From the face of the clock that wakes us, the morning newspaper, and the subway or expressway signs on our way to work, to the weather map on the evening news and the labels of products used in the preparation of dinner, graphics are a constant presence in the lives of a captive audience who is mostly unaware that the discipline of graphic design exists and that the quality of its output can be of consequence. And yet, the work of many graphic designers that give from to these ubiquitous messages also figures prominently in the permanent collections of important museums of modern art. This course will offer students an opportunity to engage in the problem-solving practice of graphic design while engaging them in discussions about its value as an artistic and cultural endeavor and its role in organizing everyday life. Exercises and discussions will use as a basic foundation the elements of typography, the delimitation and use of graphic space, and the understanding of graphic design as a participant in crafting corporate and social identity. Every semester, the class will visit an institution or cultural site that will serve, along with a hypothetical institution, as the client for two inclusive graphic design projects. Exercises in this course will include logo, label, exhibition poster, display, tour guide, way-finding, stationary, webpage and app icon design.