

GD105

Introduction to Visual Design

Fall

2020

Tuesday and Thursday

3:10–4:40

Online synchronous

Zoom Meeting

Follow the weekly content in **D2L**

Final Exam

Final Portfolio Book due to **D2L** on Wednesday, November 25 2020 by 11:59.

Barbara Raidl

braidl@cdm.depaul.edu

barbara@kinaloon.com

312 391 3335 [text]

Office Hours

Virtual

depaul.zoom.us/j/924571513

TUE 2–2:45, or by appt.

THUR 2–2:45, or by appt.

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, Illustrator and InDesign.

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 to 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, contrast, 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 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.

Prerequisites

GD105, ANI 105, OR ART 106

Course management

d2l.depaul.edu

Textbook

No required book. There is a book for this course; however, I do not use it. It is extremely simple and oddly difficult to read. I've recently re-read this book and I will not put you through it's mind numbing nonsense! Instead, there will be weekly readings posted in **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 be 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/aaa/academic-calendar/Pages/Full-Year-2017-2018.aspx for drop and withdrawl deadlines.

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Attendance

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

For the synchronous components you will have Zoom Meetings during our scheduled
class time. Tuesdays is optional. On Tuesday, you can ask questions about the projects
or course material. Thursdays are mandatory. On Thursday, you will be working on **PNOI**
Project Part 1 and Part2. Thursdays I will take attendance.

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 must make sure that you have the necessary technical resources needed to access
the course content and complete class activities. You will need: access to a computer
that connects to the internet; a working email; the ability to access **D2L**; and the ability
to access Adobe Creative Cloud (Photoshop and Illustrator). You can access the Adobe
Creative Cloud in any of DePaul's **CDM** Computer labs or you have an option to purchase a
student membership through Adobe Creative Cloud. Here's a link to this information on De-
Paul's website <https://d2l.depaul.edu/d2l/le/content/705480/viewContent/5879876/View>.

You are expected to finish each week's tasks by the due date. Doing this will be equiva-
lent 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 to 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 over-stated.

Classroom conduct

Given the nature of our work, we'll be having discussions and lectures online. You are ex-
pected 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.

Grading policies

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 [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 effec-
tively). 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.

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> 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

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.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

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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 requirements 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 exceptions 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.