

VINCENNES UNIVERSITY
FACULTY SYLLABUS

GRAPHIC DESIGN

DESN 201

SECTION 001

GRAPHIC DESIGN/VISUAL COMMUNICATION I

3 Credit Hours / 6 Contact Hours

SPRING 2019

INSTRUCTOR:

RON WISE

Office: Center for Art and Design, Room 109

Office Hours and Email: Spring 2019

Please note my daily office hours:

M	1:00 - 2:00 PM
Tu	11:00 - NOON
W	1:00 - 2:00 PM
Th	11:00 - NOON
Fri	11:00 - NOON

I am also available by appointment if the times listed do not work for you. If you do not see me in my office during these times, check the labs and classrooms in the building.

Contact beyond office hours and class time:

Email preferred: In addition, if you have a question or concern that is not addressed in class, you may contact me via email:

rwise@vinu.edu

I will reply to all email within two business days of receipt. For example, if you send me a note at 3:00 PM on Friday, I will have until the following Tuesday at 3:00 PM to respond.

(Note: the 48-hour response time excludes days that VU is not in session and/or days that faculty are not required to be on campus, such as holidays or weekends).

You may also contact me by text message on my cell: 812-677-1291.

I. Course Catalog Description

Students will explore and creatively demonstrate an understanding of specific design elements and principles and their impact on visual communication. Exploration will include creative thinking, brainstorming, and visualization. The projects resulting from this process will be subject to group critique. Successful projects will have met specific objectives, be produced using industry-standard tools and be ready for inclusion in a portfolio that would qualify for an entry-level graphic design position. 6 studio hours.

Prerequisite(s): A grade of C or better in ARTT 111, DESN 120, DESN 140, and DESN 155.

II. Course Designation

This course is a:

- Major program course

III. VU Liberal Education Outcomes met by this course:

1. Written Communication

- 1.7. Demonstrate proficiency in reading, evaluating, analyzing, and using material collected from electronic sources (such as visual, electronic, library databases, Internet sources, other official databases, federal government databases, reputable blogs, wikis, etc.).

2. Speaking and Listening

- 2.4. Advance an oral argument using logical reasoning.
2.7. Summarize or paraphrase an oral message to demonstrate comprehension.

3. Quantitative Reasoning

Non Applicable

4. Scientific Ways of Knowing

Non Applicable

5. Social and Behavioral Ways of Knowing

Non Applicable

6. Humanistic and Artistic Ways of Knowing

- 6.1. Recognize and describe humanistic, historical, or artistic works or problems and patterns of the human experience.
6.2. Apply disciplinary methodologies, epistemologies, and traditions of the humanities and the arts, including the ability to distinguish primary and secondary sources.
6.3. Analyze and evaluate texts, objects, events, or ideas in their cultural, intellectual or historical contexts
6.4. Analyze the concepts and principles of various types of humanistic or artistic

expression.

- 6.5. Create, interpret, or reinterpret artistic and/or humanistic works through performance or criticism.
- 6.6. Develop arguments about forms of human agency or expression grounded in rational analysis and in an understanding of and respect for spatial, temporal, and cultural contexts.

V. Course Outcomes

- Students will show proficiency in the use of page layout and composition tools.
- Students will show proficiency in page layout and composition architecture.
- Students will demonstrate higher levels of proficiency in using the elements and principles of design to communicate a specific message.
- Students will show knowledge of content hierarchy in visual communication.
- Students will demonstrate proficiency in understanding the importance of composition “live” area boundaries, margins and bleeds.
- Students will demonstrate knowledge of written content and graphic content relationships.
- Students will demonstrate higher levels of color impact on visual communication.

VI. Course Content

This course and the entire Graphic Design Program are based on the philosophy that the student will learn by doing. Thus, most of the work performed in this course will be assigned in-class projects that are designed to give the student the opportunity to creatively demonstrate understanding of specific design elements and principles and their impact on visual communication. These projects will involve creative thinking, brainstorming, and visualization during the problem-solving portion. The layouts created during this process must be put on paper to be shared with others. The best solution will be cleanly and precisely produced using industry-standard tools.

Other methodologies include:

- Demonstrations by the instructor and in-class exercises
- Lectures including the study of examples of page layout and composition architecture
- Critical discussions and group critiques
- Quizzes over research assignments

VII. Course Text and Materials Policy

- TEXT: None required, however, library research and internet research will be required.
- REQUIRED MATERIALS (TOOLS): Flash drive/storage device at least 8GB capacity.
- ADDITIONAL RECOMMENDED MATERIALS: Cloud storage account, such as Dropbox.

VIII. Course Grading Policy

A “C” final grade or better must be received in this course or any course in the Graphic Design Occupational major or they must be retaken. At least a 70% final average must be met to receive a “C” final grade.

All work will be evaluated against standards that reflect the quality of what students in previous years have typically been capable of producing. Work that does not meet this standard will receive substantially reduced credit. The instructor reserves the right to ask the student to reproduce a project if the project fails to meet these standards and time allows for him or her to do so.

Your final grade will be determined in weighted proportions as follows:

- 60% Creative Design projects
- 10% Quizzes and exercises
- 30% Final project

Final grades will be determined by the accumulation of points in each of the weighted areas. A project that is not turned in will receive no credit. Late work MAY receive partial credit at the discretion of the instructor.

Design project requirements by percentage of total grade or points

Each assignment will be graded according to:

Concept/Solution – How well was the design challenge solved, and how creative was the concept? Was comprehension and resolution of the design problem demonstrated? Was comprehension of the design issues demonstrated within the design? Were the goals of the assignment achieved? Would the design be functional in its intended purpose and usage?

Use of Design – Is the design visually interesting and appealing? How well are the relationships between the design elements and principles demonstrated in the design?

Craftsmanship/Technique – Is the design produced in a professional manner using proper techniques with attention paid to the details? Is the design the correct physical size and are the project guidelines met?

Presentation/Critique – Is the project finished and ready for presentation and critique? Is student participation and critique contribution demonstrated?

Each of these four areas will be 25% of the grade for each assignment.

Project Scoring Breakdown

Demonstration of understanding the current challenge	8 %
Creativity of the solution	10 %
Functionality of the design	7 %
Visual appeal of the design	10 %
Use of elements and principles	15 %
Proper media and/or software used	5 %
Proper Size and orientation	5 %
Mounted and cleanly and precisely trimmed and cut	5 %
Precision of edges, corners, and shapes	5 %
Cover sheet attached properly and neatly	5 %
Work is finished and presentable for critique	10 %
Student is present for critique	10 %
Student participation in critique	5 %
Total	100 %

IX. Course Policies

(1) Vincennes University Attendance Policy

The Vincennes University policy is premised upon the notion that students will attend all sessions of the classes in which they are enrolled. This policy supports Vincennes University's philosophy that students benefit most from the people and facilities provided by the citizens of Indiana through proper and adequate class attendance. Consequently, missing class for any reason will be regarded as an absence. When absences result from an approved and required University activity, they will not be counted against a student, and the work missed may be made up.

Vincennes University believes that students who participate in University-sponsored activities and faculty-developed field trips must develop habits of attendance consistent with such participation, or voluntarily refrain from such participation. For whatever reason an absence occurs, the student is responsible for the work missed.

Class time will be used for instruction and working on assignments. Students who are not present for a class cannot benefit from the instruction and guidance available in that class. If a student leaves the class early, the student may be counted absent. Class begins on the hour. Students arriving after the first five minutes of class will be counted tardy. Students may be considered absent if they are not in attendance within fifteen minutes of the beginning of class. Students may not be admitted to class after fifteen minutes from the start of class. If a student leaves the class early, the student may be counted absent. Responsibilities for other courses or appointments are not an excuse for absence from a

class. A consistent pattern of being late for class WILL adversely affect your grade. When the amount of time that a student is absent from class by being late or leaving early reaches the equivalent of one class time, the student will be assessed an absence, for instance 100 minutes for a MWF course. Special consideration may be made in special situations.

Students who miss class hours totaling twice the number of credit hours awarded for the course, or the equivalent of two weeks of class instruction are eligible to be dropped from class. The first warning card will be sent after missing 3 MWF classes or 2 TR classes. The second warning card will be sent after missing 6 MWF classes or 4 TR classes. The student may be dropped from class after the next absence in either class. If a student is readmitted to a class after appealing to the Dean of Students, the student may be dropped after the next absence with no appeal available.

(2) Make-up work and late work

All work is due at the specified deadline. Late work (if approved by the instructor) will receive a daily grade reduction. No work will be accepted after seven calendar days past the due date. Late work may only be turned in with the permission of the instructor. Missing a critique or client presentation will result in a substantial grade reduction for the assignment.

(3) Use of electronic devices in class and other student responsibilities

The use of cell phones, pagers and other electronic devices are prohibited in the classroom or lab, unless the instructor authorizes their use for course related activities. You may have these devices with you during class, but they must be turned off or on silent mode. In case of an emergency, you should take a call outside of the classroom or lab. This is required as a courtesy to your instructor and fellow students. Activities that are unrelated to the learning process for this course, such as texting, instant messaging, email, Facebook, watching videos, tweeting, etc, will not be acceptable. If you are regularly engaged in these activities during class time, you will lose all or a portion of the 15% professional conduct portion of your grade at the end of the semester. If these activities persist, you may be asked to leave the classroom and will receive an absence for the day.

The use of MP3 players and headphones or ear buds will be allowed when working on projects, but will be prohibited from use during times when you are being spoken to, such as during lectures, critiques and discussion. Please remember to keep the volume low enough to be able to hear what is happening around you. This is important for safety issues, as well as for educational reasons. Oftentimes, you can benefit from what is being discussed in the classroom regarding assignments and projects. Your instructor may also have pertinent information to share with the group during work session, which may be very important to hear.

You are responsible for being an active participant in the professional conduct of this course. It will take cooperation from every student enrolled in the course to make this an

invaluable learning experience. We must work as a team to ensure that everyone in the class is shown respect and receives the educational experience that they expect and deserve. This cooperative effort includes the following course rules.

If you have been tardy or absent, it is your responsibility to discuss what course content you have missed during that time. Please see the instructor during office hours or before or after class. The work may be made up at the discretion of the instructor. Failure to speak to your instructor about make-up work may result in a loss of credit for this work. This will adversely affect your grade.

You are responsible for bringing the proper tools, equipment and materials necessary to complete the assigned work. A writing instrument and paper for note taking and written assignments is required every class meeting.

Food and drink will not be allowed close to the computers in the labs. You may leave them on the tables on which there are no computers. With the exception of fonts, you are not allowed to download or install software on the lab computers.

Do not cut on any of the tabletops without having a cutting mat under your work. Do not use spray adhesive anywhere, except in the spray booths. You must clean up any excess rubber cement, graphite or other materials from your work area before you leave.

(4) Instructor's Academic Dishonesty Policy/Statement

Plagiarism of any kind will not be tolerated in this course or in the graphic design industry. It is unethical and illegal. It is essential that the student become self-reliant on his or her own creativity for the source of ideas and concepts. Students who are guilty of plagiarism of design concepts, use other students' work, plagiarize themselves or use copyrighted material in their work will be referred to the Dean of Students and dropped from the class with a failing grade.

(5) Disabilities Services Policy

The Office of Disability Services reviews requests and determines appropriate accommodations for students with disabilities. Students with psychological, physical, sensory, communicative and/or learning disabilities should seek out this office as soon as possible after admission to VU if they require academic accommodations. The student will be required to provide copies of medical or psychometric evaluations that document the presence of a disability and the impact of the disability on the student's level of functioning. The Office of Disability Services also coordinates the availability of assistive technology at various campus locations to provide accessible classroom materials and equipment. Vincennes University complies with the requirements set forth by the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act to assure the rights of individuals with disabilities to fair, non-discriminatory treatment. The Office of Disability Services is located at the South Entrance of Vigo Hall. The phone number is 812-888-4501. Specific procedures for requesting an accommodation for a disability may be found at the Office of Disability Services website at

www.vinu.edu/DisabilityServices . Students that will be requesting accommodations should view the Disability Services website for documentation requirements.

(6) Standard of Student Behavior

Students need to be aware that violations of the University Standard of Student Behavior as listed in the VU Catalog may result in some form or disciplinary action.

You will be immediately asked to leave the classroom if you demonstrate any behavior that is seen as threatening to any individual or interferes with the conduct of this course.

(7) Content/Schedule change statement

Assignment deadlines and assignments content are subject to change at the discretion of the instructor. Changes of due dates will be announced with sufficient notice that everyone can make adjustments in their production schedule. Students who are not present when the announcement of a change is made are still responsible for meeting the new deadline or making whatever changes were announced to their work.

(8) Safety

Art and Design studios and courses include working with potentially hazardous materials and processes. All students are required to follow all safety guidelines, best practices and common sense to maintain a safe and secure working environment for all students. This includes:

- Reading and understanding VU's Emergency Response Guide
- Knowing the location and proper use of the First Aid kit, Fire Extinguisher and any other relevant safety equipment and supplies in the studio
- Paying attention to all safety signage, instruction and training on proper use of materials and tools in studio areas
- Use of caution, consideration and common sense when working in Art and Design studios.
- See instructor for more details on this topic

X. Instructional Methodologies/Activities/Grading Specifics

(1) Methodologies and Activities

The work performed in this course will be assigned in-class projects and exercises which will give the student the opportunity to creatively demonstrate understanding of specific image editing and design principles. The exercises and projects will be produced using Adobe Creative Suite CC.

Other methodologies include: lectures and demonstrations, critical discussion, verbally critiquing as a group, and formal presentations of finished creative projects.

(2) Grading Specifics

Assignments will be graded in point value. Letter grades will be equivalent to the following percentages of total points:

100 --- 97	A
96 --- 92	A-
91 --- 89	B+
88 --- 85	B
84 --- 82	B-
81 --- 77	C+
76 --- 71	C
70 --- 61	D
60 -->	F

Completing work within a given schedule of time is extremely important. Missing a critique or presentation cannot be made up. Missing these activities will substantially lower your grade. Students are expected to devote full class time to their work and additional time outside of class, if needed. Taking notes during lectures is highly recommended. Regular attendance is **EXTREMELY IMPORTANT** to your grades! Without the information and skills that are covered in classes that are missed, a thorough understanding of procedures and proper development of personal skills will be impossible. If you are not in class, using your work time efficiently, you will fall behind and miss deadlines. Therefore, attendance and class participation will be included as part of the course grade.

Critiquing assignments offers students the chance to see how other students solved a design problem and discuss positive and negative aspects of the work presented. This is an integral part of the learning process and students are expected to be present to present and explain their work and join in the class discussion. Work not finished and ready for the scheduled critique or presentation will be considered late. No late work will be accepted unless approved by the instructor prior to the due date for each assignment. Incomplete work will receive partial credit or no credit based on the quality and extent of what has been finished.

15% of your total grade will be determined by your professionalism. Professional conduct is an essential requirement for any cooperative endeavor, such as teaching and learning in the classroom. You must conduct in manner that reflects your desire to learn and be a serious student. Professional conduct will consist of:

- Good Attendance
- Being present at the start of class time
- Being present at the end of class time

- Paying attention during lectures, demonstrations, presentation or whenever anyone is speaking to you
- Taking notes about assignments and other important information
- Asking questions – get help before you really feel you need it
- Willingly helping others – being cooperative
- Demonstrating respect to your instructor and fellow students
- Using class time in an efficient and productive manner
- Following the course policies and procedures
- Accepting responsibility for your actions
- Maintaining your work area by keeping it clean and functional
- Completing each assignment to the best of your ability

The behaviors listed above can be read as principles for success in any situation and will certainly be very important in getting the most out of this class. Your overall conduct will be documented throughout the semester and assessed at the end of the semester. The above criteria will be used to determine whether you will receive all, or a portion, of the possible 15% penalty on your grade. For instance, if you had an 80% average at the end of the semester but had been habitually late or regularly texted during class time, you could receive a final grade as low as 65%. This would mean that you failed the course and would be required to repeat it next year!

XI. Course Calendar/Schedule/Assignments

Please refer to www.wiseguy-studios.net/201-19.html for the course schedule reference material and assignments. See next page to preview the schedule.

DESN 201 Graphic Design/Visual Communication I COURSE CALENDAR/SCHEDULE/ASSIGNMENTS

What is a layout? / The Design Process / Page Layout Exercise	WEEK 1
MARTIN LUTHER KING & PRESIDENTS DAY – no classes	WEEK 2 – 1/21
Page Layout/Structure: Page & Grid Anatomy / Poster Project	WEEK 2
Poster Project / CRITIQUE	WEEK 3
Composition and Proportions / Page Composition Project	WEEK 5
Page Composition Project	WEEK 4
Page Composition Project / CRITIQUE	WEEK 6
Midterm Project	WEEK 7
Midterm Project	WEEK 8
MID-TERM BREAK – no classes	3/11-3/15
Outdoor Advertising / Billboard Project	WEEK 9
Outdoor Advertising / Billboard Project – CRITIQUE	WEEK 10
Web Advertising / Banner Ad Project	WEEK 11
Web Advertising / Banner Ad Project – CRITIQUE	WEEK 12
Advertising Design and Ad Layout Styles / Ad Design Project	WEEK 13
GOOD FRIDAY – no classes	WEEK 13 – 4/19
Advertising Design and Ad Layout Styles / Ad Styles Quiz / Ad Design Project	WEEK 14
Advertising Design and Ad Layout Styles / Ad Design Project – CRITIQUE	WEEK 15
Finals Week – NO CLASS	WEEK 16 – 5/7-5/10