INTRO TO VISUAL DESIGN

GD105

David Sieren
dsieren@cdm.depaul.edu
OFFICE : LPC Student Center . Room 332
HOURS : Tues 9:15pm–10:15pm / or by appt.

COURSE DESCRIPTION

INTRO TO VISUAL DESIGN introduces the basic concepts of 2-dimensional design as applicable to static images and time-based media. Students are introduced to the concepts of composition and visual perception, noting how these are affected by various factors such as balance, contrast, color, flow, movement, duration and display.

COURSE OBJECTIVES

We will study theories of how the mind processes visual information, and practice the application of these learnings in order to achieve effective, successful visual communication at a practical level.

This course is designed specifically to meet the needs of Graphic Design, Animation, Digital Cinema, Game Development and Interactive Media students; however any and all majors are welcome. Students will receive an in-depth introduction to Adobe Illustrator (for vector drawing), and a light overview of Adobe Photoshop (for bitmap image manipulation). Other software may be introduced, including software geared towards animation and other time-based media.

Practical issues introduced include visual planning, typography, color, compression, file format, bitmap vs. vector graphics, and frame rate among others. Theoretical issues include composition (emphasis, rhythm, contrast, unity, balance, scale, hierarchies of information, etc.), color, spatial activation, spatial illusion, and movement among others.

We will look at a wide variety of examples throughout the quarter, including examples of graphic design, fine art, illustration, photography, time-based media and games—all drawn from the requisite course materials and supplementary resources (including text, videos and more).

ATTENDANCE POLICY

Attendance is mandatory. Attendance will be called at the beginning of each class session.

Students are allowed a maximum of 2 absences throughout the quarter. A 3rd and 4th absence will result in the lowering of your final grade by one full letter. Any student missing 5 classes or more will earn a grade of "F" for the quarter.

Tardiness is defined as not being present in the classroom when attendance is called. Tardiness that exceeds 20 minutes will be counted as an absence. 4 late arrivals, early departures, or a combination of both are counted as a single absence. Students are responsible for reporting to the teacher at the end of class if they missed roll call but were present for the duration of class.

If a student is absent they are fully responsible for doing the best they can to catch up. Questions or concerns may be emailed to the instructor, or may be addressed in person during office hours. Lectures will not be repeated, although slide presentations will be posted to D2L for reference.

An absence on "Final Exam Day" is counted as an absence. Final critique counts as class participation.

Students are responsible for keeping track of their own attendance. If they are unsure of their status, they may ask the instructor at any time via email or in person during office hours. Follow-up is the student's responsibility.

Please note: I will be abiding by DePaul University's 2009 Attendance Verification policy. This policy enables the university to (1) comply with U.S. Department of Education financial aid regulations for reporting on students' attendance, and (2) remind students to drop a class that they no longer intend to take in time to avoid tuition charges. As such, attendance for the first week of class is mandatory.

COURSE WORK

Assignments will follow a regular schedule. Subjects covered in this course will be introduced via an in-class lecture, discussion and/or a demo; and reinforced via reading assignments utilizing the requisite course textbooks (which students must acquire) and/or other supplementary course materials to be supplied by the instructor (including additional readings, videos, etc.). Reading assignments will be followed up with a **comprehension task** – typically a quiz or short-form writing assignment designed to gauge concept comprehension. An exercise-based assignment will be due every week, the solutions of which must leverage the concepts and criteria covered in class and reinforced through readings.

Due dates for excercise-based assignments will typically be Mondays at 6:00PM (one day before class). Due dates for reading assignments will vary, based upon topic and the correlating comprehension task.

Take notes in class.
During lectures, use a writing implement and paper. The use of computers, tablets or other digital media during lectures is prohibited unless otherwise instructed. Students may be asked to turn monitors off, spinning them sideways to ensure they're not in use.

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

Comprehension tasks: quizzes and short-form writing assignments
There will be between 4–5 quizzes and / or short-form writing assignments given throughout the quarter. They will generally be given at the beginning of class. All students will have 30-45 minutes maximum to complete the task. If a student is absent on the day of one of these tasks,

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they can schedule a time during office hours to take it. The task must be completed within one week of the initial task date.

Graded tasks may not be handed back until everyone has completed them. Details regarding quiz and task conduct will be given in class. No questions regarding pertinent course material will be answered on the day of a task.

There is NO midterm of final exam. However, we will observe "Final Exam Day" for a final comprehension task and/or in-class critique. Stay tuned for more information to come.

The final quantity of comprehension tasks given throughout the course of the quarter is subject to change.

Turning in assignments to d2l.depaul.edu

All course-related documents and assignments will be posted to the DePaul D2L site. Unless instructed otherwise, all assigned work must be completed and submitted through the D2L system by the date and time specified under each assignment posting. (See "Late Assignment Policy" below for information on late submissions.)

Depending on the assignment, your project files will most likely be AI, PDF, PSD, TIFF, JPEG, SWF or Quicktime / MOV in format. There may be a file size limits within the system around 20mb. If a file fails to upload, you may need to "save as" a smaller file and attempt a re-upload. You may also try compressing the file in a ZIP format.

DO NOT WAIT until the last minute to post your work. Plan ahead and consider upload times, computer glitches, etc.

To make sure a file has successfully uploaded, I advise you to download it to your computer and re-open it after posting. If this results in success, you will know it was uploaded correctly in the first place!

If all else fails, you may use **YouSendIt.com**, **WeTransfer.com**, or **DropBox.com**—all free file sharing and storage services. You must let me know at least one class ahead of time if this is the route that you're going to take.

Late assignment policy

Projects turned in late will result in a 10% grade reduction for every day past the assigned due date (in addition to being graded based upon defined criteria).

A student has 10 days to turn in a project before it is considered irrevocably late, at which time zero points will be earned. Turing in a late assignment is far better than not turning it in at all—some points are better than none!

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However, each student is allowed 1 extension to avoid the above penalty, to be used at their discretion at some point during the quarter. The extension must be requested in advance. A student will have one week after the initial due date to turn in the project. If late, the aforementioned penalty will apply.

Do not ask for extensions or leniency outside of the policies outlined above.

Late assignment policies will not apply to the last one or two projects (to be specified on assignment postings). No projects will be accepted after "Final Exam Day."

If students would like more feedback on projects than received in class, they can email the instructor or arrange for a discussion during office hours. Feedback will be given on a first-come first-serve basis.

COMPUTER LAB LOGIN, LOCATIONS AND ACCESS

You can find locations of GD computer labs with the Adobe Creative Suite along with their hours of availability via the following link:
http://www.cdm.depaul.edu/cim/academics/Pages/CIMLabResources.aspx

Be sure to consider options on both the Lincoln Park and Loop Campuses, (similar to the lab we're in now).

You will need a user name and password to access D2L. Your Campus Connect username and password should do the trick!

You will need to be able to swipe your DePaul ID card in order to gain access to computer labs. This is a separate function in the school's system. Enrollment in this class should grant you automatic access. However if it does not, please email me as soon as possible to let me know.

You will also need to create a separate username and password to log in to the computers in various labs located across campus. If you have not set this up already, go to the 4th floor in the CDM building and ask the person at the front desk for assistance.

You MUST have access to all of the above in order to complete the assignments and access D2L (for assignment submission, file access, class-related information, etc.). This is your responsibility.

SOFTWARE

In this course we will use Adobe Illustrator and Photoshop. We may use After Effects and/or Flash. I will give brief in-class software demos as needed. Additional tutorials are available on DVD through the CDM 9th floor DC cage. CDM tutors are available in certain labs. If all else fails, Google along with the software's built-in help features can provide a wealth of information!

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CRITIQUE AND CLASS PARTICIPATION

We will critique projects in class. This allows you to learn from each other, share ideas, as well as learn to both articulate and receive feedback. Due to time limitations, critique may not occur every week. When there is a critique, we may not be able to review everyone's work due to both time constraints and class size. This will be determined throughout the quarter.

In-class critiques, discussions regarding material at hand, in-class exercises and general class participation all count towards an individual's "in-class participation," a factor in the student's final grade. This can not be made up after the fact due to an absence, as it requires physical presence in the classroom.

GRADING

15% In-class participation
50% Weekly projects
35% Comprehension tasks including quizzes and writing assignments

Excellence		Satisfactory		Substantially unsatisfactory	
A	100–93	C+	79–78		
A-	92–90	C	77–73	F	59–0
		C-	72–70		

Good work			
B+	89–88	**Somewhat unsatisfactory**	
B	87–83		
B-	82–80	D+	69–68
		D	67–63
		D-	62–60

CELL PHONES, LAPTOPS, TABLETS, HEADPHONES & MORE

The use of cell phones, tablets and gaming devices is strictly prohibited. The use of laptops and computers is also prohibited during lectures unless otherwise instructed.

Turn off your phone before entering class. The unauthorized use of a digital media device in class will result in a 5% deduction per instance off of a student's final grade at the end of the quarter. If you receive a call that is of utmost importance, leave the classroom quietly to go somewhere private and note that you'll call the individual back. You do not need permission to leave to do this. Do not answer the phone as you're leaving the classroom.

Headphones should not to be worn or used during class. A 5% deduction per instance off of a student's final grade at the end of the quarter will result if they do not remove their headphones.

INAPPROPRIATE CONDUCT

Other forms of inappropriate behavior in class will be determined by the instructor and will result in a 5% deduction per instance off of a student's final grade at the end of the quarter, the possibility of being asked to leave the class, or the possibility of removal by security. Leaving class due to inappropriate conduct will result in an absence.

Course syllabus and schedule are subject to change throughout the quarter

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ACADEMIC INTEGRITY

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

EMAIL POLICY

I will respond to email received from students to the best of my ability, although there is no guarantee that this will be done swiftly and with regularity. There is no guarantee that all email received will be responded to. Email received on Saturdays and Sundays will not be reviewed until the following Monday. The best way to ensure response and feedback is to visit during specified office hours during the week.

BIBLIOGRAPHY

Required texts (you must purchase these!)
The following texts are available for you to purchase through DePaul bookstores:

1. Design Basics Index
Krause, How Design, 2004. ISBN: 978-1581805017

2. Art and Visual Perception: A Psychology of the Creative Eye
Arnheim, University of California Press, 2004. ISBN: 978-0520243835

Recommended texts and resources
The following texts and resources may be helpful to you as you go through the quarter:

1. A Primer of Visual LIteracy
Dondis, MIT paperback press, 1973. ISBN: 978-0262540292

2. Graphic Design: the New Basics
Lupton and Phillips, Princeton Architectural Press, 2008. ISBN: 978-1568987026

3. Principles of Two-Dimensional Design
Wong, John Wiley & Sons, Inc., 1972. ISBN: 978-0471289609

4. DePaul Graphic Design mailing list
To sign up, visit http://mailman.depaul.edu/mailman/listinfo/design

COURSE SCHEDULE

The syllabus and schedule are subject to change throughout the quarter.
For official assignments, criteria, due dates and more, check the posting on D2L throughout the quarter.

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SCHOOL POLICIES

Online Teaching 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 three weeks. Students do not receive reminders once they complete the evaluation. Students complete the evaluation online in CampusConnect.

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" within CampusConnect is correct.

Academic Integrity Policy

This course will be subject to the academic integrity policy passed by faculty. More information can be found at http://academicintegrity.depaul.edu/

Plagiarism

The university and school policy on plagiarism can be summarized as follows: Students in this course 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 any 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.

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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 the Center for Students with Disabilities (CSD) at:

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