PROFESSOR CHRIS KALIS
EMAIL: ckalis@cdm.depaul.edu

OFFICE HOURS:
Tuesday 2pm – 5pm
CDM Building, room 458

TEXTBOOKS:
Art and Visual Perception: a psychology of the creative eye. Rudolf Arnheim. University of California Press. ISBN: 978-0520243835

Design Basics Index. Jim Krause
FW media ASIN: b006lnh9a4

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

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

Flash CS6/CC 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 also check the Library or I-share.

SUPPLIES:
Adobe Illustrator CS6/CC software (in lab)
Adobe Flash CS6/CC software (in lab)
Consider downloading the trial versions
Folder or binder
Pencils
Flash drive for transporting files
cdrs, dvdrs, online storage, or
hard drive for archiving files

Always bring supplies to class

PREREQUISITES:
None

INTRODUCTION TO VISUAL DESIGN

TUESDAY AND THURSDAY 10:10am–11:40pm
COURSE INFORMATION https://d2l.depaul.edu
                    http://christopherkalis.com/GD105

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 / LEARNING GOALS
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.*

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 POLICY
This is an applied, hands-on studio art class, with class lectures, demonstrations, and peer critiques, which are vital and cannot be duplicated. Attendance is crucial. Class will begin promptly at 10:10am. A tardy means arriving more than 10 minutes late to class (10:20am), leaving before class is dismissed, or leaving class to retrieve forgotten supplies or assignments.

An unexcused absence includes any absence without documentation. Excused absences include any absence that is cleared with me at least one week in advance via email, as well as any documented illness, hospitalization, or family emergency. Your final grade will be lowered as follows when unexcused absences and tardies occur: one absence (excused or unexcused is permitted without grade penalty.
Every unexcused absence thereafter results in cumulative five point grade deduction from your final grade (on the second unexcused absence, your final grade is lowered by five full points; on the third unexcused absence, your final grade is lowered by ten full points, the equivalent of one full letter grade). **On the fourth unexcused absence I reserve the right to fail you from the class.** Two tardies (tardies start at five minutes late) equal one absence. Showing up more than twenty minutes late to class constitutes one full absence. An unexcused absence on project due-dates/final critiques will constitute as both an absence and a late assignment, which is subject to a loss of five points from the project's final grade for every late class session, in addition to the aforementioned absenteeism penalty.

If a student is absent, she or he is responsible for catching up—lectures will not be repeated. Contact me to schedule an appointment to meet during my office hours. An absence on "final exam day" still counts as an absence; and, in addition, the student forfeits any and all participation points for the day.

Students are responsible for keeping track of their attendance. If they are not sure what their status is, they may ask the instructor via email.
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.

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WHAT IS EXPECTED OF YOU

Be on time
Be prepared
Be awake
Behave
Be respectful and considerate:
• electronic devices—no cellphones, surfing the web, face-twitting, texting, or buying items on ebay allowed. no recording devices are allowed to record any portion of the course.
• classroom ettiquette—no eating, drinking, cooking, smoking, watching videos, listening to music (even with headphones), making martinis or playing video games in the classroom—this is not your home.
• computer use—take notes with pencil and paper: as there is no computer use during lectures unless otherwise instructed. Students may be asked to turn off the monitors and turn them towards the side to ensure no computer use.
• behavior—other kinds of inappropriate behavior in class will be determined by the instructor; and, will result in a grade reduction, being told to leave the class, or removed by security—counting as an absence.

I will not be available to answer questions outside of class or office hours—it is not feasible to coduct this type of class via email or phone.

This is not an on-line course.

COURSE DOCUMENTS

All documents, presentations and assignments will be listed on our Course Online site:
https://d2l.depaul.edu

PROJECT ASSIGNMENTS

You will be assigned (approximately) one project each week. Some of these projects are simple and some are more involved. Each project will ask you to demonstrate comprehension of some aspect of the reading. In addition, each project will introduce an aspect of either Illustrator or Flash. You are not expected to gain mastery of these software applications in ten weeks, but I do want everyone in this class to feel comfortable with the basics by the end of the quarter. critiques

There will be class critiques of student projects. This process allows students to learn from other studetns, share ideas, and receive feedback. Due to time constraints, we may not have a critique every week and may only look at a small selection of work.

In-class critiques count as class participation and cannot be made-up.

TURNING IN WORK

• Unless I tell you otherwise, all assignments must be completed and submitted through d2L on the date and time specified under each assignment posted.

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

• While not ideal, handing in something unfinished is better than handing in nothing at all. If you would like more feedback on your work that you receive in class, arrange to meet with me during my office hours.

PROJECT EVALUATION

This is a highly rigorous course that will require outside work, in-class work and verbal critique. Work as hard as you can and to the best of your abilities. Come to class with all supplies and work due. Partially completed work will not be critiqued.

I will evaluate your progress work while you are developing a project, as well as during all intermediate and final critiques. All projects will culminate in a 100 point-based grading rubric. Please remember that any comments toward your work from myself or a fellow student should not be taken personally, but viewed as constructive criticism geared toward making your work stronger and more refined. Final grades will be evaluated on the following criteria:

• **CRAFT** Is a neat and well made piece with attention paid to details

• **WORK ETHIC/CREATIVITY** Did you push yourself, and then push yourself further?

• **ADHERENCE TO GUIDELINES** Did you follow all the guidelines of the assignment?

• **CRITIQUE PROFESSIONALISM** Did you speak up during critique and remain positive/constructive?

• **IMPROVEMENT** Did you take the critique of your peers into consideration? Did you revise your work when new techniques were learned

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SUCCESS IN THIS COURSE

•Do not shortcut any of the steps outlined in the project descriptions—as there are no shortcuts to making good design.
•Be present for each class. Check d2l for updates on assignments, fresh links for inspiration,
and to engage in conversations with classmates.
• Be prepared each class to present and talk about your project progress and decision making.Everyone is expected to speak aloud and share opinions during each class.
• Make informed, well-researched design decisions and to be able to articulate and present those decisions in your work. Surf the internet on your own time, no amount of social media will make you a better designer.
• Do not eat in the classroom during class time.
• Turn off all cellphones and instant messaging programs while in the classroom and labs.

If you are going to miss class when an assignment is due, you are still required to post your homework by the assigned due date.

GRADING AND EVALUATION

93–100%	A	weekly projects 60%
90–92%	A-	final project 30%
87–89%	B+	quizzes 10%
83–86%	B	
80–82%	B-	
77–79%	C+	
73–76%	C	Grades are like money in a bank account—
70–72%	C-	you only have what you put in.
67–69%	D+	
60–66%	D	
59–0%	F	

A is given for work of consistently exceptional quality and craft, along with the demonstrated quality and quantity of research and investigation which produced those solutions

B is given for work of overall good quality and craft, along with class participation and attendance demonstrative of a consistent understanding and application of the concepts being presented.

C is given for work of average quality and craft, and the minimum amount of research done to complete the projects and/or an inconsistent demonstration of your understanding of the concepts being presented and/or poor attendance/lateness.

D will be given for work that is of poor quality and craft and where the projects are incomplete or missing and/ or consistently poor attendance/lateness.

F stands for "fail"—it merely restates and confirms that a student "failed" to complete the assignment.

LATE WORK POLICY

Projects that are submitted before the due date and time are considered "on time."
If a project is submitted after the due date and time, this is technically submitted late. There is a 10 % grade reduction for every day late, in addition to being graded on criteria. For same day, late assignments, 5% reduction. A student has 7 days after the given due date and time 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.

THE LOWEST PROJECT SCORE OF THE TERM WILL BE THROWN OUT.
This does not apply to "F" work, incomplete or missing work—but work that was completed and earned at least D+. Students who turn projects in on time will earn comments / feedback in class critiques or written comments on D2L. STUDENTS WHO TURN PROJECTS IN LATE WILL NOT EARN COMMENTS. This is to reward students who meet deadlines and develop good work ethics.

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SOFTWARE
Students may use the following resource to locate open labs with the Adobe Creative Suite software: http://www.cdm.depaul.edu/cim/academics/Pages/CIMLabResources.aspx Please note that you must use your DePaul student ID to access the classrooms.

In this course we will use **Adobe software** Illustrator and Flash. I will give brief demonstrations of the software. Hand outs will be posted on the website and D2L. 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.

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

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 CampusConnect is correct.

CRITIQUES AND CLASS PARTICIPATION

There will be class critiques of student projects. This process if common in art / studio related classes. This is intended to be constructive, and allows another way in which the material can be applied. This process is not meant to be offensive or "mean." This process also 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.

PHONES, LAPTOPS, HEADPHONES

Phones, laptops computer use, headphones, and other devices are not allowed in class unless otherwise stated. Please turn your phone off before class starts. Keep your phone in your bag, not in your pocket or on the desk. Phones are distracting to the individual in class, the professor, and to others sitting around the student.

Students will be instructed to turn their monitors off and turn their monitors around to face the instructor to communicate that they are not using the computer, and to decrease temptation for using the computer.If you need to make an important call, please leave the classroom. Any student using the above in class will be told to stop and subject to a 5% gradereduction for the quarter.

PROFESSIONALISM

A professional and academic attitude is expected throughout this course. Measurable examples of non-academic or unprofessional attitude include but are not limited to: talking to others when the instructor is speaking, mocking another's opinion, cell phones ringing, emailing, texting or using the internet whether on a phone or computer.

If any issues arise a student may be asked to leave the classroom. The professor will work with the Dean of Students Office to navigate such student issues. 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 a student has something to say (related to the subject at hand) they are encouraged to raise their hand and wait to be called on. Otherwise, please keep comments to yourself.

ABOUT YOUR PROFESSOR

Christopher Kalis received an MFA in Graphic Design from the University of Illinois at Chicago in 2008, and has two certificates from the Hochschule für Gestaltung and Kunst in Basel, Switzerland. He is a co-founder of Plural Design LLC, and has been an active musician since 2006, as co-founder of electronic music project, Chandeliers. Christopher works in identity, print, web, motion, film, interactive, sound, and installation design. His Master's thesis and personal work has to do with the synthesis of visual and aural forms, finding new alternatives to musical identities and experiences. Christopher is a member of the Chicago Design Archive, and his work has won awards from the Society of Typographic Arts, the American Graphic Design Awards 2008, and HOW Magazine. He has been teaching Graphic Design and Motion Graphics and has been an adjunct faculty member at UIC, Columbia College, Harrington College of Design, and the School of the Art Institute of Chicago since 2008. His work has been exhibited at Typeforce, Notre Dame, TypeCon and Public Works.

CHANGES TO SYLLABUS

With the exception of the departmental policies, this syllabus is subject to change in order to accommodate the activities and progress of the studio. In the event of a change, students will be notified in class or via email.

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SCHOOL POLICIES

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. Students complete the evaluation online athttps://mycti.cti.depaul.edu/mycti

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. 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.

GD105 INTRO TO VISUAL DESIGN
WINTER 2014 SEC 503
DEPAUL UNIVERSITY DEPAUL CENTER
1 E. JACKSON ROOM C106B

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MONTH	TUE	THUR	LECTURE/SUBJECT	ASSIGNED ARNHEIM READING	ASSIGNED KRAUSE READING	PROJECTS + QUIZZES
JAN	7		CLASS INTRODUCTION	10-41	10, 39	
		9	EXPLORE VISUAL DESIGN. BALANCE & COMPOSITION: WEIGHT, DIRECTION, BALANCE AND HUMAN MIND.		12-33, 79-89, 60-69	**P1 - PLACEMENT**
	14		BALANCE, COLOR, ILLUSTRATOR DEMO		206-233	**P2 - BALANCE-SIZE-ISOLATION**
		16	COMPOSITION TECHNIQUES: GROUPING, HARMONY, EMPHASIS, ALIGNMENT, FLOW			QUIZ 1: BALANCE
	21		SHAPE: SEEING SHAPE, SIMPLICITY, LEVELING AND SHARPENING, SUBDIVISION FORM, ICONS, SUPPORTING ELEMENTS.	45-54, 63-67, 69-71, 79-82	40-49, 50-52, 124-151	
		23	ILLUSTRATOR DEMO			**P3 - BALANCE-COLOR**
	28		FORM, TYPOGRAPHY	96-133	230-249	
		30	ILLUSTRATOR DEMO			**P4 - TYPOGRAPHY** QUIZ 2: SHAPE
FEB	4		IMAGE AND IMAGE TREATMENT, IMAGE COMPOSITION, CONCEPT DEVELOPMENT, COMPOSITION			CRIT P3 - BALANCE-COLOR
		6	ILLUSTRATOR DEMO, TYPOGRAHY			**P5 - QUOTE**
	11		COLOR FUNDAMENTAL, COLOR SYSTEM, INTERACTION OF COLOR	218-257		CRIT P4–TYPOGRAPHY QUIZ 3: FORM, OTHER
		13	SPACE	258-302		CRIT P4 - QUOTE **P6- LIGHT + COLOR**
	18		SPACE AND DEPTH, LIGHT FLASH DEMO	303-329	170-187, 188-203	
		20	ANIMATION BASICS: TIMELINE, FRAME RATE, MOVEMENT, DIRECTION	330-371		**P7 - ABSTRACT ANIMATION** CRIT P6- LIGHT + COLOR
	25		MOVEMENT, DYNAMICS FLASH DEMO	372-443		
		27	CONCEPT DEVELOPMENT, MESSAGE, STYLE, COMPOSITION			**P8–MOVIE POSTER** QUIZ 4: ANIMATION
MARCH	4		DEFORMATION AND TENSION			**FINAL PROJECT–RHYTHM ANIMATION**
		6	LIGHT AND SOUND			
	11		FINAL PROJECT LAB TIME			
		13	FINAL PROJECT LAB TIME			
	18		FINAL EXAM DAY 8:45 - 11:00AM			FINAL PROJECT PRESENTATIONS + CRITIQUE

PLEASE NOTE:
Instructor reserves the right to change this schedule at any time.
Students will be notified immediatley following any changes.

Official due dates and project details
will be posted on d2l throughout the term