DEPAUL UNIVERSITY
COLLEGE OF COMPUTING AND DIGITAL MEDIA
SCHOOL OF DESIGN, GRAPHIC DESIGN

SYLLABUS: GD 200-601

GRAPHIC DESIGN 1

LAST EDITED MARCH 23, 2018

THE SYLLABUS AND SCHEDULE ARE SUBJECT TO CHANGE THROUGHOUT THE QUARTER.

FOR OFFICIAL ASSIGNMENTS, CRITERIA, DUE DATES AND MORE, CHECK POSTINGS ON D2L THROUGHOUT THE QUARTER.

Graphic Design 1: GD-200-601

CLASS INFO:
Spring 2018, Section: 601, M/W 1:30-3PM, 14EAS00213
11 weeks/4 units
Your final exam/critique is on June 06, 2018, from 11:30 AM to 1:45 PM

Instructor: Heather Quinn
hquinn2@depaul.edu
mobile: 617.901.0284
Office: CDM 503
Office Hours: Monday and Wednesdays 12-1:30pm (please email to schedule)

IMPORTANT DATES:

https://offices.depaul.edu/oaa/academic-calendar/Pages/Full-Year-2017-2018.aspx

March 30, 2018	*Good Friday - University officially closed*	*Spring Term*
March 31, 2018	*Easter Holiday - University officially closed*	*Spring Term*
April 01, 2018	*Easter Holiday - University officially closed*	*Spring Term*
April 01, 2018	*11:59pm Deadline to add classes to SQ2018 schedule*	*Spring Term*
April 06, 2018	*Last day to drop SQ2018 classes with no penalty (100% refund of tuition if applicable and no grade on transcript)*	*Spring Term*
April 06, 2018	*Last day to select pass/fail option for SQ2018 classes*	*Spring Term*
April 07, 2018	*Grades of "W" assigned for SQ2018 classes dropped on or after this day*	*Spring Term*
April 13, 2018	*Last day to select auditor status for SQ2018 classes*	*Spring Term*
April 23, 2018	*Begin SQ2018 optional mid-term exam week*	*Spring Term*
April 28, 2018	*End SQ2018 optional mid-term exam week*	*Spring Term*
May 11, 2018	*Last day to withdraw from SQ2018 classes*	*Spring Term*
May 28, 2018	*Memorial Day - University officially closed*	*Spring Term*
June 01, 2018	*End SQ2018 Day & Evening Classes*	*Spring Term*
June 02, 2018	*Begin SQ2018 Day & Evening Final Exams*	*Spring Term*
June 08, 2018	*End SQ2018 Day & Evening Final Exams S*	*Spring Term*

COURSE DESCRIPTION

Graphic Design One introduces the world of graphic design in a social and historical context. Methodologies of research and problem solving will be examined, with an emphasis on the role of analysis, conceptual thinking and visual production as the primary tasks of the graphic designer. The materials and techniques of two dimensional design will be taught and incorporated into class projects. Projects will combine words, images and graphic elements to create meaningful solutions that give your audience new understanding and experiences.

LEARNING DOMAIN DESCRIPTION

Graphic design 1 (GD200) is included in the Liberal Studies program as a course with credit in the Arts and Literature domain. Courses in the Arts and Literature domain ask students to extend their knowledge and experience of the arts while developing their critical and reflective abilities. In these courses, students interpret and analyze particular creative works, investigate the relations of form and meaning, and through critical and/or creative activity, come to better understand the original audience that witnessed a work of art and how its meaning and significance changes over time. These courses focus on works of art or literature, however the process of analysis may include social, cultural, and historical issues. Genres covered in this domain include literature, the visual arts, media arts, the performing arts, music, and theater.

WRITING EXPECTATION

A minimum of 5 - 7 pages of writing for courses in the Arts and Literature domain (including studio courses) is required.

LEARNING DOMAIN OUTCOMES

Students will be able to:
• Explain, in well-written prose, what a work of art is about and/or how it was produced
- Articulate and explain the "content" of that work and/or its methodology of production.
• Comment on the relationship between form and content in a work.
- How does the 14-line sonnet both enable and inhibit its practitioner, for example?
- What are the generic expectations of a particular form?
- How does an artist complicate, enrich, or subvert such expectations?
• Assess the formal aspects of their subject and put those qualities into words, using, when appropriate, specialized
  vocabulary employed in class and readings.
• Contextualize a work of art.
- Do so with respect to other works of art in terms of defining its place within a broader style or genre.
- Contextualize a work of art in terms of contemporaneous aesthetic, social, or political concerns, discussing   how
  these might shape the work's reception and how that reception might differ amongst various peoples and historical
  periods

HOW LEARNING OUTCOMES WILL BE MET
In the context of this class, design is about communicating to diverse and specific audiences. Design utilizes different
rhetorical strategies and the study of such strategies constitutes a major focus of the class. The goals of design are
to inform (e.g., directions to the airport), educate (e.g., learning how to read), persuade (e.g., support a specific
candidate or belief system), or take action (the act of voting or buying a product). This course will deliver a design
critique/evaluation experience through readings, discussion, lectures, activities, and creative projects.

Students are required to:
• Submit 4 reflection papers about various design principals (Point, Line, Plane; Rhythm and Balance; Scale; Texture;
  Color; Figure/Ground; Framing; Hierarchy; Layers; Transparency; Modularity; Grid; Pattern; Diagram; Time and
  Motion; Rules and Randomness) (1400-2800 words total). Each assignment asks the student to evaluate the design
  piece belonging to either themselves or their peers, analyze it formally against the project criteria and book readings,
  and discuss its pros, cons etc.
• Participate in weekly group critiques.

Graphic Design 1: GD-200-601

OBJECTIVE

The goals of the class will be to learn what it means to create well crafted design elements and to combine those elements into compositions that clearly communicate the ideas expressed in the content. In successful design, the visual composition of a piece should always reflect and support the underlying idea, not obscure or ignore it.

• Conceptual, logical, visual and critical thinking within research-driven design projects
• Pre-planning, sketchbook renderings and preliminary visualization before implementation
• Composition and manipulation of type and image elements
• Basic layout and compositing with Illustrator, Photoshop, and InDesign
• Hand skills and craftsmanship
• Verbal, Written, and Visual presentation of your work

The structure of this course is designed to foster a strong work ethic and sense of self initiative.
We will split class time between lectures/demos, workshops/in-class work, and various forms of individual and group critique. There will be studio projects and different amounts of in-class and outside work time in regard to production. Please be sure to stay on top of your work.

PREREQUISITES

GD 105, Art 105, Ani 105 or GPH 211.
Knowledge of the Macintosh operating system is essential for success in this course.

PROJECT EVALUATION

Your work will be evaluated during all intermediate and final critiques. All projects will culminate in a 100 point-based grading rubric. Any comments made toward your work from myself or a fellow student should not be taken personally, but viewed as constructive criticism geared toward making your work stronger and more refined. Final grades will be evaluated on the following criteria:

- **Craft:** is the piece neat and well made with attention paid to details?
- **Work ethic and creativity:** did you push yourself, and then push yourself further?
- **Adherence to guidelines:** did you observe the guidelines of the assignment?
- **Critique professionalism:** did you talk during critique and remain constructive?
- **Improvement:** did you take the critique of your peers into consideration? Did you revise your work when new techniques were learned?

TURNING IN YOUR WORK

- Assignments are due – either posted to D2L or submitted in person (submission criteria will always be clearly defined in the project brief) – at the date and time noted on each assignment brief. If your work isn't posted in time for critique the assignment will be considered late.
- If you are not going to attend class you are still required to post your homework by the assigned due date and time.
- It is essential that you label any digital (or physical file) LastName-FirstName-AssignmentName_Version#.pdf
- Post your homework to D2L only as pdf files.
- Do not post native application files such as .ai, .indd, or .psd.
- To make sure a file successfully uploaded, you may want to download it to your computer and re-open it after posting. If this results in success, you'll know it uploaded correctly in the first place!

TIPS FOR SUCCESS

- **Follow the outlined process** as noted in all project briefs.
- **Be present and prepared for class.** If you are unable to attend class, please email me and tell me why at least 24 hours before the start of class.
- **Check the D2L class site for updates on assignments**, the class schedule and sources of inspiration.
- **Be prepared to present your work every session.** Come to class with all required supplies and work due. Partially completed work will not be critiqued.
- **Engage in group conversation.** Talk and share opinions during each class. Discussing the why behind your design decisions as well as talking to your classmates about their work is essential to success in this class.
- **Take phone calls and social conversations to the hallway.**

ATTENDANCE

Attendance is mandatory. This is an applied, hands-on studio art class, with class lectures, demonstrations, and peer critiques. Class will begin promptly at 1:30pm. A tardy means arriving more than 5 minutes late to class (1:35pm), leaving before class is dismissed, or leaving class to retrieve forgotten supplies or assignments.

An unexcused absence includes any absence without documentation. Excused absences include any absence that is cleared with me at least one week in advance via email, as well as any documented illness, hospitalization, or family emergency. Your final grade will be lowered as follows when unexcused absences and tardies occur: one absence (excused or unexcused) is permitted without grade penalty. Every unexcused absence thereafter results in cumulative five point grade deduction from your final grade (on the second unexcused absence, your final grade is lowered by five full points; on the third unexcused absence, your final grade is lowered by ten full points, the equivalent of one full letter grade). **On the fourth unexcused absence I reserve the right to fail you from the class.** Two tardies (tardies start at five minutes late) equal one absence. Showing up more than twenty minutes late to class constitutes one full absence.

Note that class attendance during finals week is required.
Students are responsible for keeping track of their own attendance. (It is tracked on d2l).

Please note: I will be abiding by DePaul University's 2009 Attendance Verification policy. This policy enables the university to (1) comply with U.S. Department of Education financial aid regulations for reporting on students' attendance, and (2) remind students to drop a class that they no longer intend to take in time to avoid tuition charges. As such, attendance for the first week of class is mandatory.

LATE ASSIGNMENT POLICY

Assignments and projects turned in late will result in a 10% grade reduction for every day past the assigned due date (in addition to being graded based upon defined criteria). You have 10 days to turn in an assignment or project before it is considered irrevocably late, at which time zero points will be earned. Turing in a late assignment is far better than not turning it in at all—some points are better than none. Each student is allowed 1 extension to avoid the above penalty, to be used at their discretion at some point during the quarter. The extension must be requested in advance. A student will have one week after the initial due date to turn in the project. If late, the aforementioned penalty will apply.

Do not ask for extensions or leniency outside of the policies outlined above

Excellence
A 100–93
A- 92–90

Good Work
B+ 89–88
B 87–83
B- 82–80

Satisfactory
C+ 79–78
C 77–73
C- 72–70

Somewhat Unsatisfactory
D+ 69–68
D 67–63
D- 62–60

**Substantially
Unsatisfactory**
F 59–0

GRADES

Grades are a reflection of the effort put forth as stated below. I do not look for perfection or the best final projects. I look for students who take risks, keep exploring, try new things and go back and improve projects after we review them. I want my students to develop an appreciation, deep interest and understanding of design. I expect you to work hard.

GENERAL POLICIES

Participation, In-Class Attitude/Attendance
Everyone should participate in each class. Not everyone is the best presenter, however its important to become comfortable speaking in a group and communicating.

Homework Assignments
Have your homework completed at the start of class. Process, research and discovery are as important as the final result(s). While not required, it is recommended that you keep a sketchbook/process book during the quarter.

Projects (Design and Craftsmanship)
Have your assignments complete and take risks. I'd rather see you try something new and fail than have a perfect project. Work on your craft. You need to develop a steady hand and an eye for detail.

HOW YOU ARE EVALUATED

15% In-class participation and engagement
10% In-class studio exercises
50% Assigned projects
25% Research writing assignments

Thoughtful participation in group discussions, the presentation of assignments when asked, and attendance all count towards an individual's "class participation," a factor in the student's final grade. This can not be made up after the fact due to an absence, as it required physical presence in the classroom.

INCOMPLETE GRADE:

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 course final, and approved by an Associate Dean of the College of Computing & digital Media. Any consequences resulting from a poor grade for the course will not be considered as valid reasons for such a request.

DePaul Graphic Design mailing list
To sign up, visit
http://mailman.depaul.edu/mailman/listinfo/design

DePaul AIGA
(join and/or follow on Facebook and Instagram)

DePaul School of Design Talks
(join and/or follow on Facebook)

DePaul Internships
(join and/or follow on Facebook)
https://mailman.depaul.edu/mailman/listinfo/sodintern-
ships

Idea Realization Lab
(join and/or follow on Facebook)
3rd floor Daley
Sign up for simple trainings to use all of the resources
(lasercutters, 3d printers, router, vinyl cutter, etc)

BASIC MATERIALS
All supplies noted below are available at the Blick art supply store on State Street, via Amazon, or through the DePaul bookstore.

Graphic Design: The New Basics
http://www.amazon.com/Graphic-Design-The-New-Basics/dp/1568987021

Clear push pins

Self-healing cutting matt
http://www.dickblick.com/products/alvin-reversible-self-healing-cutting-mat-kit/

#1 X-Acto knife
http://www.dickblick.com/products/x-acto-1-knife/

Archival glue stick / spray glue / double stick tape / rubber cement / scotch matte magic

12–18" small aluminum ruler (or other straight-edge)
http://www.dickblick.com/products/blick-aluminum-rulers/

Sketch Book (at least 8.5x11)

Digital Camera/iPhone camera (a basic one is fine)

A few phone apps (GoogleEarth, Glitche, etc.)

Fonts (TypeKit, Google, Etc)

SOFTWARE/TECH
Microsoft Office
Adobe CS
External hard drive/flash drive

Always bring supplies to every class. We will need a few additional supplies throughout the quarter

Graphic Design 1: GD-200-601

WEEK 01 (3/26, 3/28)
VISUAL SYSTEMS/PATTERNS/BLACK AND WHITE

WEEK 02 (4/2, 4/4)
VISUAL SYSTEMS/PATTERNS/COLOR
ESSAY 1

WEEK 03 (4/9, 4/11 WORK DUE BUT NO CLASS)
PHYSICAL AND VIRTUAL TEXTURE

WEEK 04 (4/16, 4/18)
PHYSICAL AND VIRTUAL TEXTURE
ESSAY 2/WORD SALAD

WEEK 05 (4/23, 4/25)
ALBUM COVER

WEEK 06 (4/30, 5/2)
ALBUM COVER

WEEK 07 (5/7, 5/9)
ALBUM COVER
ESSAY 3

WEEK 08 (5/14, 5/16)
GOOGLE BOOK

WEEK 09 (5/21, 5/23)
GOOGLE BOOK

WEEK 10 (5/28, 5/30)
GOOGLE BOOK
ESSAY 4

WEEK 11 (6/6)
FINAL EXAM/CRITIQUE

DEPAUL STANDARDS

ATTENDANCE
Students are expected to attend each class and to remain for the duration. Coming 15 minutes late or leaving 15 minutes early constitutes an absence for the student. The overall grade for participation drops one-third after any absence. Three absences for any reason, whether excused or not, may constitute failure for the course.

CLASS DISCUSSION
Student participation in class discussions will be measured in two ways. First, students are highly encouraged to ask questions and offer comments relevant to the day's topic. Participation allows the instructor to "hear" the student's voice when grading papers and projects. Secondly, students will be called upon by the instructor to offer comments related to the reading assignments and projects. Students must keep up with the reading to participate in class discussion.

ATTITUDE
A professional and academic attitude is expected throughout this course. Measurable examples of non-academic or unprofessional attitude include but are not limited to: talking to others when the instructor is speaking, mocking another's opinion, cell phones ringing, emailing, texting or using the internet whether on a phone or computer. If any issues arise a student may be asked to leave the classroom. The professor will work with the Dean of Students Office to navigate such student issues.

CIVIL DISCOURSE
DePaul University is a community that thrives on open discourse that challenges students, both intellectually and personally, to be Socially Responsible Leaders. It is the expectation that all dialogue in this course is civil and respectful of the dignity of each student. Any instances of disrespect or hostility can jeopardize a student's ability to be successful in the course. The professor will partner with the Dean of Students Office to assist in managing such issues.

CELL PHONES/ON-CALL
If you bring a cell phone to class, it must be off or set to a silent mode. Should you need to answer a call during class, students must leave the room in an undisruptive manner. Out of respect to fellow students and the professor, texting is never allowable in class. If you are required to be on call as part of your job, please advise me at the start of the course.

CHANGES TO SYLLABUS
This syllabus is subject to change as necessary during the quarter. If a change occurs, it will be thoroughly addressed during class, posted under Announcements in D2L and sent via email.

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/. If you have any questions be sure to consult with your professor.

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%20Students/Pages/PoliciesandProcedures.aspx

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.
Lewis Center 1420, 25 East Jackson Blvd.
Phone number: (312)362-8002
Fax: (312)362-6544
TTY: (773)325.7296