



**GD 270 SEMIOTICS AND VISUAL DESIGN TU 1:30PM - 4:45PM CDM
00526 LOOP CAMPUS**

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Syllabus

SYLLABUS: GD 270 Semiotics and Visual Design

faculty contact

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 office hours: Tr 12PM-6PM by appointment email me 24 hours in advance, otherwise I may be running around campus

meeting details

TU 1:30PM - 4:45PM CDM 00632 Loop Campus

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This syllabus is subject to changes as necessary during the quarter. If a change occurs, updates will be described during class and sent via email.

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course description

1. noun: Semiotics means the study of signs and symbols and their use or interpretation.
2. verb: Design means do or plan (something) with a specific purpose or intention in mind.

considerations

1. Can meaninglessness be accomplished?
2. Is misunderstanding useful?
3. How does surprise happen?

This is a studio course that introduces 3D graphics for graphic design. Students will design and apply graphics to complete a series of projects exploring semiotics in concept/context. Students are expected to know how to use Illustrator and Photoshop. No prior 3D modeling experience or knowledge is required.

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student learning outcomes

- students will generate multiple experimental visual ideas/directions
- students will edit visual ideas/directions
- students will refine visual ideas/directions to produce smart well crafted compelling design elements
- students will experience displaying work in a public space
- give help and get help (could be technical, aesthetic, psychological/social)

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required text - no purchase necessary - excerpts provided

This Means This, This Means That: A User's Guide to Semiotics; Sean Hall
 / <https://www.amazon.com/This-Means-That-Users-Semiotics/dp/1856697355> [pdf parts here ThisMeansThis.pdf]

required supplies [very standard graphic design supplies, yes you can share things]

1. earlier color printing
2. later X-ACTO knife and blades, self healing mat, spray glue [for use in spray booth only Daley room 504], card stock

required software Adobe Suite, and Maya 2017 / Maya is installed on all CDM computers. If you choose to use your own computer create an Autodesk account and get the free edu license version here which is good for 3 years. You must follow the edu license process exactly. <http://www.autodesk.com/education/free-software/maya>

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class meetings

Class meetings will be a mix of demos, studio/lab time, and project reviews (online and irl). Be prepared for every class with completed assignments.

required work

This course involves 3 project cycles. Care, craft, concept, and participation matters. Terrible/sloppy craft will not earn credit. To receive credit for work it must be submitted through D2L on time according to project requirements detailed in the weekly schedule.

note for more advanced students: This is an introductory level course so the material/time will be focused on introductory level information and projects that support learning specifically for beginners. If you are an excellent visual designer you may identify your own more advanced individual goals that will push you to grow and develop. Never permit yourself to be bored. Advanced students may use the assigned projects as starting points and do more ambitious versions or additional variations.

helper: one late work or one do-over

Each student gets one late or one do-over submission. It can be used for up to 7 days past the due date. If/when you use your late submission you must follow the original submission instructions AND email the instructor with the following information:

- subject line: late work: student name, semiotics
- body: project title, original due date, late turn in date

If you do not email the instructor your late or do-over submission will likely be missed because the D2L system does not generate a flag/message. *After one late submission additional late work cannot 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

Project cycle points will be averaged for a final grade. A = 90-100 / B = 80-89 / C = 70-79 / D = 60-69 / F = 0-59

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 > 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. Roll will be taken. 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. If students miss class they should review D2L documentation, look at the videos, and consult with classmates. Students who withdraw from the course for whatever reason must 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. tutoring center, CDM 208 [search for Maya for 3D help, search for Java if you need help with Processing, Photoshop/Illustrator etc if you need visual design help]: <http://www.cdm.depaul.edu/Current%20Students/Pages/TutoringProgram.aspx>
2. lynda tutorials: software.depaul.edu/training [excellent resource]
3. 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]