GD105 Intro to Visual Design

Daley 210   Fall Quarter 2019   Thurs 10:00 AM–1:15 PM
Section 404   Sept 11–Nov 26 2019   Final Nov 21, 2019
                                                 Daly 5210 8:30 AM–10:45 AM

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Office Hours: Thursday 8:30–10:00 AM

Text Requirement

A Primer of Visual Literacy, Donis A Dondis

Materials
Pad of tracing paper
Xacto knife/Lots of blades
Pencils
Cutting surface
Metal ruler
Tape and glue
External hard drive/flash drive

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

1   Experience a range of design methods, processes, materials, and contexts.

2   Apply basic elements of visual design including balance, color, dynamics, expression, form, growth, light, movement, sequence, shape, space.
3   Practice iteration [and/or variation] to arrive at successful design projects.
4   Use visual design terms and formal language to communicate.
5   Analyze the effectiveness of works of art and design, recognizing strengths and citing areas for improvement.
6   Identify or Integrate methods, processes, and/or materials that are relevant to project development.
7   Defend work with reason.

Changes to the 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.

On Line 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 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:
www.cdm.depaul.edu/Current%20Students/Pages/PoliciesandProcedures.aspx

Sept 17   *Last day to add (or swap) classes to AQ2018 schedule (11:59 pm Deadline)*

Sept 24   *Last day to drop classes with no penalty, 100% tuition refund if applicable and no grade on transcript. Last day to select pass/fail option*

Sept 25   *Grades of "W" assigned for AQ2018 classes dropped on or after this day*

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

Attendance

You are expected to show up to class prepared and on time. While the university has policies regarding excused absences (see above), there's no substitute for being present in class. If you miss class, you (and only you) are responsible for the content you miss when you're absent—make friends with someone early if you anticipate being absent later in the quarter. Failure to attend will result in a lack of participation, a lesser quality of work, and consequently a reduced grade.

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 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.

Devices

The use of personal and portable electronic devices is not allowed during class. These include cell phones, gaming devices, and media players. The use of larger devices such as laptops and tablets is prohibited during lectures and critiques. Improper use of such devices during in class will result in a lowered grade.

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 a love and a passion for visual design. The course is meant to inspire you to discover design all around you. I expect you to work hard.

Classroom Conduct

Given the nature of our work, we'll be having discussions and lectures during class. You are expected to participate in these exchanges in a frank and honest yet also respectful manner. Participation in critiques and reviews is not optional. You are expected to both comment on your peers' work as well as offer your work for feedback.

When you're discussing someone else's work, treat them with respect. When someone else is critical of your work, don't take it personally. Our discussions should be challenging while never disregarding the dignity of each one of us.

Late work

Work is due at the beginning of class. Late work will not be accepted. However I do accept revisions of work for a potentially improved grade. So please turn in your work on time, even if incomplete, and revise it as necessary after it's due. The importance of these two skills cannot be over-stated.

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.

Grading policies

Final grades will be based on your projects, homework, as well as class participation.

> Participation [25%]. Includes contributing to discussions in class; participating in critiques and design reviews; asking your peers for help during lab time, and offering help if you're able. Participation can only happen when you're in class. Failure to be an active member of the class will result in a lower grade.
> Projects [50%]. Will be evaluated based on craft (how well something is made), process (the path you took while making it), and concept (does it communicate an idea effectively). Take risks. Attempt things that seem beyond your reach. I'd rather you try and fail than not try at all. Working 'outside your confort zone' is essential to growing as a designer and will have a positive impact on your grade.

> Homework [25%]. These will reinforce material from class lectures.

Grading scale

A	100–93	B–	82–80	D+	69–68
A–	92–90	C+	79–78	D	67–63
B+	89–88	C	77–73	D–	62–60
B	87–83	C–	72–70	F	59–0

Overview/Timeline

Below is a rough outline of the projects/reading we will undertake in this class. Schedule is subject to change.

Week By Week Course Outline

Week 1 9/12/19	**Project 1A: Compostion witih the Letter Forms** Discuss Balance, Stess, and Figure/Ground Dondis pages 22–26 & 35–37 Discuss Project 1A Work on Project 1A.	**Homework** Project 1A
Week 2 9/19/19	**Project 1B: Composition with Grid** Crit: Examples printed & hung before class. Discuss composition and shape. Dondis pages 27–35 Discuss Project 1B. Work on Project 1A. Work on Project 1B.	**Homework** Project 1A Project 1B
Week 3 9/26/19	**Project 2: Point, Line, and Plane** Crit: Due Project 1A & 1B Examples printed & hung before class. Begin Project 2A Point, Line, Plane. Discuss Point, Line, Shape Dondis pages 39–45. Discuss Direction, Scale, and Movement. Dondis pages 46–66. Work on Project 2A (Dot).	**Homework** Project 2A
Week 4 10/3/19	**Project 2A: Point, Line, and Plane** Crit: Examples printed & hung before class. Discuss Representation, Abstraction and Symbolism. Dondis pages 67–84. Work on Project 2A (Line).	**Homework** Project 2A
Week 5 10/10/19	**Project 2A: Point, Line, and Plane** Crit: Examples printed & hung before class Discuss The Dynmics of Contrast. Dondis pages 85–103. Work on Project 2A (Plane).	**Homework** Project 2A
Week 6 10/17/19	**Project 2B: PLP, Color and Texture** Crit: Examples printed & hung before class Work on 2A (Combining point, line, &	**Homework** Project 2A

plane).

Week 7 10/24/19	**Project 2B: PLP, Color and Texture** Crit: Due Project 2A Examples printed & hung before class (And files uploaded to D2L) Discuss Tone, Color and Texture. Dondis pages 47–56. And color reading. Discuss Project 2B. Work on Project 2B	**Homework** Project 2B
Week 8 10/31/19	**Project 2C: PLP, and Animation** Crit: Due Project 2B Examples printed & hung before class. (And files uploaded to D2L) Discuss Project 2C. Work on Project 2C.	**Homework** Project 2C
Week 9 11/7/19	**Project 3: Photo Narrative** Crit of Project 2C upload project to D2L before class. Discuss Project 3. Work on Project 3.	**Homework** Project 3
Week 10 11/14/19	**Project 3: Photo Narrative** Crit of Project 3 upload project before class. Discuss Visual Techniques—The Communication Strategies. Dondis pages 104–126. Work on Project 3.	**Homework** Project 3
Week 11 11/21/19	**Final Exam Day—Final Crit**	**Homework**