

GD 300

Section 901

DePaul University

College of Computing and Digital Media

Spring 2019

Credits: 4

Instructor: Kyle Green

kyle.andrew.green@gmail.com

Thursday 5:45pm–9pm

14EAS 506 / 501

Office Hours

Thursday 9pm–10:30pm by appointment

Final Exam

June 13

Last day to drop

April 12 — No tuition penalty

May 17 — With tuition penalty

Description

This course explores design problems in visual communication through word (text) and image (digital, photographic, collage, video) primarily based on the student's own research and writing. Historical word/image art models including DaDa, Surrealism, Futurism and Contemporary communication and design art are studied as models for the generation of projects. This intermediate level course requires previous mastery of basic design concepts and typography as well as both hands-on and basic computer design skills.

Goals

- **Use basic design knowledge to execute narrative-based projects**
- **Create projects based on your own interests**
- **Expand and develop a critical language to talk about your work and to give feedback to your classmates**

Assignments

- Translate a written news article into a data visualization
- A usage guide for a new meme language
- A group presentation that researches a designer

Group Critiques

Group critiques will be used as a way of generating dialogue on the aesthetic and conceptual subject matter being explored. Every student should consider how they can constructively help their classmates move their ideas forward.

Is the message getting across?

What is the voice and tone of the design?

Is the typography used in a thoughtful and meaningful way?

Group critiques will usually take place when a project is in its final stage and may take up an entire class period.

Desk Critiques

Desk critiques will be used for individual meetings and to review progress on assignments. These one-on-one critiques are an opportunity to discuss issues of concept, form, and any technical or craft questions students may have. The duration of each desk critique will vary depending on the schedule for that day.

Materials and Software

Sketchbook, laptop,
external hard drive,
Adobe Creative Suite

General Note on Technology

Printing and production of projects takes time, please make sure that you have any necessary pieces from your assignments printed before class starts. If we are having a critique and your project is still being printed or produced, we will not critique your project.

Attendance

Attendance is mandatory.

Attendance will be called at the beginning of each class session. You are allowed a maximum of two absences throughout the quarter. If your absences exceed the maximum of two allotted, penalties will be applied to your final grade for the quarter. A third absence will result in a full letter-grade reduction of your final grade for the quarter. Additional absences will result in a 10% reduction per instance.

Tardiness is defined as not being present in the classroom when attendance is called. Tardiness that exceeds 20 minutes will be counted as an absence. Three late arrivals, early departures, or a combination of both are counted as a single absence. Students are responsible for reporting to the teacher at the end of class if they missed roll call but were present for most of the class.

If you are absent you are fully responsible for doing the best you can to catch up. Questions or concerns may be emailed to the instructor, or may be addressed in person during office hours. Demonstrations will not be repeated.

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.

Grading Scale

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	0–59%

Grading

- **15% Class participation in critiques, workshops, and discussions**
- **15% Group Presentation**
- **35% Assignment 1**
- **35% Assignment 2**

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>

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**

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

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 exceptional cases will receive such approval.

If approved, students are required to complete all remaining course requirements 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.

Schedule

April 04

- **Introductions**
- **Go over syllabus**
- **Workshop — What is Graphic Design?**
- **Lecture and introduction to Assignment 1**
- **Homework— Bring two potential articles along with an outline of key points that tell the story of each**

April 11

- **Lecture**
- **Workshop — Visualize**
- **Desk Critique — Assignment 1 progress**
- **Homework — Bring at least 2 digital sketches for your poster**

April 18

- **Presentation Group 1**
- **Workshop — Expansion**
- **Desk Critique — Assignment 1 progress**
- **Homework — Bring a full-size printed draft of your poster for next class**

April 25

- **Presentation Group 2**
- **Class work session**
- **Desk Critique — Assignment 1 progress**
- **Homework—Finalize your poster for a full class critique next class**

May 02

- **Full Class Critique - Assignment 1**
- **Introduction to Assignment 2**

May 09

- **Presentation Group 3**
- **Assignment 1 files due**
- **Lecture — Systems**
- **Workshop — TBD**
- **Desk Critique — Assignment 2 progress**

May 16

- **Presentation Group 4**
- **Lecture — Brand Guidelines**
- **Workshop — TBD**
- **Desk Critique — Assignment 2 progress**

May 23

- **Presentation Group 5**
- **Lecture — Book Production**
- **Workshop — TBD**
- **Desk Critique — Assignment 2**

May 30

- **Presentation Group 6**
- **Class work session**
- **Small Group Critique — Assignment 2**

June 06

Full Class Critique — Assignment 2

June 13

- **Assignment 2 files due**