

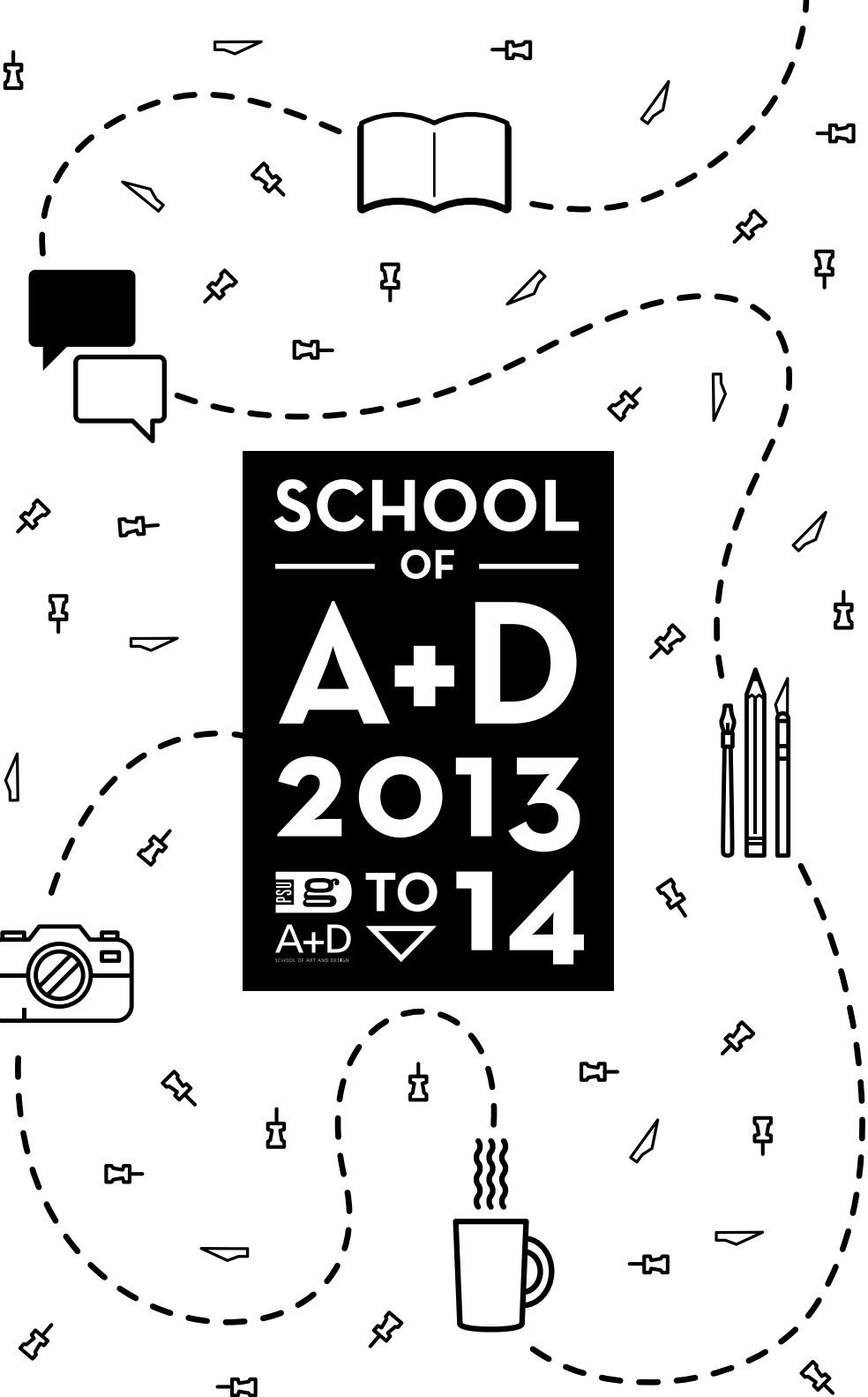
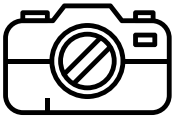
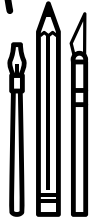
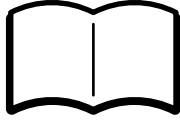
SCHOOL
OF

A+D

2013

PSU TO 14
A+D

SCHOOL OF ART AND DESIGN



Welcome to the 2013-14 year in the Portland State Graphic Design Department! We've compiled some approaches and content that are extremely valuable for the developing designer. A healthy combination of all of these things, is what leads to a skilled, self-aware and deliberate designer.

READ

One of the best ways to become design literate, is to read about design and look at design—A LOT. Blogs offer a great first stop for the budding designer with free, and very timely content. But it's important that you get beyond the internet to see design in person. Whether it's looking at books, magazines, going to exhibitions or simply becoming more aware of how design interacts with your day-to-day endeavors. These activities give you a more tactile, often clearer understanding of what you're looking at.



Blogs are your first (and cheapest) place to start. The great thing about them is that they are generally updated frequently and offer an almost real-time engagement with what's happening in the GD world. What should be in your browser bar for quick reference? psu.gd! fogd.tumblr.com! And don't forget your personal other faves, of course.



Powell's They have a good selection that you can have a look at, and not necessarily have to buy, since you are on a student budget, after all.



Monograph Bookwerks If you want a more curated experience that includes all of the arts in a gorgeous shop location, check out my favorite, Monograph Bookwerks in the Alberta Arts district.



Reading Frenzy For the best of independent publishing, Reading Frenzy is the place to go. This shop is one of the first zine stores in the country and has expanded to carry many different kinds of independent publications as well as some lovely prints and handmade goods.

Books There's a never ending list of great design books, but for now, may I suggest—*How to Be a Graphic Designer Without Losing Your Soul?* It's my favorite book about what to expect from the world of Graphic Design. It discusses everything from what attributes a designer needs, to how to interview, win freelance work, self promote and more. I'd get this book. No question.

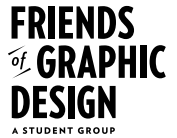
GD magazines offer a more in-depth, some might say, more considered look at the design field. Issues come out more infrequently than blog posts, but they are researched in greater detail, with an eye for criticism.



Participation in the design community is a great way to learn and evolve. There are SO many groups, activities and general ways to interact with other people who are designing and making things. Check them out and stick around for the one(s) that you like.

ENGAGE

Friends of Graphic Design (FoGD) is a great place to start as it's right in your backyard here at PSU. Join the group to get involved with events, workshops, field trips and special projects. As I mentioned above, I can say unequivocally that the students that participate in this group, are almost always among the top designers in the program. It's a combination of a desire to learn and interact, as well as exposure to other designers and skills, that don't happen in the classroom. You can participate at varying levels, so do what's right for your schedule. Check out the blog here: fogdpsu.tumblr.com



AIGA American Institute of Graphic Designers is the the oldest and largest professional membership organization for our industry. Being a member entitles you to discounted lectures/events, job board listings and other benefits.



Museums Portland is lucky to be home to the Portland Art Museum and the Museum of Contemporary Craft, both great places to learn from and get inspiration in your work.



We Make From the website: Join us for sketchXchange, hands-on workshops and design in action. WeMake is about making friendships, making a difference and make believing. Come make it happen! wemakepdx.com/



Portland Design Week From the website: Portland is a city of design and for design, unique in its approach to defining place, culture, and attitude. Design Week Portland celebrates design as our city's most promising cultural and economic resource. Our purpose is to explore process, craft, and practice across disciplines through our city's vibrant design programming. designweekportland.com



MAKE

School can certainly be overwhelming and take up lots of your time. But the best way to push yourself and improve beyond what is simply required of you, is for you to do projects on your own, outside of the classroom. Have a particular interest? Combine it with your design efforts! Have friends in a band? Help them with their merch and materials! Have a family member with a business? Help them brand it! You will benefit from projects that are completely self-initiated, and let you explore unimpeded, but you will also learn just as much by collaborating with friends and clients.



IPRC Interested in publishing your own zine, comic, book or learning to letterpress? The Independent Publishing Resource Center is the place to start! From the website: The IPRC's Mission is to facilitate creative expression, identity and community by providing individual access to tools and resources for creating independently published media and artwork. iprc.org



Em Space From the website: Em Space Book Arts Center was started in a small studio in Portland, Oregon with a group of letterpress and book artists sharing printing and binding equipment and knowledge. em-space.org



ADX Love interdisciplinary projects? Want to build something with your own hands? ADX is the place for you. From the website: From large, private wood and metal shops, to co-working desks, to big open areas for large projects, the ADX amenities offer the opportunity for makers of all stripes to explore their craft. adxportland.com

DOCUMENT

We're in a period, socially speaking, in which we document everything we do. It's a great way for you to watch your progress, start learning to talk about and present your work, and get engaged with the making world outside of your bedroom. How do you do this? Start a blog! Share on flickr, Instagram and Twitter! Self publish zines. Sound familiar? All of these activities relate to, and benefit each other.



Twitter This is the best way to get a feel for the tone and activities of various designers and studios. It's also a great way to get news and to keep abreast of new job opportunities.



Instagram A fun way to be creative on a daily basis. Show the world as you see it and take the chance to show the projects you're up to as well!

Tumblr It takes less time to set up a blog than it does to brush your teeth! Think about using tumblr as another way to share your work and promote things of interest. Bonus: FoGD is on Tumblr, making it very easy to share posts.



Once you've got some classes under your belt, make sure you get at least one internship before you leave school. Students are starting this earlier and earlier in their schooling. It all depends on what opportunities are available and what you feel comfortable with. That said, this is the time when you start to step out of your comfort zone and get 'real' with your skills. The job opportunities board on psu.gd/ opportunities, is often loaded with possibilities. It can be hard to pair this with other jobs, family and school, but never underestimate the importance and experience it offers. Don't wait until your final couple of terms to start!

INTERN

It's important to consider what kind of work you like making and that you make best, as you progress through the program. Be aware of the designers that make work that you admire and that influences you. Be able to talk about them, and their work. Basically—learn, research and appreciate those who are leading a way for you, so you know where you are coming from and where you are headed, so-to-speak.

KNOW

If you want to discuss any of these things, please feel free to call the art office and make an appointment with either the Fine & Performing Arts Advisors, or one of the Graphic Design Faculty Advisors: 503.725.3515

TALK

This seems silly, but seriously. This is SUCH a fun world to be a part of. It's one in which you get to think, make, interact and drive visual culture forward. I know we couldn't imagine being in any other industry and I'm guessing it won't be long before you can't either.

ENJOY

COURSE PLANNING

ADVISORS

(for potential students, incoming freshman and new transfer students)

Marie Fiorillo, marie5@pdx.edu, 503-725-3352

Jessica Mardis, j.mardis@pdx.edu, 503-725-2211

FACULTY ADVISORS

(for continuing students)

Kate Bingaman-Burt, kateb@pdx.edu

Lis Charman, charman@pdx.edu

Thomas Hines, thines@pdx.edu

Briar Levit, blevit@pdx.edu

Sean Schumacher, ss3@pdx.edu

Ian Whitmore, ian.whitmore@pdx.edu

Call the art office to schedule with any faculty advisor above, 503-725-3515

1ST YEAR

CLASS NO.	REQUIRED COURSES	PREREQS	20 CR
ART 115	2-D Design (4)		4 cr.
ART 182 or ART 117	Idea & Form (ART 112/182) or 3-D Design (ART 117) (choose one)		4 cr.
ART 118	Intro to Type & Communication Design (4)	ART 115	4 cr.
ART 120	Computer Graphics for Art & Design (4)	ART 100 or 115	4 cr.
ART 131	Intro to Drawing I (4)		4 cr.

2ND YEAR

CLASS NO.	REQUIRED COURSES	PREREQS	24 CR
ART 200	Digital Page Design I (4)	ART 120	4 cr.
ART 210	Digital Image and Illustration I (4)	ART 120	4 cr.
ART 224	Narrative and Communication Design (4)	ART 115/100, 118, 120	4 cr.
ART 225	Communication Design Systems (4)	ART 224	4 cr.
ART 254	Typography I (4)	ART 115, 118, 120	4 cr.
ARH 290	History of Design (4)		4 cr.



Sophomore Portfolio Review (SPR) (o)
(Occurs end of Spring term)

ART 118,120,
200, 210, 224,
225, 254

IMPORTANT: To begin Upper Division work in the Graphic Design major, students must successfully complete a portfolio review at the end of the second year. Transfer students who feel they are ready to begin upper division requirements must meet with the Department's SPR Advisor and will be asked to submit a portfolio for review. Final acceptance into the program and permission to complete the last two years of study (300/400 level courses) is contingent on successfully passing the portfolio review.

PREREQUISITES: When choosing courses, please factor in prerequisites. You will not be allowed into Upper Division courses (300/400) without the corresponding Lower Division prerequisite. Please see the PSU Bulletin to determine prerequisites and the Course Planning Guide to determine availability of courses at <http://www.pdx.edu/registration/cpg.html>

For more information about this program visit our website at: www.pdx.edu

3RD & 4TH YEARS

(contingent on passing the Sophomore Portfolio Review)

CHOOSE ONE OPTION from the following two pathways for 8 credit hours

CLASS NO.	REQUIRED COURSES	PREREQS	8 CR
» Option 1 (Interactive pathway)			
ART 342	Interactive Media II (4)	ART 341	4 cr.
ART 440	Interactive Team (4)	ART 341, 342	4 cr.
» Option 2 (Print Pathway)			
ART 300	Digital Page Design II (4) and	ART 200, 210	4 cr.
ART 471	Design Seminar (4)	ART 321, 354	4 cr.

COMPLETE the following required courses for the graphic design major

CLASS NO.	REQUIRED COURSES	PREREQS	44 CR
ARH 204 or 205	History of Western Art (4) (choose one)		4 cr.
ARH 206	History of Western Art (4)		4 cr.
ART 320	Communication Design Studio III (4)	ART 225	4 cr.
ART 321	Communication Design Studio IV (4)	ART 320	4 cr.
ART 354	Typography II (4)	ART 200, 254	4 cr.
ART 341	Interactive Media I (4)	ART 120, 210	4 cr.
ART 470	Contemporary Design Projects (4)	ART 321, 354	4 cr.
ART 472	Graphic Design Portfolio (4)	ART 321, 341, 354, 470	4 cr.
	2 Upper division electives* (4, 4)		8 cr.
	1 upper division Art History class** (4)		4 cr.

TOTAL CREDITS FOR THE BS OR BA IN GRAPHIC DESIGN MAJOR

96 CR

* Consult with your academic/general advisor as to what is possible for UD electives in Graphic Design.

** Upon completing upperdivision (UD) credits as prescribed by the University and the major in Graphic Design, students remain 10 credits shy of the necessary 72 credits of UD coursework required. Consult with your academic advisor as to how you can obtain the additional 10 credits needed to meet the minimum number of 72 UD credits.

DESIGN MEDIA + EVENTS TO CHECK OUT

EVENTS

Be Honest
Portland Design Week
Sketch Exchange

ONLINE LEARNING

lynda.com
skillshare.com

BLOGS

bldgblog.blogspot.com
blog.pantherclub.eu
c86.tumblr.com
coudal.com
designobserver.com
designsponge.com
designworklife.com
domybooks.tumblr.com
ffffound.com
fogdpsu.tumblr.com
friendsoftype.com
good.is
grainedit.com
graphicbirdwatching.com
itsnicethat.com
printeresting.org
psu.gd/category/blog
randrenfrow.tumblr.com
swiss-miss.com
thefoxisblack.com
thegrandarchives.com
thepostfamily.com
thescoutmag.com
tumblr.austinkleon.com
typeeverything.com
yewknee.com/blog
undercondideration.com

CREATIVE FOLKS

20x200
Aaron Draplin
Ace Hotel
Adam Garcia
Aesthetic Apparatus
Aleksandr Rodchenko
Alissa Walker
Always with Honor
Andy J. Miller
Anthony Zinonos
Art Chantry
Atelier Ace
Aubrey Vincent Beard-
sley
Avant Garde (magazine)
Barbara Kruger
Barry McGee
Beautiful Losers (docu-
mentary)
Best Made Co.
Bibliotheque
Cari Vanderyacht
Chad Kouri
Chris Johanson
Chris Piascik
Chris Ware
Christoph Niemann
Christopher Bettig
Damien Correll
Dan Cassaro
Daniel Eatock
David Carson
David Gentleman
Deanne Cheuk
Dress Code
Duane King
Ed Fella
Emigre
Esther Pearl Watson
Felix Ng/Anonymous
Field Notes Brand
Gavin Potenza
Gemma Correll
Geoff McFetridge
Helms Workshop
Helvetica (film)
Herb Lubalin
Hoeffer-Frere Jones
Ian Coyle
James Victoire
Jean Jullien
Jeff Canham
Jen Bekman
Jennifer Daniel
Jenny Holzer
Jessica Hische
Jill Bliss
Jon Contino (CXXVI)
Jonathan Harris
Keetra Dean Dixon
Keith Scharwath
Levi's Go Forth campaign
Levi's Workers campaign
Levi's workshops
Little Friends of Print-
making
Liz Meyers
Louise Filli
Made Thought
Maira Kalman
Margaret Kilgallen
Mark Weaver
Maxwell Holyoke-Hirsch
McSweeneys
Meg Hunt
Micah Lidberg
Mig Reyes
Mike Mills
Mike Perry
Mikey Burton
Milton Glaser
Nicholas Felton
Oliver Munday
Olly Moss
Olympia Zagnoli
OMFGCO
Paul Rand

Paul Sahre
Peter Buchanan-Smith
Playlab
Project M
Project Projects
Push Pin Studios
Ray Fenwick
Saul Bass
Scott Massey
Scout Books
Seymour Chwast
Shepherd Fairey
Siggi Eggertsson
Sister Corita Kent
Something's Hiding in
Here
Stefan Sagmeister
Stenberg Brothers
Steven Powers / ESPO
Style Wars (film)
Tad Carpenter
Taschen
Tibor Kalman
Tim Lahan
Tomato
We Feel Fine
Why Not Associates
Wieden+Kennedy

MAGAZINES

Apartmento
Communication Arts
Creative Review
Domus
Eye
How
Metropolis
Monocle
Plazm
Print
Uppercase
Wilder
Wired



College of the Arts
PORTLAND STATE UNIVERSITY

Cover by Sean Bucknam

Contact Briar Levit (blevit@pdx.edu) for additions or corrections.