

VINCENNES UNIVERSITY
FACULTY SYLLABUS

GRAPHIC DESIGN

DESN 260

GRAPHIC DESIGN/VISUAL COMMUNICATION III

3 Credit Hours / 6 Contact Hours

SPRING 2020

INSTRUCTOR:

RON WISE

Office: Center for Art and Design, Room 109

Office Hours and Email: Spring 2020

Please note my daily office hours:

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

I. Course Catalog Description

This course covers the application of design into final art on disk, ready for press output. Projects are developed from the needs of the community, college, and local businesses. Projects may include package labels, posters, corporate identities, and other applicable assignments. These projects are developed through the concept and design stage to final computer files ready for the printing process. Contemporary image editing and page layout applications will be utilized in the production of the designs on disk. An emphasis will be placed on the characteristics of how different software applications interact, as well as the strengths and weaknesses of each application in producing final production art. Portfolio quality projects are presented to clients as comprehensive layouts. *6 studio hours.*

Speaking Intensive Course (S)

Prerequisite(s): A grade of C or better in DESN 120, DESN 140, and DESN 202.

II. Course Designation

This course is a:

- Major program course
- Speaking intensive course

III. VU Liberal Education Outcomes met by this course:

- Apply critical and creative thinking skills to solve problems.

IV. UCC/State 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*

- 2.1. Use appropriate organization or logical sequencing to deliver an oral message.
2.3. Identify and demonstrate appropriate oral and nonverbal communication practices.
2.4. Advance an oral argument using logical reasoning.
2.5. Provide credible and relevant evidence to support an oral argument.
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

- Demonstrate an understanding and proficiency with Adobe Illustrator, Adobe Photoshop, and Adobe InDesign, as well as learning new skills with the software.
- Refine graphic design skills by designing a variety of client-based design projects.
- Creatively solve design problems presented by a variety of specific business goals.
- Create portfolio quality design projects.
- Practice and refine presentation skills through formal client presentations (S).
- Analyze and discuss design projects.
- Practice proper digital file preparation for final film/plate output.

VI. Course Content

- The design process will be practiced through the production of a variety of design projects.
- Design elements and principles will be utilized in all design projects.
- Various business concerns relating to the graphic design profession will be discussed.
- Creativity will be implemented in solving various design problems.
- Preparation of professional level design projects ready for inclusion in the student's portfolio.
- Design projects will be discussed and critiqued by the instructor and students. Formal presentation of design projects will be performed (S).
- Current digital production methodologies will be discussed and practiced.

VII. Course Text and Materials Policy

TEXT: None

REQUIRED MATERIALS:

- At least one flash drive – 2 GB or larger and/or Dropbox or other cloud account

Students are responsible for bringing all the necessary tools and materials required for class. The instructor may provide some items and materials.

VII. 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% Design Projects
- 10% Oral Presentations (S)
- 30% Digital Files Prepared for Production

All design projects will be presented and critiqued in class.

As a Speaking (S) Intensive course, this class meets the following requirements:

- Requires a minimum of one speech assignment where students present prepared material in front of an audience.
- The total speaking time for one or a combination of multiple speeches will be a minimum of 7-10 minutes.
- The presentation(s) must be structured having a clear organization.
- Claims must be supported with documented evidence from outside sources.
- Total speaking assignment(s) determine at least 10% of the final grade.

The Speaking Intensive requirements for this course will be met by the delivery of at least three different presentations in class and to clients when applicable. Each presentation will be at least three to five minutes in length. Each presentation will be an opportunity to fully explain and provide a rationale for design decisions and concepts. In addition to the requirements listed above, each presentation must include a clear introduction, a complete and thorough rationale for the design, and an obvious and positive conclusion. The designs must be sold in a positive manner, while avoiding drawing attention to weaknesses. All presentations will be graded according to the provided grading rubric.

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.

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.

Each PROJECT will be graded according to:

Concept and Design – How well was the design challenge resolved? How creative and original was the concept? Was understanding and resolution of the design problem demonstrated?

Proper Technique – Were the directions followed and prescribed methods used to produce the edits? Was work produced in a non-destructive method?

Quality – Did the finished work look like it is professional produced? Was attention paid to details, such as making good selections and masks? Do objects have proper form? Is light source consistent? Is it pleasing to the eye? Do the edits look natural and believable?

Goals of Assignment – Did work achieve the desired result as outlined in the assignment?

Each area will be 25% of the grade for the project.

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.

Computer files will be prepared to typical specifications required by printers and service bureaus. Specific instructions will be given in class. Digital files will be required to be turned in for a grade.

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

In-class and/or client presentations (S) will comprise 10% of the overall final grade and will be evaluated according to the following rubric:

SPEAKING INTENSIVE COURSE RUBRIC

Speaking Rubric	Excellent 3 points	Good 2 points	Adequate 1 points	Limited 0 points
Introduction	Interesting, attention-grabbing opening leading to a clear indication of the speech purpose; includes a preview of the main points to be covered, the speaker's point of view and a credibility statement, if needed.	Opening was informative but not interesting; speech purpose was clearly indicated and central idea was clear, but a preview of main points was not given; speaker's credibility on the subject was provided.	Opening did not gain the attention of the audience; speech purpose was clearly indicated; central idea (thesis statement) was weak; no preview of main points was given; speaker did not establish personal credibility on the topic.	No introductory comments were given; speech purpose was not clear and the speaker did not provide a central idea (thesis statement) for the audience; speaker did not establish credibility on the subject.
Body	Presents main points in a logical manner, with appropriate transitions between points, uses adequate evidence or supporting material to reinforce main points and correct citation and effective incorporation of sources when appropriate.	Presents main points in a mostly logical manner. Some revision of organization and transitions may be needed. Some main points need more supporting materials. Source citation needs to be more precise and/or better incorporated.	Order of main points is difficult to follow, few transitions. Limited supporting materials presented. Not all sources cited or are inadequately cited.	Main points are not coherent, no transitions. No supporting materials are presented. Sources are not cited.
Conclusion	Signals the conclusion and gives a clear, concise summary of the main points from the body ending with an strong final statement, and, if it is a persuasive presentation, ends with a clear call to action	Signals the conclusion; gives a brief review of the main points from the body of the speech; ends with a clear closing statement.	Signals the conclusion, does not review or summarize the main points from the body. Closing statement is abrupt or inconclusive.	Fails to signal the conclusion; offers no review of the main points from the body; ending is abrupt with no discernible closing statement.
Verbal Communication	Articulates clearly and pronounces all words correctly; uses correct grammar with creative and interesting language techniques; avoids non-word "fillers" and slang; defines "jargon" terms, as needed.	A few errors in articulation, pronunciation or grammar usage; language is acceptable, mostly concrete terms used with a few language techniques used; some non-words, slang and/or jargon used.	Presentation is coherent but contains multiple language errors; too many abstract words; some meanings are unclear and technical "jargon" terms are not defined.	Presentation is not coherent; lacks a clear organizational pattern; many grammar errors are present; language is not vivid, interesting or appropriate.
Non-Verbal Communication	Voice is pleasant, with variety in pitch, rate and volume; gestures are appropriate; dress and overall appearance is appropriate for the occasion; makes consistent eye contact with the audience and uses creative visual aids.	Voice is pleasant, should have more variety in pitch, rate and volume; gestures were minimal but acceptable; appearance is appropriate for the occasion; eye contact is lacking with parts of audience; useful visual aids.	Voice lacks variety in pitch, rate and volume, with too much of a reading or memorized sound; borders on monotone; nervous movements or weak gestures; eye contact is inconsistent; visual aids do not help retention of ideas.	Voice is irritating, boring or lacking variety in pitch, rate or volume. Gestures are missing; dress is distracting and inappropriate for a presentation; eye contact is needed; no visual aids are used.

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/201/260-20.html for the course schedule reference material and assignments. See next page to preview the schedule.

DESN 260 Graphic Design/Visual Communication III

COURSE CALENDAR/SCHEDULE/ASSIGNMENTS

Syllabus / Class Project	WEEK 1
MARTIN LUTHER KING & PRESIDENTS DAY – no classes	WEEK 2 – 1/20
Class Project	WEEK 2
Class Project / Presentation	WEEK 3
Possible Client Project	WEEK 4
Possible Client Project	WEEK 5
Possible Client Project / Presentation	WEEK 6
VU Poster & Catalog Project	WEEK 7
VU Poster & Catalog Project	WEEK 8
MID-TERM BREAK – no classes	3/9 – 3/15
VU Poster & Catalog Project	WEEK 9
VU Poster & Catalog Project / Presentation	WEEK 10
Possible Client Project	WEEK 11
Possible Client Project	WEEK 12
GOOD FRIDAY – no classes	WEEK 12 – 4/10
Possible Client Project / Presentation	WEEK 13
Possible Client Project	WEEK 14
Possible Client Project / Presentation	WEEK 15
Finals Week – NO CLASS	WEEK 16 – 5/5-5/8