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## Syllabus

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# SYLLABUS: GD 105 Intro to Visual Design

### faculty contact

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### meeting details

GD 105 Intro to Visual Design  
Fall 2016-2017 / Class number: 33956 / Section number: 403  
TuTh 10:10AM - 11:40AM  
CDM 00632 Loop Campus

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*This syllabus is subject to change as necessary during the quarter. If a change occurs, updates will be described during class, posted through News in D2L and sent via email.*

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### course description

This course introduces basic concepts of visual design for print and screen. Students will experience analog, vector, bitmap, and internet tools. Students will practice collecting, manipulating, combining, translating, editing, and organizing visual elements [not necessarily in this order]; new meanings will emerge. Students will use a range of planning, editing, and feedback techniques to arrive at design decisions. Students will expand their design vocabulary by reviewing, describing, analyzing, and evaluating examples of visual design.

### course objectives: theory + practice

Visual design can be found in every aspect of contemporary daily life from medicine labels and CTA vending machines to iPhone app interfaces, and video game levels. Visual design can inform, express, and/or influence. Effective visual design has intention and power. Experienced visual designers have agency to manage these attributes. GD 105 is a starting point for students interested in using visual design in their creative and professional lives. Project cycles provide a diversity of contemporary visual design experiences. Students are encouraged to consider and internalize the theory driving visual design conventions while experimenting with new processes, expanding upon unexpected results, and finding interesting surprises in the use of technology. For students new to creative practices, studio productivity is a back and forth process. While one visual design direction or approach may ultimately be more effective than another for project goals, it is important for beginners to know that there is no one right way to begin to execute ideas.

### student learning outcomes

1. Apply basic elements of visual design [e.g. balance, color, dynamics, expression, form, growth, light, movement, sequence, shape, space].
2. Practice iteration [and/or variation] to arrive at successful design projects.
3. Use visual design terms and formal language to communicate.
4. Analyze the effectiveness of works of art and design, recognizing strengths and citing areas for improvement.
5. Adopt methods, processes, and/or materials that are relevant to project development.
6. Defend work with reason. [explain or describe the particulars of the process and the decisions made]

### required textbook

Students do not need to purchase the required textbook. Required reading material, including excerpts from "Art and Visual Perception" are posted on D2L in Table of Contents > Reading Material. This material also happens to be found online here [note that external links are generally subject to unexpected changes]:

[https://monoskop.org/images/e/e7/Arnheim\\_Rudolf\\_Art\\_and\\_Visual\\_Perception\\_1974.pdf](https://monoskop.org/images/e/e7/Arnheim_Rudolf_Art_and_Visual_Perception_1974.pdf)

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### Syllabus

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Vocabulary Sketches

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Project Cycle 01: form + vectors

Draft

Project Cycle 02: color + codes

Draft

Project Cycle 03: sequence + bitmaps

Draft

Add a module...

### **required supplies**

1. Sketchbook, composition book, or journal. Something that can be carried in a pocket or bag. At times students will be scanning/photographing/sharing pages of your sketchbook. Yes students may use an existing sketchbook or combine purposes with other courses or existing sketchbook habits.
2. Headphones/ear buds [music, videos, etc - studio or research time]
3. Various pens/pencils, tape/glue, photocopies/printouts as needed [your sketchbook your choice].
4. Scissors or exacto knife with a self-healing matt [very limited usage, share/borrow as needed]
5. Storage [iCloud, DropBox, Google drive, usb, external HD, etc.] Important! Frequent file transportation. Students must have all files available at all times. Students are responsible for backing up work. Files on lab computers are periodically deleted.
6. Software [no purchases necessary, most software is already available on the lab Macs, additional software download and installation details will be covered in class meetings]

### **class meetings**

Class meetings will be a mix of new material/demos, discussion/activity, studio time. At times the class will engage in a range of evaluation/assessment methods which may include writing and self reflections, small group critiques, large group critiques. Be prepared for every class with completed assignments and a sketchbook ready to take notes. If you have a smartphone/tablet bring it. Documenting/uploading images of studio activity is encouraged and frequently required.

### **required work**

**This course involves 3 project cycles: Project 1 form + vectors / Project 2 color + codes / Project 3 sequence + bitmaps.** Each project cycle involves several phases: e.g. gathering material, visual planning, iteration/versions, final product(s), and vocabulary sketches. Project criteria and details, including constraints, expectations, specs, timelines, and due dates will be made available on D2L. [<https://d2l.depaul.edu/>]. To receive credit for work it must be submitted through D2L on time. There will be time in class to work. **You are expected to work 3–6 hours a week outside of class.**

### **late work**

Each student gets one late submission. After one late submission late work will not be accepted unless there is a documented extenuating circumstance [documented illness or documented immediate family emergencies]. The extenuating circumstance process/permission must pass through the Dean of Students office. Details are found here: <http://offices.depaul.edu/student-affairs/support-services/academic/Pages/absence-notification.aspx>

### **grades**

Students may earn up to 100 points per project cycle. Find details in D2L. Project cycle points will be averaged for a final grade.

*There may be an opportunity to earn extra credit. This is TBD based on design-oriented events. Extra credit would involve attending an event, posting a selfie, and writing a critical review in an open discussion forum format.*

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 excellent work, B indicates good work, C indicates satisfactory work, D work is unsatisfactory in some respect, F is substantially unsatisfactory work or missing work.

*note: Receiving an Incomplete for a course is unusual and is not something faculty can manage independently. All incomplete requests must be approved by the instructor of the course and a CDM Associate Dean. Only exceptional cases will receive such approval. Before the end of the term students must initiate the incomplete request process through: [cdm.depaul.edu](http://cdm.depaul.edu) > Current Students > Academic Policies*

### **communication**

Email is the primary means of communication between faculty and students enrolled in this course outside of class time.

Students must include specific class/section number details in all email correspondence. It may take up to 48 hours to receive a response. Email will be addressed M-F, 12-5PM. Students should solve immediate problems by reaching out to classmates, looking on D2L, or doing a web search. Students need to check email daily.

### **attendance**

Attendance is required. Three absences for any reason, whether excused or not, may constitute failure for the course. Students are responsible for signing in at the start of each class. A clipboard will be located near the entryway. If students do not sign in they will be marked absent. If students arrive 15 minutes late they will be marked absent. If students leave 15 minutes early they will be marked absent. Students are not required to report or explain reasons for absence. All “late work” policies apply. See the “late work” section. If students miss class they should review D2L, and consult with classmates.

Students who withdraw from the course do so by using the Campus Connection system

(campusconnect.depaul.edu). Withdrawals processed via this system are effective the day on which they are made. Simply ceasing to attend, or notifying the instructor, or nonpayment of tuition, does not constitute an official withdrawal from class and will result in academic as well as financial penalty.

### resources

1. lynda tutorials: software.depaul.edu/training
2. equipment center for cameras/gear: Daley building (14 E. Jackson) LL 106

### facilities

1. computer labs: cdm.depaul.edu > Current Students [top right nav] > Labs And Software [scroll down]

### students with disabilities

Students who 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: csd@depaul.edu. Lewis Center 1420, 25 East Jackson Blvd. Phone number: (312)362-8002 Fax: (312)362-6544 / TTY: (773)325.7296

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### online course evaluations

*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.*

### academic integrity and plagiarism

*This course will be subject to the university's academic integrity policy. More information can be found at <http://academicintegrity.depaul.edu/>*

### academic policies

*All students are required to manage their class schedules each term in accordance with the deadlines for enrolling and withdrawing as indicated in the University Academic Calendar. Information on enrollment, withdrawal, grading and incompletes can be found at: <http://www.cdm.depaul.edu> > Current students [top right nav]*

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