Intro to Visual Design GD 105

Winter 2013 **|** Mon. & Wed. 10:10-11:40 **|** Loop, CDM / CTI 801
Instructor: Shelley Dodson
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Office: Loop, CDM / CTI 430
Office hours : Mon. 9:30am-10am, 1:30-2pm & Wed. 1:30-2pm

Course Description

This course introduces the basic concepts of design for 2D images and time-based digital media: Students are introduced to some concepts of visual perception and composition and how these are affected by various factors, such as size, color, orientation, location, contrast, balance, movement, among others.

The Syllabus and schedule are subject to change through out the quarter.

It is the student's responsibility to read the syllabus and understand all of the class policies.

It is also the student's responsibility to read DePaul's policies on: Academic Integrity Policy, Plagerism, Incomplete and Resources for Students with Disabilities. (see end of syllabus as well as COL > Syllabus)

Students are also responsible for reading the DePaul *Student Handbook*.

If the student has any questions about the syllabus or the class, they are welcome to contact the instructor.

Course Online (COL)

All documents and assignments will be posted on our Course Online site:
https://col.cdm.depaul.edu

Course Objectives

This course is designed specifically for the needs of Graphic Designers, Game Development, Digital Cinema, Animation and Interactive Media students but all majors are welcome! Everyone will receive an introduction to Adobe software: Illustrator and Flash.

Some practical issues introduced include composition, balance, visual planning, introduction to typography, color palettes, frame rate, among others. Theoretical issues include composition, emphasis, rhythm, contrast, unity, balance, scale, hierarchies of information, movement, color, and spatial illusion.

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We will be looking at different kinds of examples through out the quarter: Still images of designs, paintings, illustrations, photographs, animation, games, figures from the required text and video clips.

Students will be applying certain concepts and aspects of visual design through quizzes and projects.

Attendance   Attendance is required.

Students have 3 "free" tardies and 3 "free" absences to use through out the quarter / number of scheduled classes.

Attendance is taken as soon as class starts. If a student is not present when their name is called right at the beginning of class, they are marked absent. If they come in after their name is called, they are responsible for coming to me after class and notifying the instructor that they were present but late. Otherwise it will remain as an absence.

Students have 3 "free" tardies to use through out the quarter. Tardiness is defined as a "late arrival" – meaning, not in the classroom when attendance is called but present in class later. Tardiness that exceeds 20 minutes will be counted as an absence.

4 late arrivals or early departures, or a combination of both will result in a 5% grade reduction.

Students have 3 "free" absences to use through out the quarter / number of the classes scheduled for the quarter.

Students can use these 3 "free" absences however they feel necessary. For example: if you go to work instead of class, if you are sick, and /or for an unforeseen circumstance (emergency, family related issues) etc. Use these absences carefully.

Students are not required to tell me why they are absent. If, however, you choose to tell me why you were absent, this does not excuse the absence. Again, everyone has 3 free absences to use.

A 4th absence will result in a 10 % reduction of your final grade for the quarter.

A 5th absence will result in earning an F for the class.

If a student is absent, they are responsible for doing the best they can to catch up.

If the class is automatically recorded by DePaul, you can view the lecture to catch up: col.cdm.depaul.edu > Lectures

However, not all classrooms are equipped to automatically record.

If a student has any questions or concerns, they may email the instructor or arrange to meet in person. However, lectures will not be repeated.

If a student is absent for "Final Exam Day" this will count as an absence. And, keep in mind that final critique counts as class participation.

Students are responsible for keeping track of their attendance. If they are not sure what their status is, they may ask the instructor at any time in person or via email. This is the student's responsibility.

Class Work   As you can see by the schedule at the end of this syllabus, the assignments will follow a regular schedule. Each subject will begin with a reading assignment from the textbooks, followed by a comprehension quiz. There will be a project due every week. These projects must apply the criteria and concepts covered during the previous classes. Specific criteria, point value, and due dates will be posted per assignment through out the quarter.

Students are responsible for saving their original project files through out the quarter. Students may need to obtain an external hard drive device.

Do not rely on using computers in various labs to save your work. Files on these computers are deleted. Always save / back up your work.

For more information on external hard drives, see separate hand out on COL > Documents, called, "External-HD-info"

Take Notes   Take notes during lecture with a pen or pencil, and paper. No computer use during lecture unless otherwise instructed. Students may be asked to turn off their monitors and turn them toward the front to ensure no computer use.

Late assignment Policy   Projects turned in late will result in a 10 % grade reduction for every day late, in addition to being graded on criteria.

A student has 10 days to turn in the project, otherwise it will be past due and zero points will be earned. Turning a project in late is better than not turning it in at all. Some points are better than none! All the points add up to determine what the student has earned for their final grade for the class.

Students who turn projects in on time will earn comments / feedback. Students who turn projects in late will not receive comments. This is to reward students who meet deadlines and develop good work ethics.

If a project is due Monday at 9am, and it submitted at 9:01am, or 9:05, or 9:10 am, this is technically late. Same day late submissions earn a 5% point deduction in addition to being graded on criteria. Though this may seem "harsh" this is to encourage good work ethics and hold a fair standard to all students.

It may take a few seconds or a few minutes to upload a file. Or, if the file is too large, it will not be accepted to COL. Either of which may make the file late. This occurs, this is not an excuse. So, always give yourself plenty of time to upload your project file in case anything goes wrong.

If the incorrect file is uploaded, or if no file is uploaded, the student may be contacted via COL comments, or email. It is the students' responsibility to check COL and their email on a regular basis.

Extension Policy   Each student will be allowed one extension with out the above-mentioned "late" penalty. This extension must be requested in advance. And, when the project is submitted, the student must write in the comments section - Extension. A student will have one week after the initial due date to turn in the project.

For example, if the project is initially due on Mon. at 9am, then it will be due the following Mon. at 9am. After which, the above "late policy" will apply.

Do not ask for extensions or leniency outside of these policies.

The Late assignment and extension policies DO NOT apply after "final exam day." No exceptions will be made.

If you would like more feedback on projects you can email me or arrange to discuss your work with me during my office hours.

The class may be automatically recorded through DePaul. Check the site:

Col.cdm.depaul.edu > Lectures

However, not all classrooms are equipped to automatically record.

If a student wishes to use a recording device in class for certain purposes, they are required to ask the instructor for permission. The instructor has the right to say no.

Software   In this course we will use Adobe software - Illustrator and Flash. I will give brief demonstrations of the software.

If you need help there are tutorials available on DVD in the 9th floor DC Cage.

You can also google search tutorials for specific issues that come up while using software. You can look for video tutorials on Youtube or Lynda.com

CDM tutors are also available in certain labs.

Grading   25%   Participation
25%   Quizzes
50%   Projects

A = 100-93, A- = 92-90, B+ = 89-88, B = 87-83, B- = 82-80, C+ = 79-78, C = 77-73, C- = 72-70, D+ = 69-68, D = 67-63, D- = 62-60, F = 59-0.

A indicates excellence, B indicates good work, C indicates satisfactory work, D work is unsatisfactory in some respect, F is substantially unsatisfactory work.

Critiques and Class Participation   There will be class critiques of student projects. This process allows students to learn from other students, share ideas and receive feedback. Due to time constraints, we might not have critique every week. If we do have a critique, we might not be able to look at everyone's work (again, due to time constraints). This will be determined through out the quarter.

If a student wishes to volunteer in class to have their work critiqued, they are encouraged to do so!

In class critiques, discussions on the material at hand, and participating in the class exercises all count as class participation. Generally, I will pass out a "critique / participation" hand out. Each student will use this to write down comments and answer questions for critique and discussion. All students will turn this in at the end of class. This goes toward class

participation points.

Class participation cannot be made up outside of class - because it requires being in class. Even though the class is recorded, it cannot be made up outside of class.

Quizzes There are approximately 5 or 6 quizzes given through out the quarter. Generally, they will be on Mondays at the beginning of class. All students will have 20 minutes maximum to take the quiz.

If you are absent on the day of a quiz, you can schedule a time during my office hours to take it.

It must be completed with in one week of the initial quiz date. (If the quiz is given on a Monday students have until the following Monday to take it.)

Quizzes might not be handed back until everyone has completed them. More information on quiz conduct will be given in class. No questions will be answered on the day of the quiz.

There is NO midterm or "final exam." However, there is a "final exam day" in which we will take the last quiz and have critique. This counts as in class participation. More info – TBA

Computer Lab Access, Log in, COL **There are three different functions in the system:**

- Computer Lab access: You will need to swipe your DePaul Student ID to get in to certain labs and classrooms.

- Computer Log in: You will need to create a CDM user name and password to log in to computers around CDM campus. To do so, go to the CDM 4th floor reception desk for assistance.

- COL Log in: You will need to create a Campus Connect username and password in order to log on to Campus Connect and COL. To do so, go to the CDM 4th floor reception desk for assistance.

You MUST have access to all of the above in order to do the assignments, access COL (download and upload files, find out information related to class, etc.) This is your responsibility.

Course Online (COL)

All documents and assignments will be posted on our Course Online site:
https://col.cdm.depaul.edu

Unless I tell you otherwise, all assigned work must be completed and submitted through Course OnLine (COL). The criteria, due date and time will be specified under each assignment posting through out the quarter. (See "Late Assignment Policy" above for late submissions)

Depending on the assignment, your project files will mostly likely be in Ai, PDF, Jpeg, SWF, or Quicktime format.

UPLOADING files to COL

COL might not accept files larger than 20 MB. So, if it does not upload, you might have to do a "save as" as a separate, smaller file size, then try to upload it. Or, Zip it then upload it.

It may take a few seconds or a few minutes to upload a file. Or, again, if the file is too large, it will not be accepted to COL. Either of which may make the file late. So, always give yourself plenty of time to upload your project file in case anything goes wrong. Even if this occurs, this is not an excuse.

If the incorrect file is uploaded, or if no file is uploaded, the student may be contacted via COL comments, or email. It is the students' responsibility to check COL and their email on a regular basis.

To make sure your file uploaded to COL, you might want to download it to the computer, and re-open it. If it downloads and opens successfully, then you know it uploaded ok. (See separate hand out, "Zipping Files" for instructions and information)

You can also use dropbox.com, a free file storing website. Once you create an account, you can upload your zipped file, allow me to access that particular file, and send me an invite to download it.

COMPUTER LABS

There are other labs on the Loop Campus and the Lincoln Park Campus. However, not all computer labs have the software we will be using (Adobe

Illustrator and Flash)

Some labs have classes in them through out the day. Usually, each week the schedule for a lab is posted on the door. Or, you can also check for calendars at:

cdm.depaul.edu > Academics > Labs & Resources   See link below.

http://www.cdm.depaul.edu/cim/academics/Pages/CIMLabResources.aspx

You will find a list of our available rooms and a links to calendars for each. Click through the options for rooms like 332 in the Student Center, LPC.

You must have you DePaul student ID in order to "swipe" and get into labs and classrooms.

If there is a class taking place in a lab:

Please be respectful of the professor that is in there. Do not interrupt them. Get there a head of time to ask them politely if you can use the lab while their class is in session. If they say no, please be respectful of this. There might not be enough room for you, and it could be distracting.

When working outside of class in labs, or other shared environments:

Please be considerate to those around you. Use headphones if you are listening to videos, music, etc. Be aware that if the volume is high enough, others can still hear what you're listening to despite the headphones.

All phone conversations should be conducted outside the labs – don't disturb those working in the lab (No one wants to hear your phone conversation.)

Cell Phones, Laptops, Headphones

Cell phones, laptops computer use, headphones, and other devices are not allowed in class unless otherwise stated.

Please turn your phone off before entering class.

If you use any of the above in class, you will be told to stop. If this continues, 5 % will be deducted from your final grade for the quarter, and / or told to leave the class (this will count as an absence). Such behavior demonstrates a lack of respect for the instructor, the class, and fellow

students.

If the phone call is important, leave the room quietly and go somewhere private and call them back. You do not need permission to leave. Do not answer the phone as you are leaving the class. Please be aware that conversations in the hallway can some times be heard by people in a classroom.

Side Talking, Other   Please do not speak to the person next to you during class. This is distracting to the professor as well as other people around you. Such behavior demonstrates a lack of respect for the instructor, the class, and fellow students.

If you have something to say (related to the subject at hand) please raise your hand and wait to be called on. (This also helps me learn students' names) Otherwise, please keep comments to yourself.

If you have a question about the software during tutorial time, please raise your hand and ask me. This way I can address the question to everyone, others can learn from the question. Please do not ask the person next to you.

If side talking occurs and / or continues, the student will be told to stop, a possible 5% reduction for the quarter will be applied, and / or the student/s may be told to leave.

Other kinds of inappropriate behavior in class will be determined by the instructor, and will result telling the student to stop, possibly earning a 5 % grade reduction for the quarter, possibly being told to leave, or possible removal by security. Being told to leave class, or being removed from class will result in an absence.

Academic Integrity   Work done for this course must adhere to the DePaul University Academic Integrity Policy, which you can review in the *Student Handbook* or by visiting the following link: http://academicintegrity.depaul.edu/

It is the student's responsibility to adhere to these policies.

Bibliography   **REQUIRED TEXTBOOKS:** Lower level at Barnes and Noble: 1 E. Jackson. Please provide the name, and class ID /section number of the class so the person assisting you can find the book.

Art and Visual Perception by Rudolph Arnheim. University of California Press, 2004.

Design Basic Index by Jim Krause

ADDITIONAL EXCERPTS: if other sources of reading are used, they will be posted on COL > Documents.

RECOMMENDED:
Interaction of Color by Josef Albers. Yale University Press, 2006

Illustrator CS6 Visual QuickStart Guide (for Windows and Macintosh) by Weinmann and Lourekas. Peachpit Press

Flash CS6 Professional Visual QuickStart Guide (for Windows and Macintosh () by Katherine Ulrich. Peachpit Press

These recommended books are not in full stock at the bookstore. You can try Barnes and Noble, but you might have to order them online.

Online Instructor Evaluation

Evaluations are a way for students to provide valuable feedback regarding their instructor and the course. Detailed feedback will enable the instructor to continuously tailor teaching methods and course content to meet the learning goals of the course and the academic needs of the students. They are a requirement of the course and are key to continue to provide you with the highest quality of teaching. The evaluations are anonymous; the instructor and administration do not track who entered what responses. A program is used to check if the student completed the evaluations, but the evaluation is completely separate from the student's identity. Since 100% participation is our goal, students are sent periodic reminders over two weeks. Students do not receive reminders once they complete the evaluation.

Toward the end of the quarter, students may be asked to fill out the course evaluation in class. If this occurs, the instructor will step out of the room for

20 min. to ensure no conflict of interest or unfair influence.

Email:

Email is the primary means of communication between faculty and students enrolled in this course outside of class time. Students should be sure their email listed under "demographic information" at https://campusconnect.depaul.edu   is correct.

Academic Integrity Policy

This course will be subject to the faculty council rules on this policy: http://academicintegrity.depaul.edu/

Plagerism:

The university and school policy on plagiarism can be summarized as follows: Students in this course, as well as all other courses in which independent research or writing play a vital part in the course requirements, should be aware of the strong sanctions that can be imposed against someone guilty of plagiarism. If proven, a charge of plagiarism could result in an automatic F in the course and possible expulsion. The strongest of sanctions will be imposed on anyone who submits as his/her own work a report, examination paper, computer file, lab report, or other assignment which has been prepared by someone else. If you have any questions or doubts about what plagiarism entails or how to properly acknowledge source materials be sure to consult the instructor.

Incomplete

An incomplete grade is given only for an exceptional reason such as a death in the family, a serious illness, etc. Any such reason must be documented. Any incomplete request must be made at least two weeks before the final, and approved by the Dean of the College of Computing and Digital Media. Any consequences resulting from a poor grade for the course will not be considered as valid reasons for such a request.

Resources for Students with Disabilities

Students who feel they may need an accommodation based on the impact of a disability should contact the instructor privately to discuss their specific needs. All discussions will remain confidential.

To ensure that you receive the most appropriate accommodation based on

your needs, contact the instructor as early as possible in the quarter (preferably within the first week of class), and make sure that you have contacted either the PLuS Program (for LD, AD/HD) or The Office for Students with Disabilities (for all other disabilities) at:

Student Center, LPC, Suite #370
Phone number: (773)325.1677
Fax: (773)325.3720,
TTY: (773)325.7296

See next page for schedule.

The Syllabus and schedule are subject to change through out the quarter.

The schedule below might seem specific, but again, might be subject to change. It is a rough schedule.

For official assigned reading, projects, criteria, due dates, etc. check the postings on COL through out the quarter.

ASSIGNED READING (approximate number of pages per week) 20 to 50 pages

Month	MON.	WED.	Lecture / Subject	Quizzes & Projects
Jan	7		Introduction to class	
		9	Intro continued, Balance	Possible Project #1: Intro
	14		Balance, Color	Possible Project #2: Balance
		16	Balance, Color Illustrator	Project #2: Balance
	21		Illustrator	Quiz #1 on Balance Project #3: Balance
		23	Color, Shape, Typography	
	28		Illustrator	Project #4: Type
		30	Form, part 1 Typography	
Feb	4		Illustrator	Quiz #2 on Shape Project # 5: Quote
		6	Animation	
	11		Movement Flash	Project #6: Abstract Animation
		13	Animation, Movement Flash	
	18		Flash	Quiz #3 on Form, Animation Project #7: Agency Animation
		20	Space, part1	
	25		Flash	Project #8: Rhythm Animation
		27	Space, part2	
Mar	4		Flash	Quiz #4 on Space Project #9: Isometric Animation
		6	Light & Color Supporting Elements, other Images	
	11		Color, Themes Illustrator	Project #10: Movie Poster
		13	Illustrator	
	18		"Final Exam Day" 8:45am-11am	Quiz #5 Class critique on Movie Poster