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Syllabus

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Published 

This syllabus is subject to changes as necessary during the quarter.

If a change occurs, updates will be described during class and shared via email.

GD 270: Semiotics and Visual Design

Section: 401

Class number: 16236,

Meeting time: M 10:00AM - 1:15PM

Location: 14EAS 00513 at Loop Campus

faculty contact

Jessica Westbrook, Associate Professor, School of Design

email: jwestbro@depaul.edu

office: 14 E Jackson Blvd #902, Chicago IL 60404 USA

office hours: Tuesdays 2-5PM (use Bluestar to make an appointment)

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descriptions

Class description: Semiotics is the study of signs and symbols and their use or interpretation. In this class we will consider and explore information visualization and data visualization through a semiotics lens.

Catalog description: Design and designed products can be interpreted as signs that are the result of human needs and desires. This course examines theoretical issues in how design of a message or product influences the user's decision to read it, use it or buy it. Semiotics theory examines these concepts as well as design value and criteria for evaluation in contemporary culture.

learning outcomes

- + apply semiotic theory and concepts to the practice of design
- + identify intent in a range of information visualization and data visualization design
- + use information visualization and data visualization design conventions
- + address social, ethical, and user-centered concerns related to visual communication

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schedule

MON Sept 16 About Semiotics

MON Sept 23 About Visualization

MON Sept 30 Research/Studio - presentation

MON Oct 07 Research/Studio - presentation

MON Oct 14 Group Presentations

MON Oct 21 Group Presentations

MON Oct 28 Data as Art, possible field trip

MON Nov 04 Research/Studio - creative project

MON Nov 11 Research/Studio - creative project

MON Nov 18 Critique

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supplies

+ all course readings are provided on D2L

+ art/design materials variable, see details in Project 2 Creative Visualization

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expectations

This course involves 2 projects (50 points each), for a total of 100 points. One project is a presentation/teach-in, the other project is creative/experimental.

To receive credit students must be prepared for class have work posted to D2L Discussions on time.

Project criteria include evidence of: care, research, concept, craft, engagement.

10 points possible: care [attention to project guidelines, timeliness with posting, naming files/posts and project attribution]

10 points possible: research [use and production of research]

10 point possible: concept [thoughtful conceptual dimension]

10 points possible: craft [visual design with purpose and intent]

10 point possible: engagement [engagement in learning, sharing, transformation, reflection]

Students are welcome and encouraged to go above and beyond expectations.

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grades

Project points will be averaged for a final grade.

A = 90-100 / B = 80-89 / C = 70-79 / D = 60-69 / F = 0-59

A indicates excellent work, B indicates good work, C indicates satisfactory work, D work is unsatisfactory in some respect, F is substantially unsatisfactory work or missing work.

note: Receiving an Incomplete for a course is unusual and is not something faculty can manage independently. All incomplete request must be approved by the instructor of the course and a CDM Associate Dean. Only exceptional cases will receive such approval. Before the end of the term students must initiate the incomplete request process through: cdm.depaul.edu > Current Students > Academic Policies

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attendance

According to university and federal policy attendance is required. Two absences for any reason, whether excused or not, may constitute

failure for the course. If students miss class they should consult with classmates, review D2L documentation.

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communication

Email is the primary means of communication between faculty and students enrolled in this course. Email happens during regular business hours. Depending on volume and timing of email it may take up to 3 business days to receive a response. It is a good idea for students to connect with classmates for fast information and support.

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accommodations

Students who 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

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