GD 105 - Intro to Visual Design

Fall 2013 | Thursday 6pm
Lincoln Park | Student Center 331

Instructor

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Office hours: Wed. 12pm-1:30pm | Thur. 4pm-5:30pm

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.
If the student has any questions about the syllabus or the class, they are welcome to contact the instructor.
Course Homepage:
http://winnystudio.com/105

Course Management System: Course Online (COL)
All assignments will be posted and graded 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.

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.

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.

Your 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.
Attendance	Attendance is required. 2 absences = dropping one grade 3 absences = fail the class If a student is absent, they are responsible for doing the best they can to catch up. 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.
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.
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.

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

Lecture Plan

Date	Lecture / Subject	Projects
Sept 12	Class Intro. Explore Visual Design. Balance & Composition: weight, direction, balance and human mind. Illustrator	Project #1: Intro Paper Project #2: Balance
Sept 19	Composition techniques: grouping, harmony, emphasis, alignment, flow Design elements: line, color, shape, texture, space, form Principles of design: unity, balance, hierarchy, scale proportion, emphasis, similarity and contrast. Illustrator	Project #3: Business card design
Sept 26	Color fundamental, color system, Interaction of color, warm and cold. Typography: type term, font categories, combining fonts, graphics with text. Illustrator	Project #4: Quote
Oct 3	TAKE HOME MID TERM (on balance, composition, shape, form, color, type)	Project #5: Monster Sketch
Oct 10	Shape: seeing shape, simplicity, leveling and sharpening, subdivision Form, icons, supporting elements. Illustrator	Project #6: Monster
Oct 17	Image and image treatment, image composition, Concept development, message, style, composition Illustrator	Project #7: Movie Poster (Monster)
Oct 24	Animation Basics: Timeline, frame Rate, Movement, Direction Flash	Project #8: Abstract Animation
Oct 31	Space and depth, light Flash	Project #9: Animation
Nov 7	Deformation and Tension Flash	Final Project: Rhythm Animation
Nov 14	Movement, dynamic Flash	
Nov 21	Project Presentation and Critique	

ASSIGNED READING

By Date	Art and Visual Perception (ARNHEIM)	DESIGN BASIC INDEX (KRAUSE)
Sept 19	Balance	Composition 12-61
Sept 26	Shape	Composition 62-99
Oct 3	Form	Component 122-229
Oct 10	Color	Component 230-275
Oct 17	Space	Concept
Oct 24	Light	
Oct 31	Movement	
Nov 7	Dynamics	

Grading

15%	Participation
15%	Midterm Quiz
50%	Projects
20%	Final Project & Presentation

Project Evaluation

Effort	Willingness to do the best job within one's abilities and talent, as opposed to just getting it done: Did you work hard?
Creativity	The originality and artistic merit of the project: Is the idea cool and does it communicate well visually?
Adherence	Is the project executed according to the parameters outlined? Did you follow instructions?
Craft	Neat and careful technical execution of assignment and presentation, attention to details. Are the features of the applications applied appropriately for a given task? Are you using the software as intended?