

**VINCENNES UNIVERSITY
FACULTY SYLLABUS**

GRAPHIC DESIGN

DESN 205

GRAPHIC DESIGN FOR INTERACTIVE MEDIA

3 Credit Hours / 6 Contact Hours

FALL 2014

INSTRUCTOR:

RON WISE

Office: Davis Hall, Room 418

Phone: 812-888-4465

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Office Hours:

Monday and Wednesday: 1 – 2:50

Tuesday and Thursday: 11 – 11:50

Friday: 1 – 1:50

I. Course Catalog Description

This course will study methods of applying graphic design principles, typography and color theory to interactive technologies, such as websites and mobile devices. Universal design principles will be used to enhance the interactive qualities and functionality of web sites, but also make them aesthetically pleasing. Current graphic user interface software will be utilized to produce the design projects. 6 studio hours.

Prerequisite(s): A grade of C or better in DESN 110 and DESN 200.

II. Course Designation

This course is a:

- Major program 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*

Non Applicable

2. *Speaking and Listening*

Non Applicable

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*

6.5. Create, interpret, or reinterpret artistic and/or humanistic works through performance or criticism.

V. Course Outcomes

- Identify the components of the structure of web pages and websites
- Demonstrate the ability to create graphics for the web in various formats
- Create functional and effective navigation for web sites
- Design a variety of website styles and compositions that are appropriate for the needs of the client

- Create website design layouts utilizing Photoshop
- Demonstrate an understanding of current code standards to create websites
- Demonstrate the ability to create websites using current graphic user interface software
- Critical analysis and discussion of website designs

VI. Course Content

- The anatomy of web pages will be discussed and individual components will be identified
- Various strategies for website navigation will be discussed and explored
- The details of the differences of the various graphic file formats will be discussed and utilized in website designs
- Different methods for creating and implementing local and site wide navigation will be explored and utilized in website designs
- A variety of website design styles will be discussed and created utilizing Photoshop
- The basics of current HTML and CSS standards will be discussed and implemented into student designed websites
- Adobe Dreamweaver will be utilized to construct complete student-designed websites
- Student0designed websites will be critiqued and discussed in class

VII. Course Text and Materials Policy

TEXT: None

REQUIRED MATERIALS: At least one flash drive – 1 GB or larger. A Dropbox account is recommended for submitting work to the instructor for evaluation.

VIII. Course Grading Policy (See Section X for specific course grading details.)

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.

Final grades will be determined in weighted proportions as follows:

- 60% Design projects – Some will be design only, some will be designed and constructed
- 10% Quizzes / Exercises
- 30% Final project – A complete website design that is fully functional

Exercises will only involve the demonstration of proper technique with no creativity.

Design projects will demonstrate more creative thought and planning, as well as evidence of a greater amount of time spent in production. All design projects will be critiqued in class, exercises will only be turned in for evaluation.

Each EXERCISE will be graded according to:

Proper Technique – Were the directions followed and prescribed methods used?

Quality – Did the finished work look like it is professionally produced?
Was attention paid to details and is the work complete?

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

Each area will be 33% of the grade for the exercise.

Each DESIGN PROJECT will be graded according to (100 points):

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?

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

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

Each CONSTRUCTION PROJECT will be graded according to (100 points):

Proper Technique – Were the directions followed and prescribed methods used?
Were the current standards in coding utilized?

Functionality – Were all of the components within the design functioning as prescribed in the assigned manner?

Quality – Did the finished work look like it is professionally produced?

Was attention paid to details and the work complete?

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

Each area will be 25% of the grade for the design portion 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 of 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.

X. Instructional Methodologies/Activities/Grading Specifics

(1) Methodologies and Activities

This course and the entire Graphic Design Program are based on the philosophy that the student will learn by doing. Thus, the much of the work performed in this course will be assigned in-class design projects that are designed to give the student the opportunity to creatively demonstrate understanding of various aspects of website design. These projects will involve creative thinking, brainstorming, and visualization during the problem-solving portion. The concepts must be created digitally, as a comprehensive layout to share with others. Adobe Photoshop and Dreamweaver will be used in the production of projects.

Other methodologies include:

- Demonstrations by the instructor
- Lectures including the study of examples of specific website design principles
- Shorter in-class exercises
- Critical discussions and group critiques

(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 and select DESN 205 for the course schedule reference material and assignments.