

# GD105

## Intro to Visual Design

DePaul University—Fall 2014  
Tues 5:45–9:00pm, 9.16.14–11.25.14  
Daley Building 14 E. Jackson Blvd, 506

**Instructor** Beth Weaver  
bweaver6@depaul.edu  
**Office Hours** Tues 9–10:30pm after class

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### Course Description

This course introduces the basic concepts of design for time-based digital media. Students study the principles of composition and color theory, and how these are affected by movement, duration and display. Vector and bitmap manipulation tools are explored in relation to game design, video and Internet production.

### Course Objectives

This course will explore how the mind processes visual information. Students will apply these principles to then create successful visual communication in a variety of mediums. The objective is to teach core design principles and enable students to effectively use them. The course will also teach students to actively participate in design dialogue in a structured environment.

### Course Structure

#### LECTURE

Take lots of notes, not only does it help you retain information, but you will have access to them for your quizzes.

#### READING

Weekly readings will cover the subject to be covered in the following week's lecture

#### QUIZZES

There will be a quiz weeks 2–10 on the previous week's reading and lecture. The quiz will be open-notes but NOT open book. I will drop the lowest of your quiz grades and your overall score will be comprised of the other 8. If you miss a class this quiz will count as your drop.

#### CRITIQUE

Critiques will happen as a full class and in small groups. It is exceedingly important that students actively engage in the discussion. A great deal is learned from looking at the work of others. This time and discussion is priceless.

### Course Work

#### TURNING IN WORK

Students must submit work by 5:45pm Tuesday. Files must be titled LastnameFirstname-Project-20140000 (YearMonthDay) ex: WeaverBeth-Project1-20140916. Pay close attention to the required titling for each file.

#### LATE WORK POLICY

Late work will receive 50% credit if turned in the following week. Work will not be accepted after one week.

#### SAVING WORK

Always save your work to the cloud and to a physical source you have control over (i.e. to Dropbox/Google docs and to a USB stick/external drive). External hard drives are inexpensive and small. I recommend you get a 1 or 2 TB drive and keep it with you. Do not use these computers to save your work.

### Participation and Attitude

I expect you to turn in work on time, bring necessary supplies, do the required reading, actively engage in discussion, and ask questions frequently.

This classroom is an environment built on respect—for your peers, for me, and for yourself. I expect you will take the work, the lectures, the critiques, and the discussions seriously. I also expect you will support an attitude of enthusiasm and encouragement.

There will be no negative criticism. Constructive criticism is the basis for review and feedback. Maintain an open attitude toward your peers and yourself.

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### Attendance Policy

Students are expected arrive before 5:45pm and remain for the duration of the class. The instructor reserves the right to count arriving late or leaving early as an absence.

The overall grade for participation is affected by attendance. Three absences for any reason may constitute failure of the course.

Notifying me in advance of your absence is a sign of respect for me and your peers. It also allows you to stay on top of the work and will help you greatly in the long run. When you know you will not make it to class I expect you to notify me as soon as possible.

### Cell Phones

Use of cell phones, tablets, laptops, and other devices are prohibited in class. Turn all devices off or switch them to silent mode. If you are on call for your job, or are required to take calls during class, advise me before hand and leave the classroom discretely when necessary.

### Online Teaching Evaluation

Complete the Online evaluation. It is the primary source of feedback for instructors and for the department. These evaluations shape your experience. You will receive several reminders when it is time.

### Add/Drop/Withdraw

Tues, Sept 16—last day to **add** classes  
Tues, Sept 23—last day to **drop** classes with no penalty  
Wed, Sept 24—**“W”** assigned to classes dropped on/after today  
Tues, Oct 28—last day to **withdraw**

### Incomplete

Incompletes are only granted for exceptional reasons. Any such reason must be fully documented and approved by the Dean/Associate Dean. Students must fill out the form found at: [www.cdm.depaul.edu/Current%20Students/Documents/IncompleteGradeRequestForm.pdf](http://www.cdm.depaul.edu/Current%20Students/Documents/IncompleteGradeRequestForm.pdf). A copy of this request will be placed in the student's academic file and the student will be notified of the result via email. All remaining class requirements must be completed with the original instructor.

### 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 [cdm.depaul.edu/enrollment](http://cdm.depaul.edu/enrollment)

### Academic Integrity and Plagiarism

This course is subject to the university's academic integrity policy. More information can be found at [academicintegrity.depaul.edu/](http://academicintegrity.depaul.edu/). If you have any questions be sure to consult with your professor.

### 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 [csd@depaul.edu](mailto: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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### Supplies

#### REQUIRED

Art and Visual Perception: A Psychology of the Creative Eye  
Arnheim, Rudolf

Design Basics Index  
Krause, Jim

Adobe Illustrator—available in the lab  
Adobe Photoshop—available in the lab  
Adobe AfterEffects—available in the lab

USB stick or external hard drive  
Folder/Binder

#### RECOMMENDED

Sketchbook  
Pencils/pens/markers  
Clear tape/Glue stick  
Scissors/exacto  
Camera (yes, your phone is perfect)  
Dropbox account

### Grading

93–100% **A**  
90–92% **A-**  
87–89% **B+**  
83–86% **B**  
80–82% **B-**  
77–79% **C+**  
73–76% **C**  
70–72% **C-**  
67–69% **D+**  
60–66% **D**  
0–59% **F**

**A**  
Exceptional creativity, quality, craft, investigation, thoroughness, enthusiasm, and clarity

**B**  
Good creativity, quality, craft, investigation, clarity

**C**  
Average creativity, quality, craft, investigation; lacking thoroughness, enthusiasm, and clarity

**D**  
Lacking creativity, quality, craft and investigation; incomplete and/or late

**F**  
Fail—Incomplete, late, unacceptable quality

<b>QUIZZES</b>	10%
<b>WEEKLY PROJECTS</b>	60%
<b>FINAL PROJECT</b>	15%
<b>PARTICIPATION</b>	15%

### Computer Labs

[www.cdm.depaul.edu/cim/academics/Pages/CIMLabResources.aspx](http://www.cdm.depaul.edu/cim/academics/Pages/CIMLabResources.aspx)

Getting access to the necessary software and uploading work to D2L is your responsibility.

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<b>Schedule</b>	<b>Class</b>	<b>Assignment</b>
Week 1 9.16.14	Intro and Syllabus Finding/scanning Images	Reading: Arnheim 10–41 Project: #1— Analysis Paper
Week 2 9.23.14	Balance, Shape Illustrator Intro	Reading: Arnheim 42–95 Project: #2
Week 3 9.30.14	Shape, Typography Illustrator Continued	Reading: Arnheim 96–161 Project: #3
Week 4 10.7.14	Form, Typography Illustrator Continued	Reading: Arnheim 218–302 Project: #4
Week 5 10.14.14	Space Photoshop Intro	Reading: Arnheim 330–371 Project: #5
Week 6 10.21.14	Color Photoshop Continued	Reading: TBD Project: #6
Week 7 10.28.14	Rhythm Image making workshop	Reading: Arnheim 372–409 Project: #7
Week 8 11.4.14	Movement After Effects Intro	Reading: TBD Project: #8
Week 9 11.11.14	Animation After Effects Continued	Reading: TBD Project: #9 (Due 11.25.14)
Week 10 11.18.14	Show and Tell Lab time for Project #9	Reading: TBD Project: #9
Week 11 11.25.14	Final Project Presentation and Critique	

**The syllabus and schedule are subject to change throughout the semester.**