

GD105 INTRO TO VISUAL DESIGN  
SPRING 2018 | SYLLABUS

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**Section 605**  
**Class Number: 35943**

**Professor**  
Alex Modie  
amodie@depaul.edu

**Location**  
Room 513  
Daley Building, LC

**Meeting Time**  
Tuesday & Thursday  
3:10pm – 4:40pm  
03/27/18 – 05/31/18

**Final Exam**  
Tuesday, 06/05/18  
2:30pm – 4:45pm

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**Office Hours**  
**Room 200B, Daley Building, LC**

**Tuesday**  
1:45pm – 2:45pm  
4:40pm – 5:10pm

**Thursday**  
1:45pm – 2:45pm  
4:40pm – 5:10pm

**Friday**  
1:15pm – 2:45pm

**WEEK 1**  
**TUESDAY 03/27**

- **Review syllabus and assignments**
- **Lecture | Discussion**  
Elements and principles of Visual Design
- **Brief Project 1: Point, Line, Plane Study (10%)**
- **Homework:** 15 hand drawn sketches – Point, Line and Plane (5 of each)

**WEEK 1**  
**THURSDAY 03/27**

- **InDesign / Illustrator Tutorial**  
In class exercise – Document set up and tools
- **Homework:** 15 digital renderings – Point, Line and Plane for critique  
**Due:** Tuesday, 04/03 Upload digital PDF to D2L

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**WEEK 2**  
**TUESDAY 04/03**

- **Group Critique Project 1 – Point, Line, Plane**  
Review student projects on D2L
- **Homework:** Refine digital renderings – Point, Line and Plane (5 of each)  
**Final Due:** Tuesday, 04/10 Upload digital PDF to D2L

**WEEK 2**  
**THURSDAY 04/05**

- **Lecture | Discussion**  
Relations in composition
- **Brief Project 2: Cropped Letterform (10%)**
- **InDesign / Illustrator Tutorial**  
In class exercise – Project set up
- **Homework:** Create 6 x cropped letterform compositions for critique  
**Due:** Tuesday, 04/10 Upload digital PDF to D2L

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**WEEK 3**  
**TUESDAY 04/10**

- **Due: Project 1 – Point, Line, Plane Study (10%)**
- **Group Critique Project 2 – Cropped Letterform**  
Review student projects on D2L
- **Homework:** Refine 6 x cropped letterform compositions for critique  
**Due:** Tuesday, 04/17 Upload digital PDF to D2L

**WEEK 3**  
**THURSDAY 04/12**

**Excursion: Howardena Pindell, Museum of Contemporary Art**

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WEEK 4  
TUESDAY 04/17

- **Group Critique Project 2 – Cropped Letterform**  
Review student projects on D2L
- **Homework:** Refine 6 x cropped letterform compositions  
**Final Due:** Tuesday, 04/24 Upload digital PDF to D2L

WEEK 4  
THURSDAY 04/19

- **Lecture | Discussion**  
Gestalt Principles of Visual Perception and Grouping
- **Brief Project 3: Gestalt Principles of Grouping (15%)**  
Tutorial project set up
- **Homework:** Develop 3 x grouping compositions for critique  
**Due:** Tuesday, 04/24 Upload digital PDF to D2L

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WEEK 5  
TUESDAY 04/24

- **Due: Project 2 – Cropped Letterform (10%)**
- **Group Critique Project 3 – Gestalt Principles of Grouping**  
Review student projects on D2L
- **Homework:** Develop 3 x grouping compositions  
**Due:** Thursday, 04/26 – Work in class

WEEK 5  
THURSDAY 04/26

- **Group Critique | Studio Session**  
Work in class to develop compositions
- **Homework:** Refine 3 x grouping compositions  
**Final Due:** Tuesday, 05/01 Upload digital PDF to D2L

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WEEK 6  
TUESDAY 05/01

- **Due: Project 3 – Gestalt Principles of Grouping (15%)**
- **Lecture | Discussion**  
Visual hierarchy, color theory and structured grids
- **Brief Project 4: Visual Hierarchy (25%)**  
Tutorial project set up
- **Homework:** Develop 3 x Visual Hierarchy compositions for critique  
**Due:** Thursday, 05/03 Upload digital PDF to D2L

WEEK 6  
THURSDAY 05/03

- **Group Critique Project 4 – Visual Hierarchy**  
Review student projects on D2L
- **Homework:** Develop 3 x Visual Hierarchy compositions  
**Due:** Tuesday, 05/08 – Work in class

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WEEK 7  
TUESDAY 05/08

- **Group Critique | Studio Session**  
Work in class to develop compositions
- **Homework:** Refine 3 x Visual Hierarchy compositions  
**Final Due:** Tuesday, 05/15 Upload digital PDF to D2L

WEEK 7  
THURSDAY 05/10

- **Lecture | Discussion**  
Movement, layers and transparency
- **Brief Project 5: Visual Narrative (40%)**
- **Homework:** Develop 12 x frames Visual Narrative for critique  
**Due:** Tuesday, 05/15 Upload digital PDF to D2L

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WEEK 8  
TUESDAY 05/15

- **Due: Project 4 – Visual Hierarchy (25%)**
- **Group Critique Project 5 – Visual Narrative**  
Review student projects on D2L

WEEK 8  
THURSDAY 05/17

- **Group Critique | Studio Session**  
Work in class to develop compositions
- **Homework:** Refine 12 x frames visual narrative for critique
- **Due:** Tuesday, 05/22 Upload digital PDF to D2L

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**WEEK 9**  
**TUESDAY 05/22**

- **Group Critique Project 5 – Visual Narrative**  
Review student projects on D2L
- **Homework:** Refine 12 x frames visual narrative  
**Due:** Thursday, 05/24 – Work in class

**WEEK 9**  
**THURSDAY 05/24**

- **Studio Session**  
Work in class to develop compositions
- **Homework:** Refine 12 x frames visual narrative  
**Due:** Tuesday, 05/29 – Work in class

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**WEEK 10**  
**TUESDAY 05/29**

- **Studio Session**  
Work in class to develop compositions
- **Homework:** Refine 12 x frames visual narrative  
**Due:** Thursday, 05/31 – Work in class

**WEEK 10**  
**THURSDAY 05/31**

- **Studio Session**  
Work in class to develop compositions
- **Final Due:** Tuesday 06/05

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**WEEK 11**  
**TUESDAY 06/05**  
**Final Exam Due: 2:30pm**

- **Project 5: Visual Narrative (40%)**  
Submit 12 x Frames PDF to D2L

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## OVERVIEW

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.

### Course Description

This course will provide an introduction to the principles of visual design—including composition, form, counterform, point, line, plane, color, basic image making (vector and photography) and elements of visual narrative and storytelling. This course will include lectures, discussions, critiques/presentations, hand-sketching, and lab (computer work) time. You are expected to work about 3–6 hours a week outside of class.

### Course Objectives

- This course will focus on theories of how the mind processes visual information, and then practice the application of this learning to achieve effective visual communication.
- This course is designed specifically for the needs of Graphic Design, Game Development, Digital Cinema, Animation, and Interactive Media students (but all majors are welcome).
- Although the class will use some Adobe software, learning software is secondary to our goal of gaining an understanding of the mechanisms of visual perception.
- Practical issues introduced include visual planning, typography, color palettes.
- Theoretical issues include composition (emphasis, rhythm, contrast, unity, balance, scale, hierarchies of information), movement, color, and spatial illusion.

### 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, 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**, Christian Leborg, Princeton Architectural Press, 2006  
ISBN-10: 1-56898-581-9. Available at the DePaul Loop Bookstore.

### Materials:

- Sketchbook
- Hard drive
- 2B Pencils
- Adobe Creative Suite – Indesign, Illustrator and Photoshop

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## ASSIGNMENTS WEIGHTED BREAKDOWN

### **Project 1: Point, Line, Plane Study (10%)**

Using one of the provided object images, create 15 representations of the object using the design elements, point, line and plane (5 of each).

**Due: Week 3, Tuesday 04/10**

**Final Format:** Minimum 15 x 8x8 inch, black and white compositions. Upload final PDF copy to D2L.

### **Project 2: Cropped Letterform (10%)**

Choose 3 typefaces to experiment with abstracting letterforms and explore the relationship between figure and ground.

**Due: Week 5, Tuesday 04/24**

**Final Format:** Minimum 6 x 8x8 inch, black and white compositions. Upload final PDF copy to D2L.

### **Project 3: Gestalt Principles of Grouping (15%)**

Using Gestalt principles of grouping this exercise introduces the basic elements of typography and explores composition in a freeform structure.

**Due: Week 6, Tuesday 05/01**

**Final Format:** Minimum 3 x 8x8 inch, black and white. Upload final PDF copy to D2L.

### **Project 4: Visual Hierarchy (25%)**

This exercise builds upon the basic principles of typography and grouping by introducing visual hierarchy and color within a structured grid.

**Due: Week 8, Tuesday 05/15**

**Final Format:** Minimum 1 x lettersize, color poster. Upload final PDF copy to D2L.

### **Project 5: Visual Narrative (40%)**

This final exercise combines all the design elements and principles in the creation of a visual narrative. Focusing on movement and sequence, students will explore ways to construct a visual narrative using a combination of typography, illustration and photography.

**Due Final Exam Week 11: 2:30pm, Tuesday, 06/05**

**Final Format:** 12 x compositions, any size. Upload final PDF copy to D2L.

**GRADING RUBRIC**

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**Grading Distribution**

95 - 100%	A Professional
91 - 94%	A-
88 - 90%	B+
85 - 87%	B Good
81 - 84%	B-
75 - 80%	C+
71 - 74%	C Average
68 - 70%	C-
65 - 67%	D+
61 - 64%	D Poor
00 - 00%	F Fail

**Assignments are evaluated based on quality of concept, execution, active class participation and attendance. There is no extra credit.**

Grading Rubric	Needs Improvement	Satisfactory	Very Good	Excellent
<b>Creativity and clarity of concept</b>	Student demonstrates a limited understanding of the concept, application of design principles and communication strategies.	Student demonstrates a satisfactory understanding of the concept, application of design principles and communication strategies.	Student demonstrates a very good understanding of the concept, application of design principles and communication strategies.	Student demonstrates an excellent understanding of the concept, application of design principles and communication strategies.
<b>Clarity of communication – Written and verbal</b>	Student demonstrates a limited ability to communicate concepts, both written and verbal.	Student demonstrates a satisfactory ability to communicate concepts, both written and verbal.	Student demonstrates a very good ability to communicate concepts, both written and verbal.	Student demonstrates an excellent ability to communicate concepts, both written and verbal.
<b>Professional presentation of finished project</b>	Student demonstrates a limited proficiency in design programs and craftsmanship including, composition, typography and use of imagery.	Student demonstrates a satisfactory proficiency in design programs and craftsmanship including, composition, typography and use of imagery.	Student demonstrates a very good proficiency in design programs and craftsmanship including, composition, typography and use of imagery.	Student demonstrates an excellent proficiency in design programs and craftsmanship including, composition, typography and use of imagery.

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## ASSIGNMENTS AND GRADING

### Final Assignments

Please note that all assignments are required. You must complete every assignment for a final grade in the class. Every assignment must be posted to the specified D2L Dropbox folder. Student grades are based upon completion of assignments when due, quality of work, active class participation and attendance.

### Submitting Assignments

In order for an assignment to be accepted as 'final' for grading, you must submit the following, as per the date required in the class schedule:

- 1 x PDF digital copy to the D2L Dropbox

### Uploading project files to D2L Dropbox

- Upload PDF files to the appropriate week's assignment folder
- Name your file using your last name and project title.  
E.g.: Smith\_Research Report.pdf

### Failure to Submit Assignments

Failure to submit assignments by the due date will result in a failed grade. Design requires a feedback loop of project submission for review, feedback, implementation of changes and resubmission. This is required of every assignment in the course.

### Late Submissions

Late assignment submissions will not be accepted. If you are going to miss class when an assignment is due, you are still required to email your homework by the assigned due date to: amodie@depaul.edu.

### 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. Secondly, students will be called upon to offer comments related to the reading assignments and examples presented in class. Students must keep up with the reading to participate in class discussion.

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**ACADEMIC CALENDAR SQ 2018**

**March 26**

Begin Spring Quarter classes

**March 30**

Good Friday, University officially closed

**April 6**

Last day to add (or swap) classes to SQ 2018 without penalty

**May 11**

Last day to withdraw from SQ 2018 classes

**June 1**

End SQ 2018 day and evening classes

**June 4**

Begin Final Exams

**June 15**

SQ 2018 grades due

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## COURSE POLICIES

### 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 'Content' 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 enrolment, 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](mailto:csd@depaul.edu). Lewis Center 1420, 25 East Jackson Blvd. Phone number: (312)362-8002 Fax: (312)362-6544 TTY: (773)325.7296.

### 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.

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## COURSE POLICIES

### **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 undistruptive manner. Out of respect to fellow students and the professor, texting is never allowable in class.