GD105
Introduction to Visual Design
Spring
2021
Thursday
10:00 am—1:15 pm
Online synchronous

Barbara Raidl
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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 (analogue and digital) and elements of visual narrative and storytelling. Projects will be completed through integrated use of analog and digital methods. You will be using Adobe Photoshop and Illustrator.

Course Objectives

- This course will focus on theories of how the mind processes visual information and then practices the application of this learning to achieve effective visual communication.
- This course is designed specifically for the needs of Graphic Design, Game Design, 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, and color palettes.
- Theoretical issues include composition (emphasis, rhythm, contract, unity, balance, scale, hierarchies of information), movement, color and spatial illusion.

Learning Outcomes

- Experience a range of design methods, processes, materials, and context.
- Apply basic elements of visual design.
- Practice iteration [and/or variation] to arrive at successfull 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.

Prerequisites

NONE

Course management

d2l.depaul.edu

Textbook

There will be weekly readings, available on D2L.

Materials

Materials required for this class are listed in another document, available on D2L.

Course structure

This class will consist of lectures and class discussions, reinforced by weekly design projects. Other than lecture/discussion time, classes will consist of regular group critiques, as well as studio time.

Course schedule

The weekly course schedule is in a separate document, available on D2L. Please also refer to offices.depaul.edu/oaa/academic-calendar/Pages/Full-Year-2017-2018.aspx for drop and withdrawl deadlines.

Attendance

The course is Online synchronous. This means there will be both synchronous and asynchronous components to this course.

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For the synchronous components you will have Zoom Meetings during our scheduled class time. As a reminder you are required to attend class Thursday 10:00 am to 1:15 pm.

For the asynchronous components you can progress through weekly content at your own pace. However, please keep in mind there will be weekly deadlines and assignments to complete.

You are expected to finish each week's tasks by the due date. Doing this will be equivalent to showing up to class prepared and on time.

For the purpose of this class an absence is defined by the failure to participate in Voice Thread critiques, Zoom meetings and/or the failure to post your assignments to D2L, Google Docs, and Instagram by the due date.

While the university has policies regarding excused absences (see below), there's no substitute for being present in discussions and critiques. If you miss the opportunity, 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.

Late work
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 overstated.

Classroom conduct
Given the nature of our work, we'll be having discussions and lectures online. 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.

Projects
There will be two projects in this during this course. You will work on both projects each week.

Variations on the Square is a project that will run all ten weeks of this course. Every week you will be assigned a new part of the project. Each part of this project will build on the previous week's solutions. It is important that you listen to the lectures and read the reading because both will help you to find innovative solutions to each weeks' particular project. Each part of this project presents and explains the Visual Language.

Photographic Narrative on Instagram is a project that will run all ten weeks of this course. There are two parts to this project: Part 1—everyone will take their own photographs and Part 2—everyone will work as a group to design a class Instagram grid/page. Think of this project as a free study—a project where more individual expression or individual freedom is allowed. Along with using individual expression in your free study photographs you'll also use the knowledge you've gained about the Visual Language from the readings, lectures, and the VoiceThread critiques.

Lectures Readings and Demonstrations
It is very important that you listen to the lectures, read the readings and listen to the demonstrations I've posted on D2L. The lectures are the asynchronous component to the course. These lectures explain the visual design terms and formal language to communicate. The readings are meant to show you different perspectives on the ideas the lectures are explaining. You will be using the ideas which are explained in the lectures and the readings in both of your projects. The demonstrations help to explain visually how to do the

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projects—the demonstrations give you a step by step example of how you should be doing each project.

Grading policies Projects
Final grades will be based on your projects, homework, as well as class participation.
> Participation [25%]. Includes contributing to discussions; participating in critiques and design reviews; asking your peers for help, and offering help if you're able. Participation can only happen when you're engaged in the class online. Failure to be an active member of the class will result in a lower grade.
> Projects [75%]. 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 comfort zone' is essential to growing as a designer and will have a positive impact on your grade.

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

Grading and Feedback timeline
We have two ongoing projects for this class: Variations on the Square and Photographic Narrative on Instagram.

For project Variations on the Square, I will provide feedback for your project draft (homework) through in class and through VoiceThread by the end of each Thursday. For your final submission for the Variation on the Square, I will grade and provide feedback by the end of each Tuesday.

For project Photographic Narrative on Instagram, I will grade and provide feedback within seven days.

Participation
What is participation? Participation is attending class, engaging in critiques, engaging in discussion about the readings and lectures, posting critiques on VoiceThread, and posting on the google sheets.

Other resources
There are many excellent books about Foundations of Design—and even more rotten ones. Your weekly reading will come from the following books. If you're interested in reading more from the books than the required reading, I'd recommend the following.
> Josef Albers. "Interaction of Color". New Haven: Yale University Press, 1975
> Donis A. Dondis. "A Primer of Visual Literacy". Cambridge: MIT Press, 1974.
> Johannes Itten. "Design and Form". New York: John Wiley & Sons, Inc, 1975.
> Johannes Itten. "The Elements of Color". New York: Van Nostrand Reinhold, 1970.
> Wassily Kandinsky. "Point and Line to Plane". New York: Dover Publications Inc, 1979.
> Wucius Wong. "Principles of Form and Design". New York: John Wiley & Sons, Inc, 1993.
> Wucius Wong. "Principles of Two-Dimensional Form". New York: Van Nostrand Reinhold, 1998.

Also, please sign up for the DePaul Graphic Design Mail List: mailman.depaul.edu/mailman/listinfo/design.

And be aware that DePaul has recently acquired an institution-wide license for lynda.

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com, which is a wonderful resource for all kinds of technical training. You'll need to sign in with your DePaul user and password using the link found at software.depaul.edu/training.

Computer labs
Computer labs are available for your use outside of class. For schedule information, please check here: www.cdm.depaul.edu/Current%20Students/Pages/Labs.aspx. You'll need to swipe into the rooms with your DePaul ID, so please be sure it's activated.

My schedule
I'll be available on zoom during the week. My office hours are listed on the cdm website and on this syllabus. It's important to realize that I encourage you to make use of my office hours. It's easy to get overwhelmed—don't let this happen to you! Ask for help early, ask for help often. If you're not free during my scheduled office hours, email me and we can probably set up another time.

Communication
I'll make every effort to reply to email in a timely fashion. If you don't get a reply within 24 hours, email again. Keep in mind, I have a different schedule than you—I get up as early as 4:00 am and go to bed as early as 9:00 pm. You're also welcome to text me if you prefer. However, if you have questions about your work, it's always best to schedule a time to meet in person via zoom during my office hours. If my office hours don't work for you please schedule a time to meet with me via email or text.

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. Please see resources.depaul.edu/teaching-commons/teaching/Pages/online-teaching-evaluations.aspx for additional information.

Academic integrity
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

Academic integrity and plagiarism
This course will be subject to the university's academic integrity policy. More information can be found at offices.depaul.edu/oaa/faculty-resources/teaching/academic-integrity/Pages/default.aspx.

Incomplete Grades
An incomplete grade is a special, temporary grade that may be assigned by an instructor when unforeseeable circumstances prevent a student from completing course require-

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ments by the end of the term and when otherwise the student had a record of satisfactory progress in the course. All incomplete requests must be approved by the instructor of the course and a CDM Associate Dean. Only exceptional cases will receive such approval. Information about the Incomplete Grades policy can be found at www.cdm.depaul.edu/Current%20Students/Pages/Grading-Policies.aspx

Students with Disabilities

DePaul University is committed to ensuring equal access to its educational and extracurricular opportunities for students with disabilities. The Center for Students with Disabilities (CSD) offers reasonable academic accommodations and services to support our students. We also serve as a resource to the many university departments that have a responsibility to accommodate students. Please see offices.depaul.edu/student-affairs/about/departments/Pages/csd.aspx for services and contact information.

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.