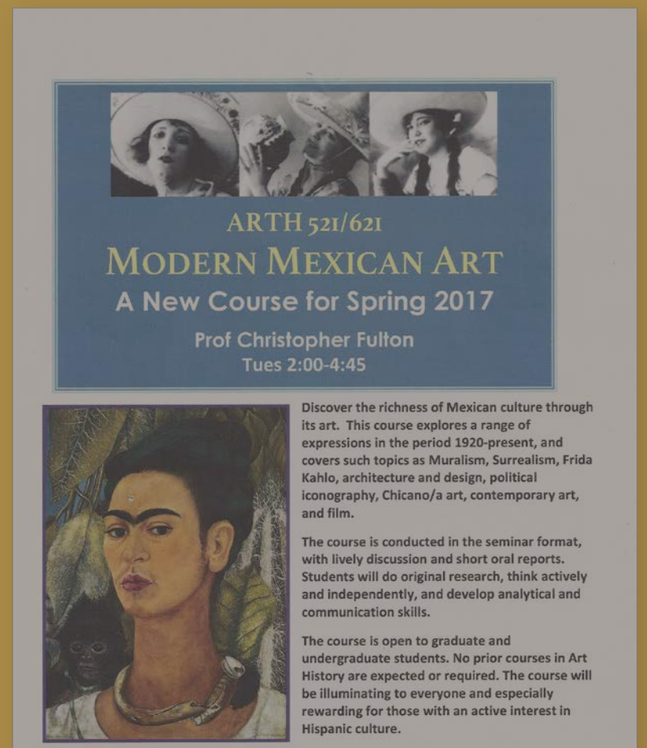
Choose wisely!







Get it seen... and read

Tip 5

Visual Hierarchy

Visual hierarchy

1st, 2nd, 3rd

Focal point, lead the eye

Less might be more

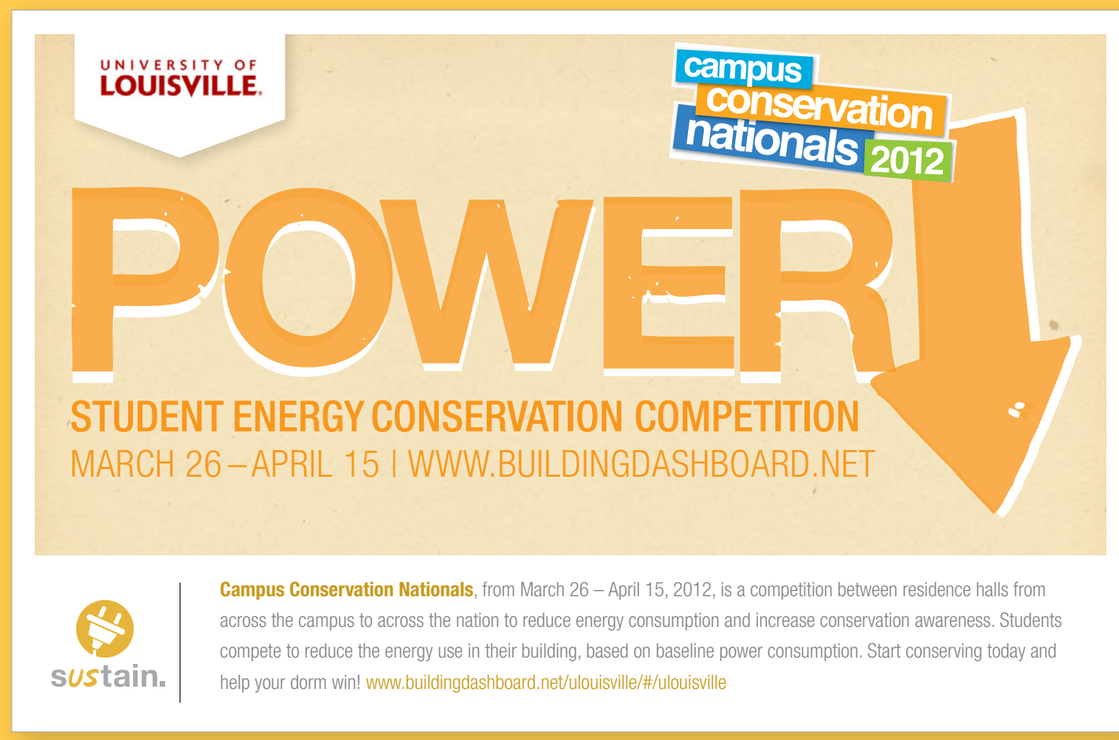
Place your piano first

Photo © Steinway & Sons

Visual hierarchy

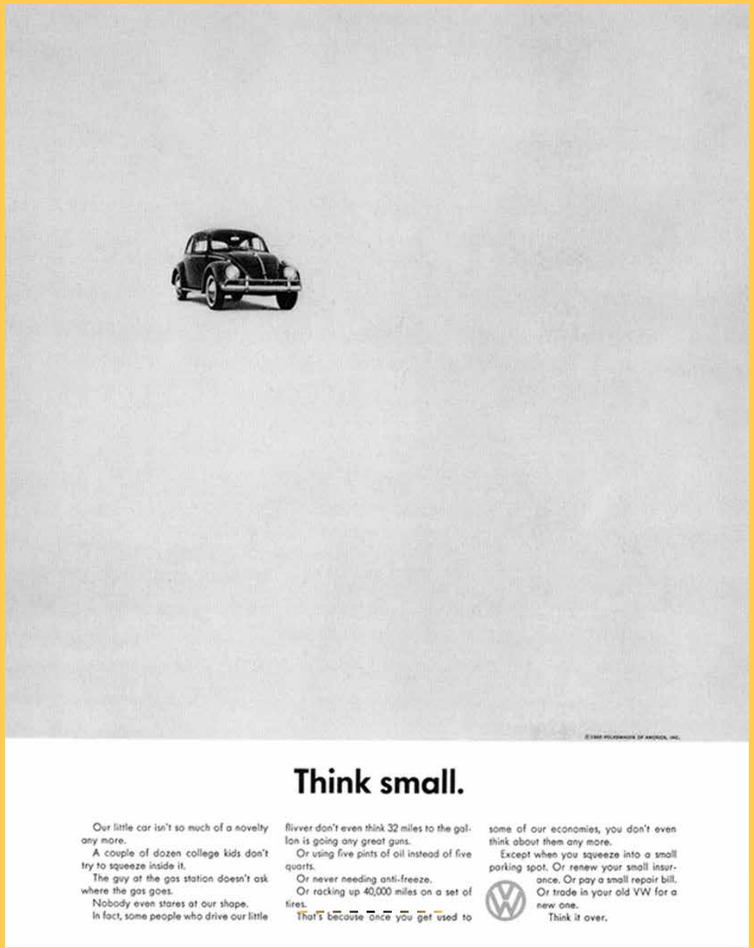
Emphasize strong relevant visuals & important information

De-emphasize less important, eliminate non-essential



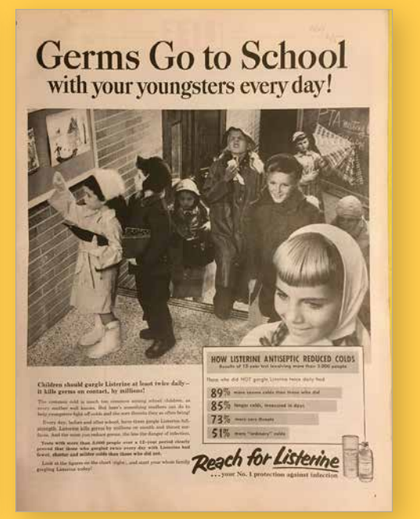
A short side trip

Down Presence, Memorability, and Visual Heirarchy Lane



Doyle Dane Bernbach Volkswagon "Think Small" campaign, 1959

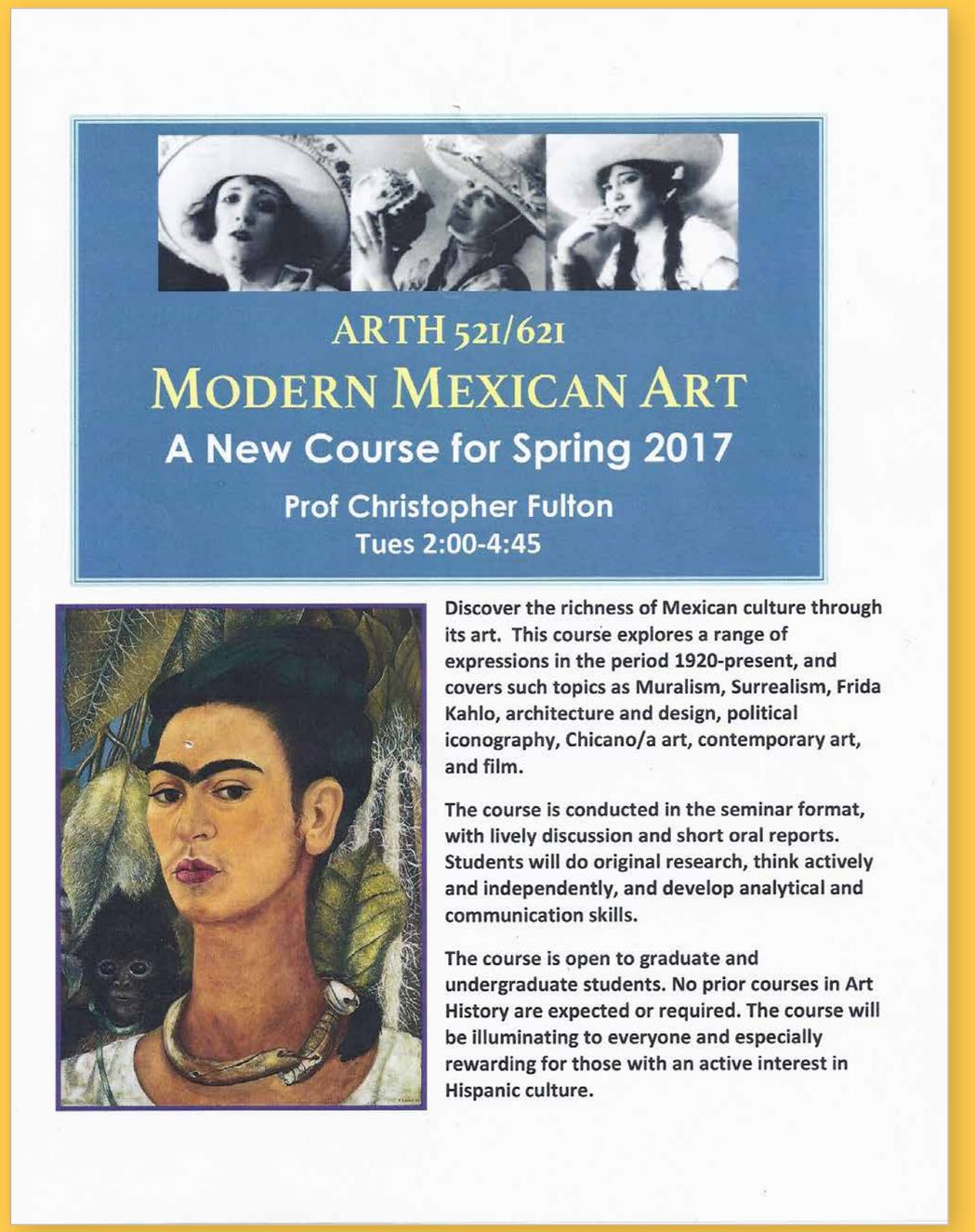
Presence depends on context



Doyle Dane Bernbach Volkswagon "Think Small" campaign, 1959;
All other ads from 1959 Life Magazine: http://memographer.com/2014/02/delta-air-lines-fleet-magazine-ads-from-1920s-1950s/

Presence depends on context

ads from 1959 Life Magazine | http://memographer.com/2014/02/delta-air-lines-fleet-magazine-ads-from-1920s-1950s/
or | http://blog.consumerguide.com/model-year-madness-10-classic-ads-1959/



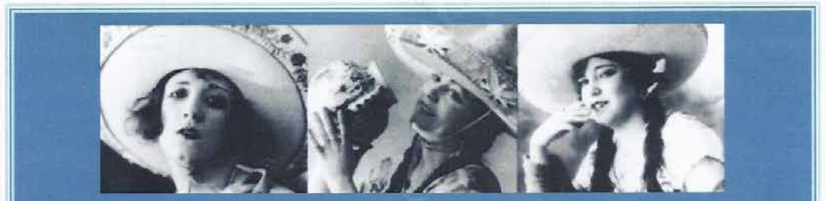
Makeover time!

Think first!

Who's the audience?

What do they need to know?

Where will they see this?



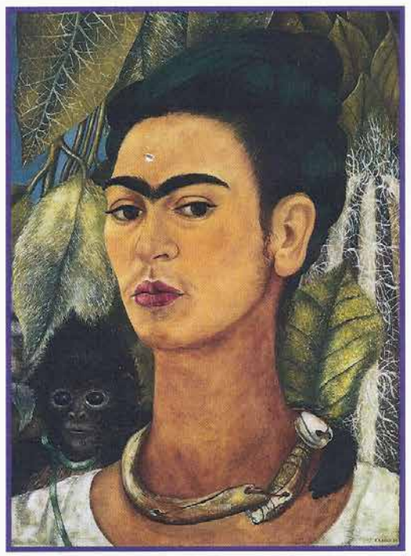
ARTH 521/621

MODERN MEXICAN ART

A New Course for Spring 2017

Prof Christopher Fulton

Tues 2:00-4:45



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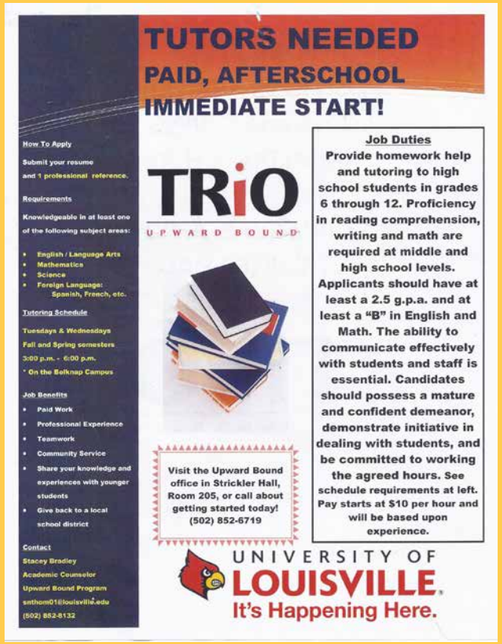
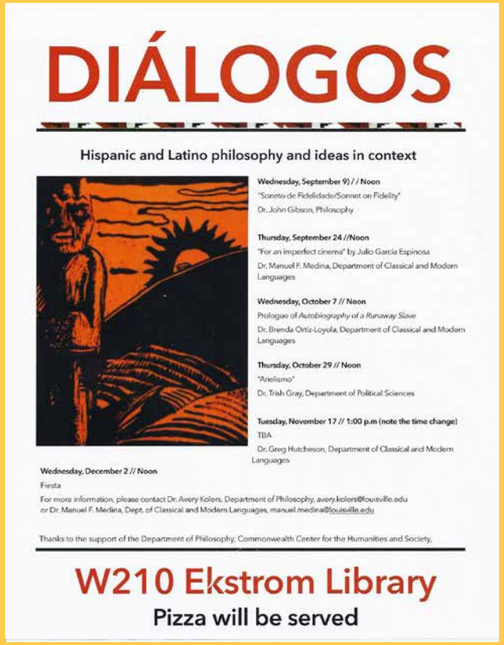
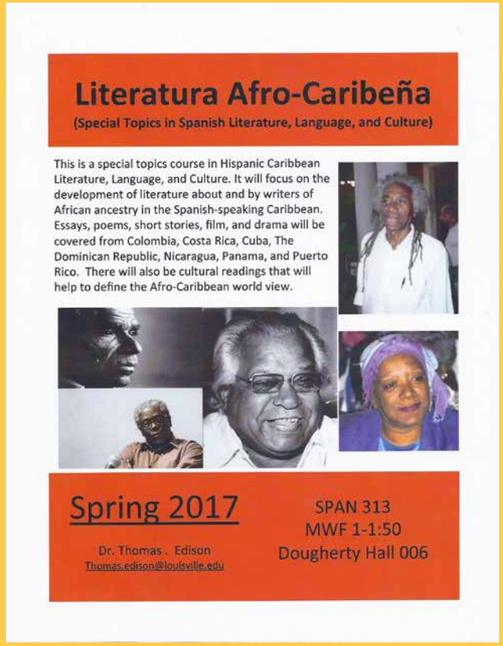
Makeover

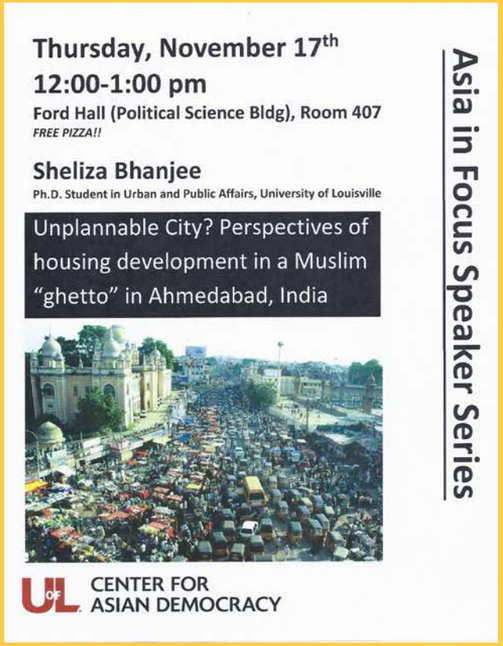
Suggestions?

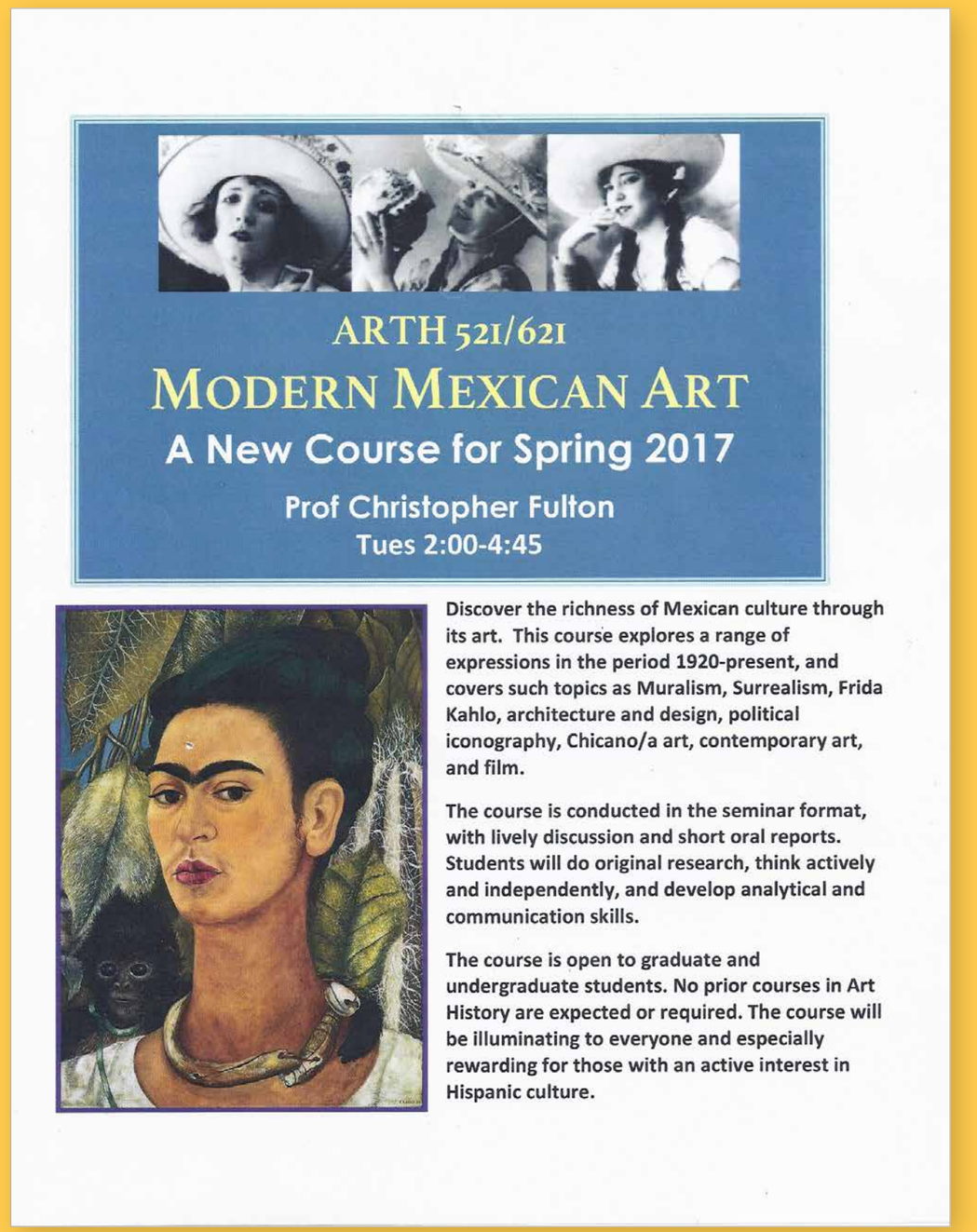
Makeover: Your turn...











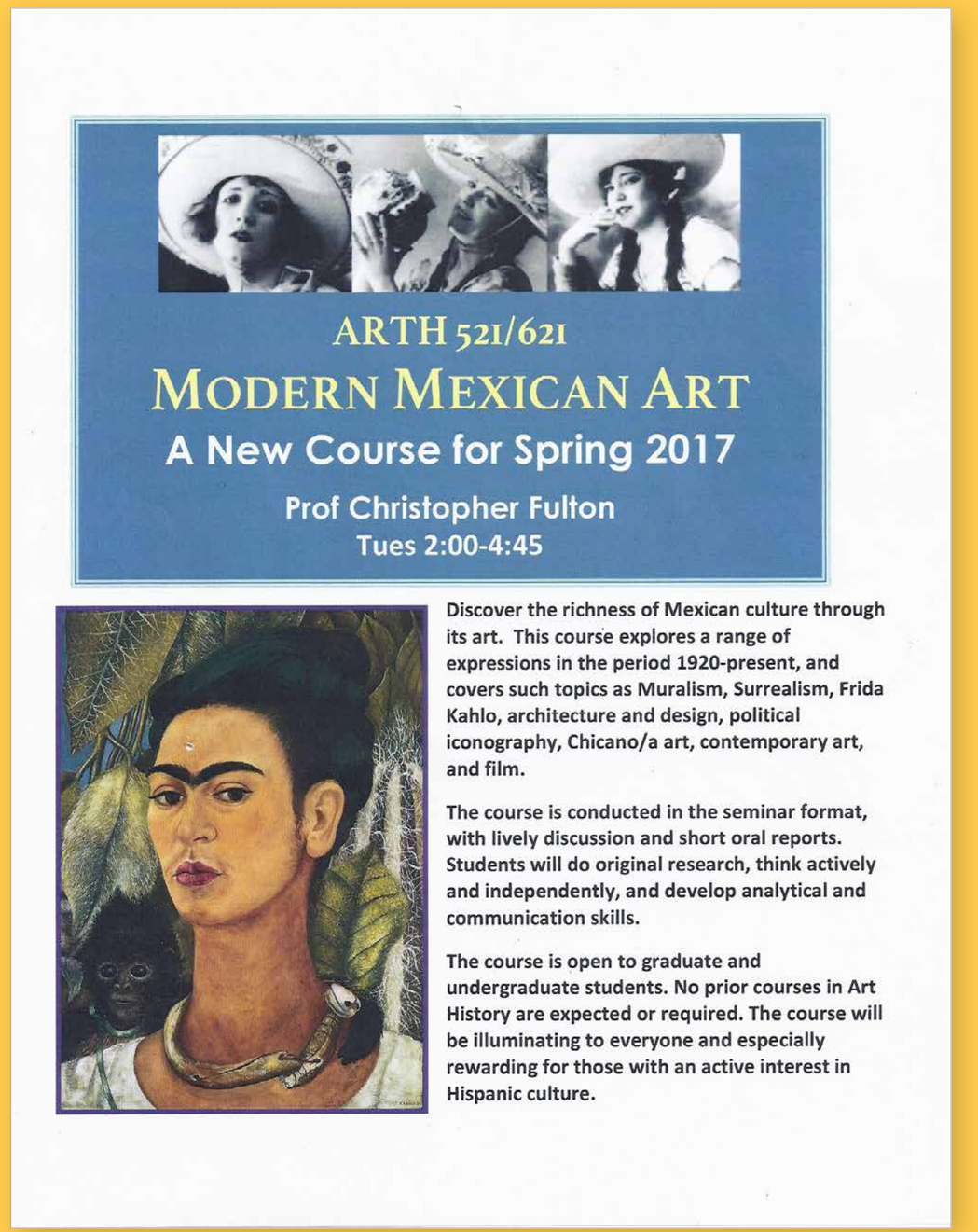
Makeover

Now "Make"

What's your best visual?

What is essential?
(cut and edit)

What should be emphasized?



Makeover: Step 1

Edited copy

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Professor Christopher Fulton
Tuesday, 2–4:45

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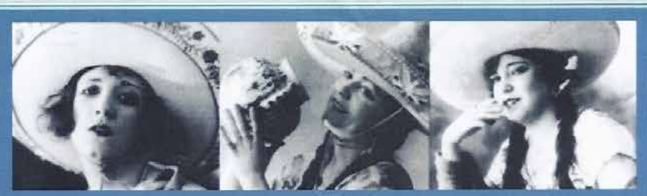

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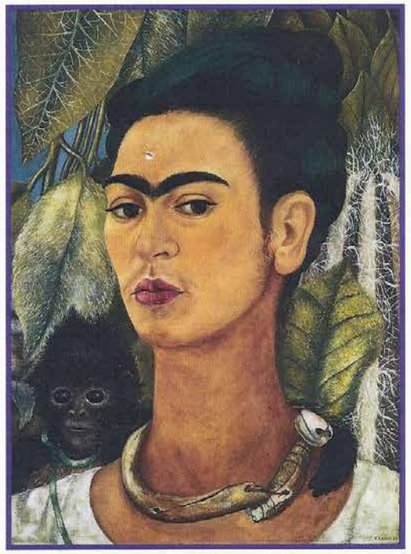

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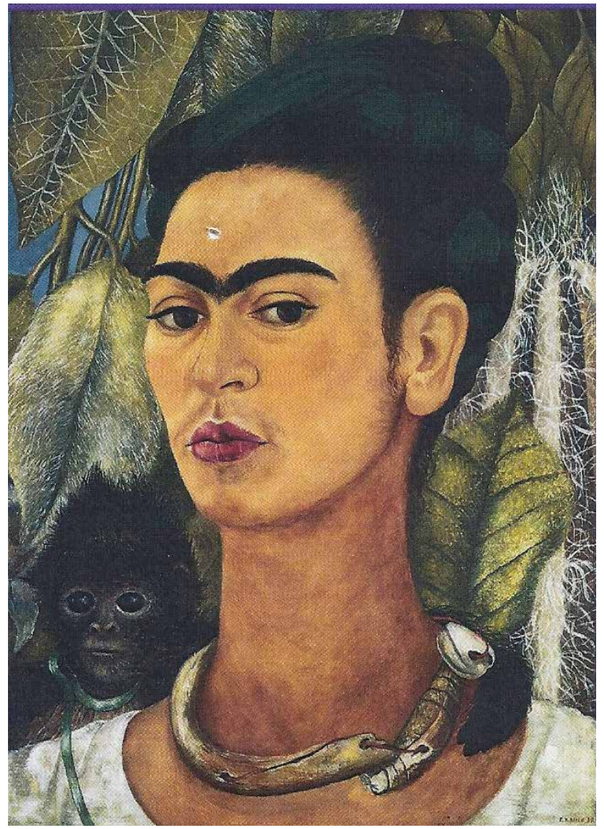

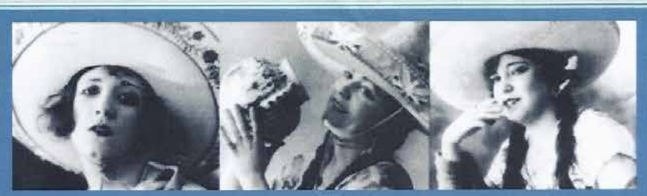

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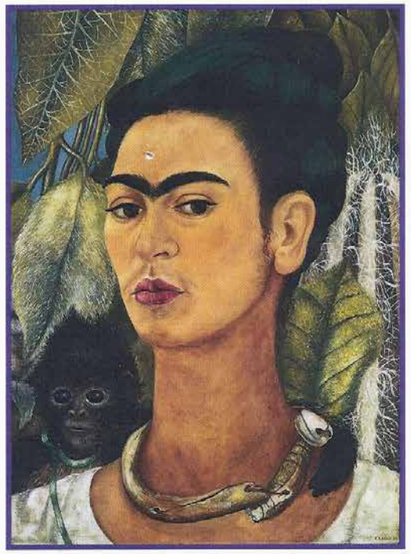

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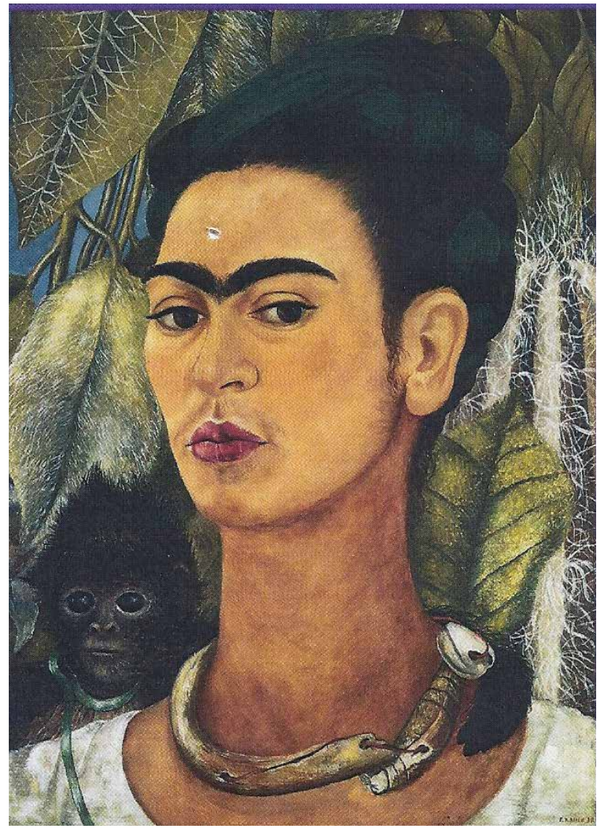

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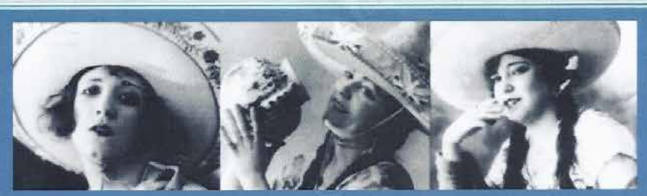

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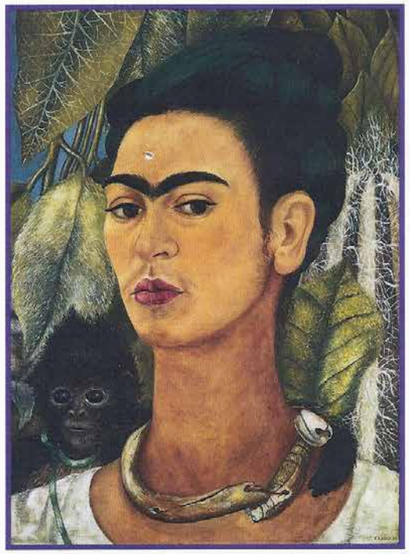

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Value of Visual Consistency

Recognition + "Voice"

Image: Hyperquake.com

Value of Visual Consistency

UofL brand standards

Your own look? Yes, you can?

Not **either/or** but **both/and**

louisville.edu/brand/download

Meet Meena

Cultivating Curiosity + Breaking Rules in Pursuit of Design

a talk by our new Assistant Professor of Graphic Design Meena Khalili

As designers we know it takes diligence to maintain and sharpen our skills. It's not always easy to find time between creative briefs to tend to our inner creative beasts, and when we do, how do we make the most of it? This talk recognizes some of the methods and ideas Meena Khalili has discovered as a designer and design educator to help keep the dreaded creative rut at bay, and offers tips on how to build creative habits to cultivate a fresh perspective in the design process. So let's break some rules and be more curious, be more observant, and be more surprised in our pursuit of design.

Thurs, Sept 15, 12:15–1:15
Schneider LL27 (Graphic Design Lab)

ALL students, faculty, staff are welcome.
Bring a brown bag lunch, if you'd like.

UofL HITE ART INSTITUTE
http://louisville.edu/art
facebook.com/Hite.Art.Institute
Phone: 502.852.6794

Welcome Back!

Hite Art students, you're invited

Ice Cream...

who couldn't use an afternoon treat?

When

Tuesday, Sept. 13 **12:15–2:00**

Where Hite lobby

Who's invited*

- **Fine Arts majors** — undergrad and graduate
- Fine Arts faculty and staff

Who's **not invited: your entire facebook friend list!*

Photos: Graeter's facebook page

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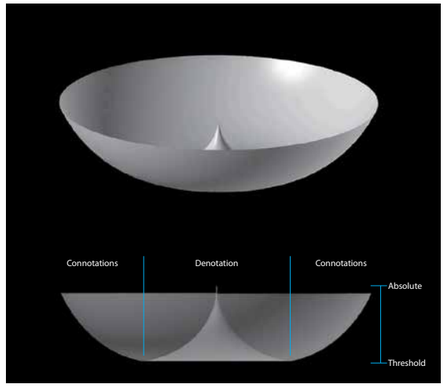
Phone: 502.852.6794

Sp17 Special Topics



Visual Semiotics

Visual semiotics is the study of signs and meaning in visual communications. Semiotics can be an indispensable tool to analyze work and to use at the front end as a creative aid in the making of art and design works.

Lecture/lab style studio course for graduate students and upper-level undergrads. Readings in semiotics combine with projects in which students will use concepts from the readings to drive creative concepts. Creative works can be in any medium and will be largely student-initiated.

Permission of instructor. Email Steve Skaggs at s.skaggs@louisville.edu.

Sp 2017 :: TTh, 9–11:55 :: Schneider LL25b (Red Chair Room)

UofL HITE ART INSTITUTE
http://louisville.edu/art
facebook.com/Hite.Art.Institute
Phone: 502.852.6794

What's the difference?

BA or BFA?

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	BA	BFA
University and A&S requirements	121 hours to graduate, including 34 hours of general education requirements	121 hours to graduate, including 34 hours of general education requirements
General	Broad-based studio art experience	Concentrated studio art experience
Admissions	Selective admissions – requires application to Department to be a major	Selective admissions – requires application to Department to be a major, **plus** application to BFA track after taking 300-level (Introductory) course in area of concentration (minimum 2.25 overall GPA; minimum 3.0 departmental GPA)
Studio art hours	30 hrs	34 hrs minimum – 49 maximum (48 for CAAD)
Art history hours	9 hrs	12 hrs minimum
Advising	Departmental staff advisor	Faculty mentor in area of concentration
Foreign language	12 hours (or proficiency)	No language requirement
Senior requirements	Learning Outcome Measure completion	• BFA orals and Senior Exhibition (2D, 3D) • Senior Portfolio (CAAD and IA)

What areas of concentration are available in the BFA program?

- 2D Studios (Drawing, Painting, Photography, Printmaking)
- 3D Studios (Ceramics, Fiber/Mixed Media, Glass, Sculpture)
- Interior Architecture (CIDA accredited)
- Communication Art & Design (graphic design)

Discussion & Demo

Visiting Artist – Painting

Brian Truex

Discussion for Students
Wednesday, Sept. 30, 2009, 5:30 pm

Student Lounge
Room LL17
Schneider Hall
Pizza provided

Painter Brian Truex will talk about his work, his apprenticeship with Patrick Betaudier at the Atelier Neo-Medici in Morflanquin, France and teaching in Japan with the Japan Exchange and Teaching (JET) Program.

Workshop for ART 301: Introduction to Painting Students
Wednesday, Sept. 30, 1 – 3:55 pm
Thursday, Oct. 1, 2 – 4:55 pm
Room 113 Schneider Hall

Truex will be conducting two glazing workshops for students in Art 301: Introduction to Painting. If you are interested in the technique of glazing you are welcome to visit.

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University of Louisville Hite Art Institute

Morgan Lecture

Photo: Steve Tate, Tate Photography

My book, *Materials and Meaning in Contemporary Japanese Architecture: Tradition and Today*, looks closely at the work of Kengo Kuma, Terunobu Fujimori, Fumihiko Maki, Jun Aoki, and Ryoji Suzuki. I introduce a number of wonderful works barely known in the West and I explain why these architects look both forward and to the past in their architecture. In my lecture, I share some of these stories.

Tradition and Today: Materials and Meaning in Contemporary Japanese Architecture

Dana Buntrock
Associate Professor of Architecture, UC Berkeley

Thursday, **January 28, 2010,** 6 pm
Speed Museum Auditorium
Free & open to the public

The Speed Museum is located at 2035 South Third Street, adjacent to the University of Louisville Belknap Campus. For more information, call **502.852.4433** or visit **www.art.louisville.edu**

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Demo & Workshop

Visiting Artist

Dennis Shaffner

Creating Spheres with Natural Materials
Demo and Workshop

Tues. Nov. 11 2–5
Fiber/Mixed Media Studio
Room 23 Schneider Hall
Come visit the Fiber Studio and observe the workshop

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Key points

Think First

Audience, Where will they see it

Brevity

Presence

Memorability

Visual hierarchy

Questions?
Comments?

Thank you!

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