



**VINICIUS LIMA**

GRAPHIC DESIGNER

## **CLASSES SUMMARY**

[WWW.VINICIUSRLIMA.COM](http://WWW.VINICIUSRLIMA.COM)

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# 2014- NOW

## Grand Valley State University Classes

Classes taught as Assistant Professor of Graphic Design and Foundations at the Department of Art and Design at Grand Valley State University.

- ART210: GRAPHIC DESIGN I: TYPOGRAPHY
- ART211: GRAPHIC DESIGN II: SYMBOL DESIGN
- ART310: GRAPHIC DESIGN III: LAYOUT
- ART312: GRAPHIC DESIGN IV: EXPERIENCE DESIGN
- ART410: GRAPHIC DESIGN V: DESIGN ISSUES
- ART415: SENIOR PROJECT: GRAPHICS AND ILLUSTRATION

# ART210

## Graphic Design I — Typography

### COURSE OBJECTIVE

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Focus of instruction is to make students understand the relevance of typography in the field of Graphic Design by: fostering appreciation for type and letterforms; providing an understanding of typographic classification, terminology, history and identification; learning typesetting skills for improved readability and information hierarchy and develop an awareness for the effective use of typography in visual communication.

### COURSE PROJECTS

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- Letterform Compositions
- Figure Ground Compositions
- Sum Of The Parts
- Expressive Typography
- Typographic Voice
- Designing With Type
- Page Architecture
- Information Hierarchy

### CLASS MATERIALS/SOFTWARE

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- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop

### CLASS INFORMATION

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- Number of credits: 3
- Classroom size: 14 to 18 students
- Taught in a computer lab/classroom

# ART211

## Graphic Design II — Symbol Design

### COURSE OBJECTIVE

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Focus of instruction is to make students employ Gestalt principles to organize text and image, develop contrast sophistication, develop visual economy in message transmission, understand the basics of semiotics applied to symbol development, develop complex identity systems and visual metaphors and ultimately learn how to apply research and critical thinking methods to their design projects.

### COURSE PROJECTS

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- Image and Word
- Image, Word and Text
- Visual Metaphor
- Visual Reductionism
- Symbol Design
- Personal Identity
- Typographic Lager

### CLASS MATERIALS/SOFTWARE

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- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop

### CLASS INFORMATION

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- Number of credits: 3
- Classroom size: 14 to 18 students
- Taught in a computer lab/classroom

# ART310

## Graphic Design III — Layouts

### COURSE OBJECTIVE

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Focus of instruction is to make students develop strong layout skills by: becoming able to organize and communicate information effectively; learning principles of sequential Graphic Design; polishing typesetting skills and a sharp eye for detail; and becoming aware of the various devices that can be done using a variety of Graphic Design skills.

### COURSE PROJECTS

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- Modular Typeface
- Calendar Design
- Brochure Design
- Movie Poster Design
- Wedding Stationery Design
- Exhibition Catalog Design
- Magazine Layout Design

### CLASS MATERIALS/SOFTWARE

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- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop

### CLASS INFORMATION

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- Number of credits: 3
- Classroom size: 14 to 18 students
- Taught in a computer lab/classroom

# ART312

## Graphic Design IV — Experience Design

### COURSE OBJECTIVE

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Focus of instruction is to make students employ design principles of composition with symbols, typography and image to the digital environment. This is accomplished by: providing an understanding of website planning, User experience and User Interface Design; learning how to design for multiple screen-based devices; designing smart-phone applications and other user interfaces; getting a basic knowledge of HTML and CSS coding languages and by understanding basic principles of motion graphics.

### COURSE PROJECTS

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- Website Design Layout for an Ice Cream Shop
- Website Design Layout for a Luxury Hotel
- Website Design Layout for a Dental Doctor's Office
- Responsive Website Design for Musician
- Webpage Design and Development for a Designer
- Mobile Application Design
- Screen-based Interface Design
- Motion Graphics Project

### CLASS MATERIALS/SOFTWARE

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- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe Dreamweaver
- Sketch
- Marvel
- Brackets

### CLASS INFORMATION

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- Number of credits: 3
- Classroom size: 14 to 18 students
- Taught in a computer lab/classroom

# ART410

## Graphic Design V — Design Issues

### COURSE OBJECTIVE

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Focus of instruction is to train students to reflect about complex design issues of visual identity and advanced layout problems applied to the commercial world and to local non-profit organizations by: developing advanced layout skills; understanding principles of branding identity; developing client-designer interactions; learning how to design for the commercial and the non-profit settings as an attempt to self reflect on the role of the designer in the community.

### COURSE PROJECTS

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- Brand Development
- Brand Devices
- Non-Profit Organization Project
- Self-Initiated Project

### CLASS MATERIALS/SOFTWARE

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- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Sketch
- Marvel

### CLASS INFORMATION

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- Number of credits: 3
- Classroom size: 14 to 18 students
- Taught in a computer lab/classroom

# ART415

## Senior Project: Graphics/Illustration

### COURSE OBJECTIVE

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Focus of instruction is to make students engage in a personal project of their choice develop it in approximately 12 weeks, learning how to: develop a comprehensive, independent project; engage in a research agenda; learn how to manage tasks, time and budgets; take the work to real production scenarios; practice collaboration among designers; learn how to plan and curate an exhibition and learn how to document work.

### COURSE PROJECTS

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- Senior Project

### CLASS MATERIALS/SOFTWARE

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- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe Dreamweaver
- Adobe After Effects
- Adobe Premier Pro
- Rhinoceros
- Sketch
- Marvel
- Brackets

### CLASS INFORMATION

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- Number of credits: 3
- Classroom size: 11 to 18 students
- Taught in a computer lab/classroom



# 2009- 2014

## The University of Iowa Classes

Classes taught as Lecturer of Graphic Design at the Department of Art and Art History at The University of Iowa.

- 01A:004: DESIGN FUNDAMENTALS
- 01P:030: FIRST-YEAR SEMINAR: INTRODUCTION TO ANIMATION
- 01D:090: GRAPHIC DESIGN I
- 01D:100: TYPOGRAPHY
- 01D:110: WEBSITE DESIGN I
- 01D:120: GRAPHIC DESIGN II
- 01D:140: WEBSITE DESIGN II

# 01A:004

## Design Fundamentals

### COURSE OBJECTIVE

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Focus of instruction was art and design foundation studies including drafting, basic geometry, 2D and 3D appreciation, model making, color theory, composition theory, typo-graphy, computer-aided design, computer modeling, computer-aided manufacturing (Laser Cutting and 3D Printing) and basic web design for portfolio preparation. The entire course was taught using digital applications.

### COURSE PROJECTS

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- Gestalt Compositions
- Color Wheel Preparation
- Color Compositions
- Basic Typography
- Basic Geometry Composition - Circle Within a Circle
- Basic Geometry Composition - Intersectiong Circle, Square, Triangle
- 2D to 3D study - Creating Organic Shapes out of geometric units
- Sliceform Model for Laser Cutting
- Computer Modeling for 3D Printing
- Computer Modeling for Basic Animation
- Basic Website Design
- Basic Woodshop Training

### CLASS MATERIALS/SOFTWARE

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- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe Dreamweaver
- Adobe After Effects
- Autodesk AutoCAD
- Autodesk 3DStudio Max Design

### CLASS INFORMATION

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- Number of credits: 3
- Classroom size: 16 to 18 students
- Taught in a computer lab/classroom and woodshop

# 01P:030

## First-Year Seminar: Introduction to Animation

### COURSE OBJECTIVE

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Focus of instruction was on stages of a short animation piece, including: story pitch, character development, storyboarding, set development and animation production. This was a 10-week course to introduce first-year students to departments in the University. Open to any first-year student, the course had enrollment from students of many other departments within the University of Iowa.

### COURSE PROJECTS

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- Personal Animation

### CLASS MATERIALS/SOFTWARE

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- Adobe Illustrator
- Adobe Photoshop
- Adobe Flash

### CLASS INFORMATION

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- Number of credits: 1
- Classroom size: 12 to 15 students
- Taught in a computer lab/classroom

# 01D:090

## Graphic Design I

### COURSE OBJECTIVE

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Focus of instruction is the study of graphic design's variety of applications and knowledge of print design. Students are introduced to the basic principles of graphic design such as hierarchy, grid layouts, color theory, framing and composition theory. Issues regarding print design process are discussed and emphasized.

### COURSE PROJECTS

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- Gestalt Compositions
- Points, Lines and Surfaces
- Composition Studies
- Typography Framing
- Figure Ground Studies
- Color, Form and Content
- Pictogram Design
- Poster Design
- Basic Visual Identity

### CLASS MATERIALS/SOFTWARE

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- Adobe Illustrator
- Adobe InDesign

### CLASS INFORMATION

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- Number of credits: 3
- Classroom size: 16 to 18 students
- Taught in a computer lab/classroom

# 01D:100

## Typography

### COURSE OBJECTIVE

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Focus of instruction is the use of type as a primary element in Graphic Design. The course provides an overview of type history, principles, processes and terminology. Its main focus is on the organizational and creative aspects of designing with type, and on the development of the student's conceptual and technical skills.

### COURSE PROJECTS

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- Letterform Studies I - Drawing Letterforms
- Letterform Studies II - Kerning of Type
- Watching Words Move
- Expressive Typography
- Grid Studies
- Typographical Calendar Design
- Information Hierarchy Studies
- Type Specimen Poster
- Paragraph Arrangement Studies
- Catalog/Newsletter Design
- Kinetic Typography

### CLASS MATERIALS/SOFTWARE

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- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects

### CLASS INFORMATION

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- Number of credits: 4
- Classroom size: 16 to 18 students
- Taught in a computer lab/classroom and woodshop

# 01D:110

## Website Design I

### COURSE OBJECTIVE

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Focus of instruction is the introduction of web design. The course provides an overview of the principles, processes and terminology through HTML, CSS and basic JQuery. Its main focus is on the organizational and creative aspects of designing for the web. Issues such as interface design, information architecture, user experience, usability, web layouts, web standards, accessibility with fundamental principles of design.

### COURSE PROJECTS

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- Designer Website Layout
- Designer Website Development
- Endangered Animal Awareness Website
- Touristic Destination Website
- Portfolio Website

### CLASS MATERIALS/SOFTWARE

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- Adobe Illustrator
- Adobe InDesign
- Adobe Dreamweaver

### CLASS INFORMATION

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- Number of credits: 3
- Classroom size: 16 to 18 students
- Taught in a computer lab/classroom

# 01D:120

## Graphic Design II

### COURSE OBJECTIVE

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Focus of instruction is the the student's capability of translating fundamental concepts of design for print-based pieces and deliver ideas for logotypes, posters, stamps, CDs, packaging, magazine layouts and basic visual identity. Issues regarding print design processes are discussed and emphasized.

### COURSE PROJECTS

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- Hierarchy Exercise
- Metamorphosis Exercise
- CD Packaging Design
- Symbol Design
- Postage Stamp Design
- Concert Ticket and Poster Design
- Beverage Packaging Design
- Extension and Reflection
- 2D/3D Magazine Layout

### CLASS MATERIALS/SOFTWARE

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- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop

### CLASS INFORMATION

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- Number of credits: 4
- Classroom size: 16 to 20 students
- Taught in a computer lab/classroom and woodshop

# 01D:128

## Computer Graphic Design

### COURSE OBJECTIVE

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Focus of instruction is to make students continue to study and explore the principles of graphic design with focus on brand design for print and web. Assignments were based on common problems encountered in the day-to-day operation of a design studio and the focus was on following industry standard procedures and practices.

### COURSE PROJECTS

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- Brand Development
- Logo Design
- Brand Devices Design
- Product Packaging

### CLASS MATERIALS/SOFTWARE

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- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe Dreamweaver

### CLASS INFORMATION

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- Number of credits: 3
- Classroom size: 14 to 16 students
- Taught in a computer lab/classroom



# 01D:140

## Website Design II

### COURSE OBJECTIVE

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Focus of instruction is the continuing exploration of the principles of graphic design and their applicability to the world wide web. Issues such as interface design, information architecture, user experience, web usability, web layouts, navigation standards, web accesibility are further discussed. Further development of HTML, CSS, Javascript and JQuery and the process of designing for the mobile web is introduced with the design of a smartphone application and the production of a responsive website targeted to desktop, tablet and smartphone devices.

### COURSE PROJECTS

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- Design Conference Website Design
- Musician Website Design
- Animated Infographic
- Parallax Scrolling Infographic
- Mobile App Design
- Social Awareness Website
- Responsive Portfolio Website

### CLASS MATERIALS/SOFTWARE

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- Adobe Illustrator
- Adobe Photoshop
- Adobe Dreamweaver
- Adobe Flash

### CLASS INFORMATION

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- Number of credits: 4
- Classroom size: 16 to 20 students
- Taught in a computer lab/classroom and woodshop

# 2005- 2009

## The University of Iowa Classes

Classes taught as Teaching Assistant at the Department of Art and Art History at The University of Iowa.

- 01A:004: DESIGN FUNDAMENTALS
- 01B:035: ELEMENTS OF 3D DESIGN
- 01D:021: PROBLEMS IN DESIGN I: FORM AND STRUCTURE
- 01D:022: PROBLEMS IN DESIGN I: FORM AND FUNCTION
- 01D:064: INTRODUCTION TO COMPUTER-AIDED DESIGN FOR 3D DESIGN
- 01D:070: INTRODUCTION TO COMPUTER MODELING FOR 3D DESIGN
- 01D:075: INTRODUCTION TO VIRTUAL REALITY FOR 3D DESIGN
- 01D:141: INTERIOR DESIGN I
- 01D:142: COLOR FOR INTERIOR DESIGN
- 01D:144: INTERIOR DESIGN II

# 01A:004

## Design Fundamentals

### COURSE OBJECTIVE

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Focus of instruction was art and design foundation studies including pencil and ink drafting, basic geometry, 3D appreciation, model making, color theory, composition theory, typography and portfolio preparation.

### COURSE PROJECTS

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- Basic Geometry: Circle Within a Circle
- Basic Geometry: Intersecting Circle, Square and Triangle
- Surface Study: One Surface, One Edge
- 3D Compositions
- Elevation Drawing
- Isometric Drawings
- Paraline Drawing
- Gestalt Principles
- Color Theory
- Introduction to Typography
- Introduction to Digital Applications

### CLASS MATERIALS/SOFTWARE

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- Drafting materials (pencil, eraser, ink, inking pen, triangles, T-square, compass, scissors, tracing paper, glue stick, colored paper sheets, etc)
- Adobe Illustrator

### CLASS INFORMATION

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- Number of credits: 3
- Classroom size: 16 to 20 students
- Taught in a drafting classroom

# 01B:035

## Elements of 3D Design

### COURSE OBJECTIVE

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Focus of instruction was art and design foundation studies using Computer-Aided Design, Rapid Prototyping and Virtual Reality Technologies. Topics included basic drafting, geometry, 3D appreciation, model making, color theory and composition theory and portfolio preparation.

### COURSE PROJECTS

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- Basic Geometry: Circle Within a Circle
- Basic Geometry: Intersecting Circle, Square and Triangle
- Apartment Plan Drawing Drafting
- 3D Printed Mug
- Color Theory
- Color Composition Studies
- Gestalt Principles
- Restaurant Design (Virtual Reality Project)
- Basic Typography

### CLASS MATERIALS/SOFTWARE

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- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Autodesk AutoCAD
- Autodesk 3DStudio Max Design
- WorldViz Vizard

### CLASS INFORMATION

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- Number of credits: 3
- Classroom size: 14 to 16 students
- Taught in a computer lab

# 01D:021

## Problems in Design I: Form and Structure

### COURSE OBJECTIVE

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Focus of instruction was foundation of 3D design basic concepts applied to problem-solving based assignments using various media (wood, paper and plastic) and traditional model making techniques.

### COURSE PROJECTS

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- Platonic and Archimedean Solids Constructions
- Modular Wall
- Linear Framework
- Linear Layered Surface
- Interlinking Lines

### CLASS MATERIALS/SOFTWARE

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- Drafting materials (pencil, eraser, ink, inking pen, triangles, T-square, compass, scissors, tracing paper, glue stick, colored paper sheets, etc)
- 3-ply white bristol board
- 3/16" white foamcore board
- 1/4" wood sticks
- Popsicle sticks
- Acrylic sheets
- Colored thread

### CLASS INFORMATION

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- Number of credits: 3
- Classroom size: 14 to 16 students
- Taught in a model making classroom and the woodshop

# 01D:022

## Problems in Design I: Form and Structure

### COURSE OBJECTIVE

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Focus of instruction being the design of functional objects. Computer-Aided Design, Computer Numerical Control and Rapid Prototyping technologies are used to produce the pieces.

### COURSE PROJECTS

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- 3D printed table lamp
- CNC-cut magazine rack
- Stool designed using recycled plastic

### CLASS MATERIALS/SOFTWARE

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- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Autodesk AutoCAD
- Autodesk 3DStudio Max Design

### CLASS INFORMATION

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- Number of credits: 3
- Classroom size: 14 to 16 students
- Taught in a model making classroom and the woodshop

# 01D:064

## Introduction to Computer-Aided Design for 3D Design

### COURSE OBJECTIVE

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Focus of instruction was teaching 2D and 3D drafting software, applying it to Mies Van der Rohe's furniture, interior and architecture examples.

### COURSE PROJECTS

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- Brno Chair Drawing
- Weisenhoff Chair Drawing
- Tugendhat Chair Drawing
- Barcelona Pavillion Plan Drawing
- Barcelona Pavillion Digital Collages
- Tugendhat House Plan Drawing
- Farnsworth House Plan Drawing
- Farnsworth House Section
- Farnsworth House Elevation
- Farnsworth House Construction Detail I and II
- Farnsworth House Digital Collage
- Brno Chair 3D modeling
- Farnsworth House 3D modeling

### CLASS MATERIALS/SOFTWARE

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- Autodesk AutoCAD

### CLASS INFORMATION

---

- Number of credits: 3
- Classroom size: 14 to 16 students
- Taught in a computer lab

# 01D:070

## Introduction to Computer-Aided Design for 3D Design

### COURSE OBJECTIVE

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Focus of Instruction was the introduction of 3D Studio Max Design® software including basic shape manipulation, surface material assignment, basic lighting and animation.

### COURSE PROJECTS

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- 10 to 12 Modeling Exercises
- Material and Texture Sample Composition
- Dream House walk-through animation
- Dream House Modeling

### CLASS MATERIALS/SOFTWARE

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- Autodesk 3dsmax Design

### CLASS INFORMATION

---

- Number of credits: 3
- Classroom size: 14 to 16 students
- Taught in a computer lab



# 01D:075

## Introduction to Computer-Aided Design for 3D Design

### COURSE OBJECTIVE

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Focus of Instruction was the use of Virtual Reality technology using Vizard® software to create virtual Interior Design Experiences based on designs created with 3D Studio Max® software and integrating sound and video to the experience. Collaborated in the course planning with the course supervisor and in handout and syllabus preparation.

### COURSE PROJECTS

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- 10 to 12 coding exercises
- Small scale interior space
- Large scale interior space

### CLASS MATERIALS/SOFTWARE

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- Autodesk 3dsmax Design
- WorldViz Vizard

### CLASS INFORMATION

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- Number of credits: 3
- Classroom size: 14 to 16 students
- Taught in a computer lab

# 01D:141

## Interior Design I

### COURSE OBJECTIVE

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Focus of instruction was the design of interior commercial spaces, leading students through the complete design process (from concept to construction detailing), using Computer-Aided Design (CAD), Pencil Drafting and Model Making Techniques.

### COURSE PROJECTS

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- Meditation Space
- Bookstore Booth
- Conceptual Restaurant

### CLASS MATERIALS/SOFTWARE

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- Autodesk AutoCAD
- Autodesk 3dsmax Design
- WorldViz Vizard

### CLASS INFORMATION

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- Number of credits: 3
- Classroom size: 14 to 16 students
- Taught in a classroom and computer lab

# 01D:142

## Color for Interior Design

### COURSE OBJECTIVE

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Focus of instruction was the use of color in interior spaces, its implications and psychological reactions using Computer-Aided Design and Traditional Techniques. Assisted faculty with development of new assignments (color and transparency, color and illusion)

### COURSE PROJECTS

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- Color in Interior Design Space Research
- Color Studies and Scales
- Color Studies applied to interior spaces
- Color and Illusion
- Color and Transparency
- Color and Architecture

### CLASS MATERIALS/SOFTWARE

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- Autodesk AutoCAD
- Autodesk 3dsmax Design
- WorldViz Vizard

### CLASS INFORMATION

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- Number of credits: 3
- Classroom size: 14 to 16 students
- Taught in a classroom and computer lab

# O1D:144

## Interior Design II

### COURSE OBJECTIVE

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Focus of instruction was the design of interior residential spaces. Students were guided through the complete design process (from concept to construction detailing), using Computer-Aided Design (CAD) and Traditional Model Making Techniques. Assisted faculty in curriculum preparation, site definition and project requirements and grading.

### COURSE PROJECTS

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- Dream House Site Definition, mass placement and landscaping
- Dream House Preliminary Design
- Dream House Project Development and building code compliance
- Dream House Interior Detailing: Bathroom
- Dream House Interior Detailing: Living Room

### CLASS MATERIALS/SOFTWARE

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- Autodesk AutoCAD
- Autodesk 3dsmax Design

### CLASS INFORMATION

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- Number of credits: 3
- Classroom size: 14 to 16 students
- Taught in a classroom and computer lab