

DMA 402 Intro to Visual Communications

COURSE INFORMATION

DMA 402

Intro to Visual Communications

Fall 2019 | Section 701 | Class #15086

Tuesdays: 5:45pm–9:00pm

14 E. Jackson, Room 507

Last day to drop the course: 9/24/19

Last day to withdraw: 10/29/19

INSTRUCTORS

Kristen Myers: kristen.myers@depaul.edu,
kristenmyrs@gmail.com

Amanda Sepanski: asepansk@depaul.edu,
amanda.sepanski@gmail.com

Office hours

Tuesdays, 4:45-5:45pm

and 9:00-9:30pm by appointment

Daley 200B - 14. E Jackson

Course homepage: <https://d2l.depaul.edu/>

Slack: <https://dma402-fall19.slack.com>

COURSE DESCRIPTION

This course introduces visual communication principles including, but not limited to, typography, color, movement and composition for print and screen applications. Students will create multiple projects and participate in class critiques to help build industry specific vocabulary, critical assessment, and familiarity with presenting creative work. Relevant creative methodologies and software used to prepare media for print and digital applications will also be covered.

PREREQUISITE(S)

None

CLASS FORMAT

Class time will be a mixture of lecture, studio time and critiques. Students will be given some time in class to work on assigned projects, but will be expected to spend a considerable amount of time iterating on concepts in their own time. Some time may be used for software tutorials as well.

LEARNING OUTCOMES

Students will be able to...

1. Create work that demonstrates an understanding of visual communication principles and theory.
2. Critique the effectiveness of their own work and other designers' work, identifying strengths and making actionable recommendations for improvement.
3. Understand the basic vocabulary of visual communication design and industry-specific language in order to communicate effectively.
4. Develop the ability to undertake and successfully manage a complex and iterative design process.
5. Develop an understanding of the tools used to create visual communication design.
6. Understand contemporary practices in / the history of visual communication design.

REQUIRED MATERIALS

- Sketchbook, a size you can carry with you regularly
- X-acto knife, metal edge ruler with cork or rubber backing, and cutting board
- Access to a computer with Adobe Creative Cloud / Suite and a printer (DePaul can supply these if you don't have your own)

EVALUATION AND GRADING

Project 1: 25% of grade

Project 2: 25% of grade

Project 3 (Final): 40% of grade

Participation*: 10% of grade

**Participation means actively contributing to class discussions and critiques. It can take the form of asking questions, sharing your point of view, and providing actionable feedback.*

Letter grades will be given based on the following minimum percent of total points earned:

A	93.00% Excellent/Outstanding
A-	90.00% Very Good
B+	88.00%
B	83.00% Good
B-	80.00%
C+	78.00%
C	73.00% Satisfactory
C-	70.00%
D+	68.00%
D	60.00%
F	0.00%

CALENDAR

Subject to change. Any changes to the calendar will be shared in class, on Slack and via email, and on our D2L course site.

W1 - 9/17

In Class

- *Review Syllabus*
- Intro to Visual Communication
- Intro Project 1A: Typography

Assignments

- Project 1A: Typography
- [Lynda.com Tutorials](#), Illustrator: Chapters Getting Started, Navigating Your Documents, Working With Artboards, Drawing Basic Shapes, Transforming Objects

W2 - 9/24

In Class

- DUE Project 1A for review
- Intro Project 1B: Color

Assignments

- Project 1B: Color
- [Lynda.com Tutorials](#), Illustrator: Chapters Working with Fills and Strokes, Working with Color, Working with Type A

W3 - 10/1

In Class

- DUE Project 1B for review
- Intro Project 1C: Composition
- *Intro to Critique*

Assignments

- Project 1C: Composition
- [Lynda.com Tutorials](#), Illustrator: Chapters: Working With Layers, Working with the Pen Tool, Working with Type B

W4 - 10/8

In Class

- *Review Critique*
- DUE Project 1C for critique
- Intro Project 2: Semiotics

Assignments

- Read pages 19-42 from [Loose Associations and Other Lectures by Ryan Gander](#)
- Work on Project 2
- [Lynda.com Tutorials](#), Photoshop: Chapters: Getting Around, Image and Size Resolution

W5 - 10/15

In Class

- Critique In-Progress Project 2

Assignments

- Work on Project 2
- [Lynda.com Tutorials](#), Photoshop: Chapters: Introducing Layers, Brightness and Contrast, Saving Your Progress

W6 - 10/22

In Class

- DUE Project 2 for critique
- Intro Project 3: Context + Audience

Assignments

- Work on Project 3
- [Lynda.com Tutorials](#), Photoshop: Chapters: Balancing Colors, Making Selections

W7 - 10/29**In class**

- In-progress critique Project 3
- Work on Project 3

Assignments

- Read Towards Relational Design by Andrew Blauvelt
- Work on Project 3
- Lynda.com Tutorials, InDesign: Chapters: Learn InDesign in 30 Minutes

W8 - 11/5**In class**

- In-progress critique Project 3
- Work on Project 3

Assignments

- Work on Project 3
- Lynda.com Tutorials, InDesign: Chapters: Create a Document, Manage Pages

W9 - 11/12**In class**

- In-progress critique Project 3
- Work on Project 3

Assignments

- Work on Project 3

W10 - 11/19**In class**

- DUE Project 3 for critique

Assignments

- Work on Project 3
- Work on Final (Project 3 Case Study)

W11 - 11/26 (no meeting)

- Submit Final

POLICIES AND EXPECTATIONS**Guidelines for Class Behavior**

- Be professional. Treat this class like a job.
- Be respectful towards others. Listen when others talk and share ideas.
- Plan to attend every class. If you must miss class for any reason, inform us as far in advance as possible.
- Arrive on time to every class. Important information is communicated at the very beginning of class.
- Food and drink during class is ok, but please be mindful of your classmates and the facilities (i.e. nothing too loud, smelly, or messy).
- Keep your phones in silent mode, in your bag or pocket, and no texting in class. If you have a good reason that you need to be available by phone class (sick relative, etc.), please let us know before class starts.
- If you are not taking notes or working on a project for this class during the time allocated for in-class work on your laptop, it should be closed.
- Be engaged in class discussions and critiques, your participation grade depends on it
- Show genuine effort to cooperate with others.
- Show leadership and take initiative in group settings.
- Frequently and eagerly offer your thoughts, perspectives, and responses to instructor/classmates
- Come prepared to class (i.e. do the required reading and tutorials) and make contributions that reflect excellent preparation.
- Communicate (face-to-face, emails, etc.) with the professors and fellow students in a professional and appropriate manner.

Attendance

Students are expected to attend each class and to remain for the duration of the class. Attendance will be taken every class. **Coming 15 minutes late or leaving 15 minutes early constitutes an absence for the student. Three absences for any reason, whether excused or not, may constitute failure for the course.**

Communicate with us as far in advance as possible if you must be absent or late for any reason. Students are individually responsible for material they may have missed due to absence or tardiness. Please notify us in advance if you have any special needs re: attendance.

Late Assignments

Assignments that are not completed before the start of class when they're due are considered late, unless we have granted an extension. Please reach out to us as early as possible if you are unable to complete your assignment for any reason. **For each passing class period that a past-due assignment is not turned in you will be docked one full letter grade.**

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. 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.

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

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 Slack and 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 (<https://campusconnect.depaul.edu>).

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>

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

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.

RECOMMENDED BOOKS

- *Graphic Design: The New Basics* by Ellen Lupton <http://www.gdbasics.com/home.html>
- *Thinking with Type* Ellen Lupton
- *Graphic Design Theory* by Meredith Davis
- *The Shape of Design* by Frank Chimero <https://shapeofdesignbook.com>
- *How to be a Graphic Designer without Losing Your Soul* Adrian Shaughnessy
- *Design Issues Journal* <https://www.mitpressjournals.org/loi/desi>
- *Elements of Typographic Style* by Robert Bringhurst

RECOMMENDED WEBSITES

- *Design Observer* <http://designobserver.com/>
- *Lynda (Adobe Tutorials)* <http://www.lynda.com/>
- *AIGA: The Professional Association for Design* <http://www.aiga.org/>
- *AIGA Eye on Design* <https://eyeondesign.aiga.org/>
- *Decolonizing Design* <http://www.decolonisingdesign.com/>
- *Women of Graphic Design* <http://womenofgraphicdesign.org/>
- *Fonts in Use* <https://fontsinuse.com/>
- *Coolers*: <https://coolers.co/>
- *FastCo Design*: <https://www.fastcompany.com/co-design>

FONT FOUNDRIES

Should the system fonts on your computer start to feel a little old and tired, here are a few foundries that offer student discounts / licensing or free trials:

- *Alphabettes'* list of student discounts:
<http://www.alphabettes.org/font-discounts-for-students/>
- *Grilli Type* is offers free trials of all their typefaces:
https://www.grillitype.com/free_trials
- *Rosetta* allows you to download a typeface for free to test it or for student work. Just check the "Test" box on checkout page: <https://www.rosettatype.com>
- *Fontstand* is an app that will allow you to try typefaces for free for a limited time, or rent them by the month for much less than their full price. They also give students €10 of credit to use towards renting typefaces: <https://fontstand.com>
- *The League of Movable Type* offers some high-quality, open-source (i.e. free!) typefaces that you can download and use: <https://www.theleagueofmoveabletype.com>