

ARCH576

Title: The Architecture of Graphic Design

Tuesday 3:30PM-6:20PM

Instructor: Robin Planas Casado, Architect

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Seminar description

This is an introductory course on the study of the systems and principles of graphic design, with an emphasis on the use of digital media. The seminar covers general concepts of graphic design such as: color theory, contrast and balance, visual hierarchy and structure, figure ground relation, fundamentals of composition, proportions and scale, typographic systems, creation of icons, brands and logos, data visualization among other subjects.

Students will experiment and discover practical applications of such subjects via weekly graphic exercises, each with an emphasis on the development of specific graphical skills. In addition, the course substantially enriches the student's visual references and introduces them to seminal works on the field as well as essential digital tools for their professional development.

Understanding concepts and principles of graphic design will provide the students with a theoretical and practical platform that will help them deal with fundamental problems of graphic representations. Graphic skills and visual communication are an essential part of the daily work of the architect.

At the end of the semester, each student will prepare a curated selection of their works for a virtual exhibition.