

**Intro to Visual Design  
GD 105 - 602**

Spring Quarter 2016 - 2017  
**TU TH** 10:10 am - 11:40 am  
CDM 632, Loop  
4 credits

**Course Syllabus**

Page 1 of 7

**Professor:**

Min Pak  
mpak1@cdm.depaul.edu  
C: 312 343-1127

**Office Hours:**

T/TH 9:15 am – 10:00 am  
TH 12:35 pm – 1:20 pm  
CDM 522  
312 362-8257

**Grading Point System**

CATEGORY	WEIGHT
Attendance	10%
Individual Project	10%
Group Project 1	20%
Group Project 2	25%
Final Project	35%
<b>Total</b>	<b>100%</b>

**Grading Scale**

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

**Class Dates:** 03/28/2017 – 06/01/2017

**Last day to drop classes with full refund/no grade:** Apr 07, 2017

**Last day to withdraw from SQ 2017 classes:** May 12, 2017

**Final Exam (Presentation):** 8:30 AM – 10:45 AM, Thursday, June 08, 2017

**Course Description**

This course will explore historical events, visual concepts and principles of visual design, including design elements, composition, form, color theory, and basic image making (vector and bitmap), message development and elements of visual story telling. Students will also dive into the practice of design by doing visual design project. The project will emphasize the design process and iterating on peer critique, which students will regularly give and receive. This course will include lectures, group discussions, presentations, creative work and hands-on studio time in the lab.

**Course Objectives**

**1. Project Management Skills:**

- Identifying audience(s)

**2. Design Skills:**

- Understanding and employing design principles
- Understanding and employing color theory
- Understanding the impact of typography
- Understanding the relationship between color, typography, layout and tone
- Providing multiple design ideas
- Designing visual products from a visual perspective, and strengthen skills with various visual design tools and techniques

**3. Research and Communication Skills:**

- Critiquing designs

**Learning Outcomes**

- Experience a range of design methods, processes, materials, and contexts
- Apply basic elements of visual design including balance, color, dynamics, expression, form, growth, light, movement, sequence, shape, and space
- Practice iteration (and/or variation) to arrive at successful design projects
- Use visual design terms and formal language to communicate
- Analyze the effectiveness of works of art and design, recognizing strengths and citing areas for improvement
- Identify or integrate methods, processes, and/or materials that are relevant to project development
- Defend work with reason

**Required Textbook**

**Visual Grammar**

By Christian Leborg **ISBN-13:** 978-1568985817

**Course Expectations**

In order for you to complete this course successfully, to finish all the projects in a professional and meaningful manner, and to fulfill the goals set for each project, it

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Page 2 of 7

Is important that you do the following:

### What I am looking for:

- Work as hard as you can and to the best of your abilities
- Be prepared with research, supplies and work required - coming to class unprepared is unacceptable
- Develop your ideas as outlined in sketchbook
- Time and effort put into your projects
- Participation and active engagement in class
- **Attendance is required at all critiques**

### What you can do:

- Attend class regularly (your grade can be lowered for non-attendance)
- Be here on time (I will take attendance at the beginning of each class session)
- Casual tardiness and absences suggests an unprofessional and careless attitude
- Turn cellphones to silent for the duration of the class.
- Don't use earphones during class.
- If you are absent please email me.
- If you are absent it is your responsibility to contact your classmate to get notes.
- Show me work in progress for suggestions.

### Attendance Policy

This is important, and part of showing commitment and a serious work attitude. You are required to attend all scheduled classes, to arrive on time, and stay until the end of the class period. 5 absences will result in an F – failing the class. It is not acceptable to arrive late or leave early and if affects your grade. You are responsible to find out from other students what you missed. You are expected to bring all materials you need and be prepared to work during class time.

- **More than 3 absences will lower your final grade by one letter.**
- **You cannot pass if you miss 5 classes.**
- **If you are ill for an extended period, or are experiencing a personal or family emergency, please contact me as soon as possible to discuss your situation.**
- **Arriving late for class or leaving early (10 min. or more) will count as 1/2 of an allowed absence.**
- **If a student is 20 minutes (or more) late to class or leaving early, it will count as an absence.**

### Tardy Policy

- Non-attendance includes tardiness, which is arriving more than 10 minutes late for class. Chronic tardiness can lower your grade.
- **Please, do not surf the web, chat, Google, text message, or email while we are in class.** I reserve the right to revoke your lab privileges if I find you "out on the net" during lecture or lab.

### Required Supplies

- **Artist Sketchbook** - Students will be required to keep a "Good design sketchbook" in which they collect examples of good design.

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**Course Syllabus**

Page 3 of 7

Professional designers keep such sketchbooks to help stimulate their design, creativity and insight.

- **Scissors or exacto knife with a self-healing mat [very limited use, share/borrow as needed]**
- **Notebook and binder**
- **Pencil and fine tipped black ink pen**
- **External hard drive/Flash Drive (4 GB – 8 GB)**

**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.

**Missed Assignments and Exams**

Assignments and projects are due on the dates designated in the syllabus, turning your work on time, demonstrate that you are willing to take responsibility for organize your time so that you complete your work punctually. This is a discipline that will serve you well in the real world after graduation.

**Late assignments will be penalized by one letter grade (A to B, etc.)**

- Assignments and projects are due at the start of class and will not be accepted later than one class period.
- The Final Project will not be accepted late.
- Incompletes will only be given in class of personal or family emergency and if the student is passing the class at the time of the request.

**Projects Grading Criteria**

1. Evidence of preplanning (sketches) and research
2. Use of design elements and principles
3. Creativity and exploration
4. Ideas and communication
5. Craftsmanship, skill and presentation

**Project Components**

- **Techniques/Skills:** drawing, color mixing, fine art, media and/or digital media mastery
- **Composition:** clarity, design elements and principles mastery
- **Problem solving/ideas:** word association, concepts
- **Approach/Style:** personal expression/signature
- **Communication:** intent and clarity, illustrations cannot confuse the viewer visually or conceptually
- **Visual Storytelling:** Visuals help us tell our stories quickly with impact and emotion. When the visual is a powerful one, be it an image or video, the effect is magnified.

## **Intro to Visual Design**

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## **Course Syllabus**

Page 4 of 7

## **The Design Process**

### **1. Define the Problem**

- You can't find a solution, until you can spell out what the problem is. Designers work with the client to define the project.

### **2. Collect the Information**

- Once the problem is defined, designers will spend time gathering information about a particular subject to solve a graphic design challenge. It is also great to know what work has been done in the past regarding the subject matter before you. Why? Not only to prevent duplication, but to present uniquely fresh ideas.

### **3. Brainstorm/Concept**

- Thinking – Shorthand Notes – Unlimited Thumbnails. Getting down as many ideas as possible. That is the goal of the conceptual stage.
- A thorough exploration of ideas will allow you to choose those ideas that are most suited to the optimal solution to your graphic design problem. This is the stage that you can look at your idea from different perspectives.
- A time to think of analogies, metaphors, similes, visual analogies, comparisons, exaggeration, irony, humor, poignancy, practical reasons, or those things that will make your idea memorable, engaging and unique.
- It is expected at this stage to come up with at least three great ideas for your subject matter. From these three, one will be chosen to complete to a point of being truly unique and outstanding. If you are not comfortable with your ultimate solution go back to sketching.

### **4. Design**

- The "layout" phase. You have decided upon your best idea. This idea will be converted to a design that works. The color, layout, type, illustration, photography, and style are explored. This stage takes time. It is so easy to get caught up in exploration that we forget about deadlines.
- You will now complete the concept unfolded in the last step and transform it into a complete designed layout. This layout will also be critiqued and refined and critiqued and refined.

### **5. Feedback/Application**

- No solution is perfect the first time around, so it is critical that the designers continue the discussion with the client to receive feedback.
- Your design needs to be tested. With feedback in hand, the designers will go back and continue to revise and improve the final solution.

## **Computer Labs**

Computer labs are available for your use outside of class. For schedule information, please check here:

[www.cdm.depaul.edu/cim/academics/Pages/CIMLabResources.aspx](http://www.cdm.depaul.edu/cim/academics/Pages/CIMLabResources.aspx). You'll need to swipe into the rooms with your DePaul ID, so please be sure it's activated.

## **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

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CDM 632, Loop  
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## **Course Syllabus**

Page 5 of 7

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 at <https://mycti.cti.depaul.edu/mycti>.

### **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 Campus Connect is correct.

### **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.

### **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 the Center for Students with Disabilities (csd) at:

Student Center, LPC, Suite #370; Phone Number: (773) 325 1677;  
FAX: (773) 325 3720; TTY: (773) 325 7296.

### **Withdrawal**

Students who withdraw from the course do so by using the Campus Connection system ([campusconnect.depaul.edu](http://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.

### **Retroactive Withdrawal**

This policy exists to assist students for whom extenuating circumstances prevented them from meeting the withdrawal deadline. During their college

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Spring Quarter 2016 - 2017

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### **Course Syllabus**

Page 6 of 7

career students may be allowed one medical/personal administrative withdrawal and one college office administrative withdrawal, each for one or more courses in a single term. Repeated requests will not be considered. Submitting an appeal for retroactive withdrawal does not guarantee approval.

College office appeals for CDM students must be submitted online via MyCDM.

The deadlines for submitting appeals are as follows:

- **Autumn:** Last day of the last final exam of the subsequent winter quarter
- **Winter:** Last day of the last final exam of the subsequent spring quarter
- **Spring:** Last day of the last final exam of the subsequent autumn quarter
- **Summer:** Last day of the last final exam of the subsequent autumn quarter

### **Incomplete**

An incomplete grade is a special, temporary grade that may be assigned by an instructor when unforeseeable circumstances prevent a student from completing course requirements by the end of the term and when otherwise the student had a record of satisfactory progress in the course. CDM policy requires the student to initiate the request for incomplete grade before the end of the term in which the course is taken. Prior to submitting the incomplete request, the student must discuss the circumstances with the instructor. Students may initiate the incomplete request process in MyCDM.

## Intro to Visual Design 105 – 602 Course Outline

\*Course syllabus and schedule are subject to change at anytime throughout the quarter. Changes to the syllabus will be communicated both in class and on D2L.

Week	Date	Topic	Project
1	Mar 28, 30	Course Overview/ Introduction Design Principles and Elements Letterform	<b>In-Class Exercise</b>  <b>Intro: Project 1</b> HW: Start your sketchbook and bring 10-15 thumbnail sketches to class. <b>Project 1</b> Individual Project: Sketches (Due on 03/30)
2	Apr 04, 06	Expressive Words Letterform Cropping	You will be working in groups of 3 or 4. <b>Project 1</b> Group Project: First Design (Due on 04/06)
3	Apr 11, 13	Grid and Composition	<b>Project 1 (Due on 04/13) – Group Critique</b> Upload file to D2L. <b>Project 2</b> HW: Bring 10-15 thumbnail sketches to class.
4	Apr 18, 20	Grid and Composition Introduction to Image Making	<b>Intro: Project 2</b> Individual Project: Sketches (Due on 04/18)
5	Apr 25, 27	Word + Image Abstract Visual Language Process, Generation, Iteration	<b>Project 2</b> Group Project: Final Design (Due on 04/27) HW: Finish Project 2.
6	May 02, 04	Writing a script	<b>Project 2 (Due on 05/04) – Group Critique</b> Submit color print and upload file to D2L. <b>Final Project</b> HW: Bring your initial script.
7	May 09, 11	Storytelling in Design Storyboarding	<b>Intro: Final Project</b> Group Project: Script (Due on May 09) HW: Bring your Storyboard.
8	May 16, 18	Storyboarding Animation Basics: Timeline, Frame Rate, Movement, Direction	<b>Final Project</b> Group Project: Storyboard (Due on May 16)
9	May 23, 25	Moving Images	<b>Final Project</b> Group Project: Graphics (Due on May 23)
10	May 30, June 01	Working in class	<b>Final Project - Studio Time</b> HW: Finish Final Project.
11	June 08	<b>08:30 AM – 10:45 AM Presentation</b>	<b>Final Project (Due)</b> <b>Final Project Presentation and Group Critique</b> Upload file to D2L.