



SUMMER SESSION 1
31750 ARTS 395
MONDAY – THURSDAY 6:00 – 9:45 pm

DESIGN *for* NON-DESIGNERS

This course will explore the practical—and pleasurable—aspects of creating graphic design work in occasional, everyday situations of necessity and desire. The focus will be on crafting simple, effective and engaging fliers, brochures, posters, invitations — and more — on short deadlines, tight budgets, limited resources and common software (such as this sheet, done on Microsoft Word) or without software! The class will cover essential concerns of imagery, typography, layout, printing and distribution, plus providing a useful and informative background on graphic design history and practice. Time permitting; we might also (lightly) explore web application. Participants are invited to bring actual design projects to develop and will have opportunities for some graphic play. *Pre-requisite: English 110C or permission of the instructor. This course can be used for those selecting Option D (except for students majoring in the Arts and Humanities).*

INSTRUCTED BY
KENNETH FITZGERALD
Professor of Art in Graphic Design at ODU, self-taught designer (BFA Ceramics, MFA Design) with 30 years experience in professional design, author of *Volume: Writings on Graphic Design, Music, Art, and Culture* (Princeton Architectural Press), and 2012 nominee for a National Design Award in the “Design Mind” category.

