The goal of this studio is to help you strengthen your ability to communicate using text and image while being inspired by the surroundings, history, and contemporary culture of Venice. You will strengthen your knowledge of graphic design fundamentals, including scale, weight, direction, and hierarchy to solve more complex problems and work fluidly in multiple formats, while looking to your surroundings for inspiration and content. You will actively develop content, your personal voice, and your own formal strategies as a designer.

The course will include studio visits and field trips, to be announced at the first class meeting.

**Objectives**

**Formal / Critical**
- strengthen and refine formmaking and visualization techniques
- strengthen skills in type / image relationship development
- strengthen understanding of relationship between composition, hierarchy and meaning
- understand the difference between denotative and connotative imagery
- use visual metaphor to create meaning and interest
- develop concepts and content through research and analysis
- consider content and audience throughout design process, understand how these shape and inform design solutions

**Process**
- develop your working process
- strengthen your revising and editing process, based on classroom critique and personal reflection
- articulate interests and influences in your work

**Critique**
- develop vocabulary to see and critique your own work and the work of your classmates
INFO / CONTACT / GRADING

Office Hours + Contact
My office hours are M/W 2–3pm, please make an appointment in advance.
Email is the best way to reach me: lagrey@bu.edu.

Grading
Your grade in the course will be based on the following criteria (each item makes up 10% of your grade in the course).

Professionalism
• Attendance
  This is a seminar based studio class, and as such, attendance at every class is mandatory. Boston University students in Venice are expected to attend each and every class session, tutorial, and field trip required for the course. Students should note that attendance will be taken into account by faculty when determining final grades. Students absent from class for medical reasons need to provide a local doctor’s note.

• Engagement
  Be an active participant in class discussions and activities (in classroom and on basecamp), provide and receive feedback in a thoughtful way.

• Preparedness
  Arrive on time for class with assignments prepared as directed.

Design Process
• Initial Concept Development
  Articulate design problem and potential solutions. Consider formal strategies, content, and necessary research. Consider audience, context, format, formal and typographic strategies. Consider multiple/alternate solutions.

• Process
  Refine and revise initial concepts. Keep all sketches, drafts, and iterations of your work.

• Reflection and Self Critique
  Actively refine work based on classroom discussion and self-critique.

Project Execution
• Formal outcome
  How well does the project work aesthetically? Are formal (type + image) relationships resolved? Are conceptual relationships resolved? Does a clear visual hierarchy exist?

• Functional outcome
  How well does the project respond to the given brief? Is there a clarity of concept and message? Do the formal qualities and conceptual qualities work together?

• Creative exploration
  Does outcome reflect visual experimentation? Unexpected solutions? An evolution in process?

• Craftsmanship
  Present work that follows assignment guidelines for format, and is neatly trimmed, mounted, bound or is in correct resolution / aspect ratio as needed.

POLICIES CONTINUE ON NEXT PAGE
Religious Holidays
Boston University’s Office of the University Registrar states: “The University, in scheduling classes on religious holidays and observances, intends that students observing those traditions be given ample opportunity to make up work. Faculty members who wish to observe religious holidays will arrange for another faculty member to meet their classes or for cancelled classes to be rescheduled.”

Appointments + Final Review + Open Studio
All day Program Field trip is Friday, June 27. Open studio is Friday, July 11. Our final critique will take place in our last class session, Wednesday, July 16. These sessions are required.
1 Souvenir
Visual scavenger hunt / publication, poster or video / ongoing

As a traveler in a new environment, select one particular aspect of Venetian life or visual culture to document and collect. Over the course of the program, gather a multitude of visual examples of your selected phenomenon. Your final project will present this collection in a format determined by you (poster series, publication, or video).

GOALS: Content generation. Development of form making skills. Image + type relationships. Image as metaphor.

2 Manifesto
Poster / 2 weeks

Venice is a city of posters (manifesto). Read several of the provided art and design manifestos. Either select one of the provided manifestos or write your own design manifesto and design a poster presenting it.

GOALS: Content generation. Development of form making skills. Using type + symbols to present and organize information. Controlling hierarchy + scale relationships.

3 Fundamentals
Publication / 3 weeks

Following a visit to the Venice architecture biennale, fundamentals, select one architectural fundamental presented in the exhibition. Research this fundamental, and design a publication presenting your research.

GOALS: Content generation. Development of form making skills. Using type + symbols to present and organize information. Controlling hierarchy + scale relationships.
GRADING (EACH ITEM MAKES UP 10% OF FINAL GRADE)

PROFESSIONALISM

Attendance
Attendance / tardiness
1  2  3  4  5

Engagement
Actively participate in class discussions and critiques
1  2  3  4  5

Preparedness
Arrive in class with prepared assignments
1  2  3  4  5

DESIGN PROCESS

Initial Concept Development
Understand problem and create possible solutions
1  2  3  4  5

Process
Active refinement and revision
1  2  3  4  5

Reflection + Self-critique
Thoughtfully assess your own work, consider feedback given in class
1  2  3  4  5

PROJECT EXECUTION

Formal outcome
Conceptual and compositional harmony
1  2  3  4  5

Functional outcome
Understanding of brief, relationship between form and message
1  2  3  4  5

Creative exploration
Inventiveness + exploration in form and content
1  2  3  4  5

Craftsmanship
Professional presentation, attention to detail
1  2  3  4  5