

Shiro Akiyoshi  
312.362.5934  
sakiyosh@cdm.depaul.edu

Office: Daley 200D  
Hours: MW 11:00-12:30

### **COURSE DESCRIPTION**

This course explores word and image in content and form. Analysis of meaning, structure, and communication to specific audiences is studied. Readings, design and writing projects in commercial graphic design and fine arts comprise the content of the course. Projects are graphic and expressionist in nature, structured to emphasize the relationship between form and content. Content is largely based on the student's own research and writing. This is a lecture discussion class.

### **PREREQUISITES**

GD200, GD230

### **LEARNING GOALS**

Upon completion of this course, students will be able:

- to define, design and solve problems
- to research historical and cultural contexts from which to work
- to develop methods of designing solutions
- to experiment with alternative design solutions
- to articulate and present their design solutions
- to give form to culture
- to design for the real world incorporating a design loop of feedback and refined solutions
- to be aware of the need to design a better world
- to author own projects
- to collaborate
- to find one's own research design process and individual voice

### **WHAT WE WILL DO**

- Reading and discussion  
There will be reading assignments on design theory, existing design

#### **- Class work**

Much of your work will be conducted outside the class, especially idea development, content development, planning and sketching. You are responsible for the time-management necessary to ensure that you have computer time outside of class.

#### **- Critiques**

We will have work and project critiques and presentations that will ensure that we learn from one another and share information. Attendance and participation in critiques is mandatory.

### **ATTENDANCE**

- Class attendance and participation is mandatory. Participation during class critique is expected and helps your classmates learn.
- **Three** absence will result in one full grade drop. Having to work at an outside job is not an acceptable reason to miss class. If you are more than 15 minutes late for class, you will be half absence. If you miss a critique without an "emergency" excuse, your project grade is automatically dropped by one full grade (e.g., a "B" would become a "C").
- You will receive automatic F, if you miss **five** classes. If you miss a critique without an "emergency" excuse, your project grade is automatically dropped by one full grade.
- If you must be absent, please call or email me in advance. (you are responsible for finding out what is due.

### **GRADING FORMULA**

Your grade is based upon completion of assignments when due, quality of work, class participation and attendance.

|                  |     |
|------------------|-----|
| Participation    | 10% |
| Assignment One   | 30% |
| Assignment Two   | 30% |
| Assignment Three | 30% |

### PROJECT EVALUATION

Each assignment will be graded based on:

- Research and concept development
- Artistic quality
- Effort
- Meeting deadline
- Sketches
- Craft/skills
- Critique participation

Grading will be determined on a scale of 0 to 4.

A = 100–92, A- = 91.9–90, B+ = 89.9–88, B = 87.9–82, B- = 81.9–80, C+ = 79.9–78, C = 77.9–72, C- = 71.9–70, D+ = 69.9–68, D = 67.9–60, F = 59.9 and below

### RECOMMENDED BOOKS

- *Graphic Design Thinking: Beyond Brainstorming*, Ellen Lupton, editor. Princeton Architectural Press. 2011
- *Design Writing Research* by Ellen Lupton and J. Abbott Miller, Princeton Architectural Press, New York
- *Making and Breaking the Grid: A Graphic Design Layout Workshop* by Timothy Samara, Rockport Publishers
- *No More Rules: Graphic Design and Postmodernism* by Rick Poynor, Yale University Press
- *Type & Image, The Language of Graphic Design* by Philip Meggs, Van Nostrand Reinhold. 1992 (Art and Design I)
- *Gromerty of Design* by Kimberly Elam, Princeton Architectural Press (Art and Design I)
- *Grid Systems in Graphic Design* by Josef Müller-Brockmann
- *A History of Graphic Design* by Philip Meggs, Third Edition, John Wiley & Sons, Inc. 1998
- *Type & Image, The Language of Graphic Design* by Philip Meggs, Van Nostrand Reinhold. 1992
- *Design Literacy: Understanding Graphic Design* by Steven Heller and Karen Pomeroy, Allworth Press
- *Merz to Emigre and Beyond: Avant-Garde Magazine Design of the Twentieth Century* by Steven Heller, Phaidon Press

### 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 Announcements in D2L and sent via email.

#### ONLINE COURSE EVALUATIONS

Instructor and course evaluations provide valuable feedback that can improve teaching and learning. The greater the level of participation, the more useful the results. As students, you are in the unique position to view the instructor over time. Your comments about what works and what doesn't can help faculty build on the elements of the course that are strong and improve those that are weak. Isolated comments from students and instructors' peers may also be helpful, but evaluation results based on high response rates may be statistically reliable (believable). As you experience this course and material, think about how your learning is impacted. Your honest opinions about your experience in and commitment to the course and your learning may help improve some components of the course for the next group of students. Positive comments also show the department chairs and college deans the commitment of instructors to the university and teaching evaluation results are one component used in annual performance reviews (including salary raises and promotion/tenure). The evaluation of the instructor and course provides you an opportunity to make your voice heard on an important issue – the quality of teaching at DePaul. Don't miss this

opportunity to provide feedback!

#### **ACADEMIC INTEGRITY AND PLAGIARISM**

This course will be subject to the academic integrity policy passed by faculty. More information can be found at <http://academicintegrity.depaul.edu/>.

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.

#### **WITHDRAWAL**

Students who withdraw from the course do so by using the Campus Connection system (<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 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 Quarter: Last day of the last final exam of the subsequent winter quarter  
Winter Quarter: Last day of the last final exam of the subsequent spring quarter  
Spring Quarter: Last day of the last final exam of the subsequent autumn quarter  
Summer Terms: Last day of the last final exam of the subsequent autumn quarter

#### **EXCUSED ABSENCE**

In order to petition for an excused absence, students who miss class due to illness or significant personal circumstances should complete the Absence Notification process through the Dean of Students office. The form can be accessed at <http://studentaffairs.depaul.edu/dos/forms.html>. Students must submit supporting documentation alongside the form. The professor reserves the sole right whether to offer an excused absence and/or academic accommodations for an excused absence.

#### **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.

- All incomplete requests must be approved by the instructor of the course and a CDM Associate Dean. Only exceptions cases will receive such approval.
- If approved, students are required to complete all remaining course requirement

independently in consultation with the instructor by the deadline indicated on the incomplete request form.

- By default, an incomplete grade will automatically change to a grade of F after two quarters have elapsed (excluding summer) unless another grade is recorded by the instructor.
- An incomplete grade does NOT grant the student permission to attend the same course in a future quarter.

### **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

### **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 by the instructor to offer comments related to the reading assignments. 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 undistruptive 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.

**Supplies (everything from GD200 and GD230)**

Paper: Bienfang 360 (14"x17"), or Sketch Book  
Portable Hard Drive or Flash Drive  
Mounting Supplies

**Local Art Supplies**

Blick Art Materials  
1574 N. Kingsbury Street  
Chicago, IL  
312.573.0110  
[www.dickblick.com](http://www.dickblick.com)

Blick Art Materials  
42 S. State  
Chicago IL  
312.920.0300

Microcenter  
2645 Elston Avenue  
Chicago IL  
774.292.1700

**Course Outline**

|             | In Class   | Homework   |
|-------------|--|--|
| 9/5 (Wed)   | Course Introduction<br><b>Assign: Project #1 (geometry+Deconstruction)</b>   | Develop ideas, gather/write text, gather images<br><b>Read:</b><br>2) Deconstruction by Rick Poynor (distributed in class)   |
| 9/10 (Mon)  | Discussion of project ideas<br>Discussion of geometric grid and deconstructivism   | Develop ideas, gather/write text, gather images<br>sketches + research + for project #1  |
| 9/11 (Tue)  | Deadline to add classes to AQ2018 schedule   |  |
| 9/12 (Wed)  | Presentation of ideas, images, texts<br>Work on sketches for phase one   | Develop sketches for phase one   |
| 9/17 (Mon)  | Group critique: project #1 phase one   | Refine project #1 phase one  |
| 9/18 (Tue)  | Last day to drop AQ2018 classes with no penalty. (100% tuition refund if applicable and no grade on transcript)  |  |
| 9/19 (Wed)  | Work in class + individual crit<br>Grades of W assigned for classes dropped on or after this day   | Work on project #1 phase two   |
| 9/24 (Mon)  | Group critique: work in progress   | Work on project #1 phase two   |
| 9/26 (Wed)  | Group critique: phase two in progress<br><b>Assign: Project #2 (Integrative Design Solution)</b><br>Work in class + individual crit, phase one and two | <b>Read:</b> Design Writing Research, Massaging the Message p. 90–101 (distributed in class)<br>Work on project #1 phase two<br><b>Finish, print, and mount:</b> project #1<br>Research and develop ideas for project #2 |
| 10/1 (Mon)  | <b>Critique on project #1</b>  | Research and develop ideas for project #2  |
| 10/3 (Wed)  | <b>Critique on project #1</b>  | Research, gather materials, flat plan for project #2   |
| 10/8 (Mon)  | Presentation of ideas and flatplan   | Revise flatplan, sketches for selected spreads   |
| 10/10 (Wed) | Presentation of flatplan and sketches<br>Work in class   | Work on project #2   |
| 10/15 (Mon) | Presentation of work in progress   | Work on project #2   |
| 10/17 (Wed) | Work in class<br>Individual crit   | Work on project #2   |
| 10/22 (Mon) | Presentation of work in progress   | Work on project #2   |

---

|             |  |   |
|-------------|--|---|
| 10/23 (Tue) | Last day to withdraw from AQ classes             |   |
| 10/24 (Wed) | <b>Assign: Project #3<br/>(message+audience)</b> | Finish and Upload #2<br>research and develop ideas for project #3       |
| 10/29 (Mon) | Presentaton of ideas and research                | One page description of your project<br>Develop sketches for project #3 |
| 10/31 (Wed) | Work in class                                    | Develop sketches for project #3   |
| 11/5 (Mon)  | Presentation of sketches                         | Work on project #3  |
| 11/7 (Wed)  | Group crit: work in progress                     | Work on project #3  |
| 11/12 (Mon) | Group crit: work in progress                     | Finish, print project #2 and #3   |
| 11/19 (Mon) | <b>Final Critique (2:30–4:45)</b>                |   |