

Spring Semester 2016-17

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## Course Syllabus

# ART343 Fundamentals of Communication Design

Spring 2017

### Course Description

Introductory course that provides foundational understanding of the skills, thinking, and knowledge required of communication designers. Concentrates on the development and use of the core elements of design: typography and imagery. Open to all majors.

### Learning Outcomes

- Create critical and conceptual design outcomes through hand-sketching and iteration.
- Identify and use basic typographic terms and principles.
- Develop fundamental competence to design with language and message.
- Display ability to critique and analyze personal and peer work.
- Use type on a page or screen and make mixed media or digital images with proficiency.
- Demonstrate basic working knowledge of the tools of the trade (i.e. Adobe Photoshop, Illustrator, and InDesign)

### Projects

Over the course of the semester, learners will be exposed to nine projects that will provide a thorough understand of communication design techniques and practices. Each grouping of projects builds upon and reinforces the lessons learned in previous projects. The third project in each grouping is a major project for the semester, and as such has more work and critique time devoted to it.

1.1 Typographic Movie Poster

1.2 Insta-Cities

**1.3 Humanitarian Poster Series**

2.1 Fantastical Images

2.2 (Un) Common Objects

**2.3 Book Jackets**

3.1 Menu Design

3.2 Article Rebuild

**3.3 Magazine/Editorial Design**

## COURSE LOGISTICS

### Course Operation

Each class is 165 minutes, expect 120 minutes of instruction time.

## Course Structure

Activities in this course will include a mix of quizzes, presentations, exercises, assignments, and projects that will be completed individually and in groups. Learning design requires everyone in the course be engaged, completing work and sharing constructive criticism in critiques and discussions. Attendance, timeliness, and preparedness are imperative if you expect to grow your design thinking, knowledge, and skills.

This is a face-to-face, studio-based course. Class meetings for this course will take place in Oxford unless otherwise indicated by the instructor. Some field trips and off-site research may be required. Discussions and critiques will take up most of scheduled class time. Expect to spend 2-3 hours a week per course credit hour to complete work on your own outside of class. The demands of studio work mean that time spent in class will be double the number of credit hours earned.

## Grade Structure

Course activities and grading will be weighted as follows.

Activity	Percentage of Grade
Participation	20%
Assignments	30%
Projects	50%

## Software Requirements

Adobe Creative Cloud is required for this class, particularly Illustrator, Photoshop and InDesign. Make sure to get student pricing. You can pay for this monthly.

## Attendance Policy

As stated in the Student Handbook, you are expected to attend all scheduled class meetings. The attendance policy for this course is as follows: missing one week's worth of class minutes (i.e. two days for a two-day per week class, three days for a three-day per week class) will be tolerated without penalty. Absences over that amount will result in the final grade being lowered. Each missed class beyond the allowed number above will result in the final grade being lowered one full letter grade (10 points on a 100 point scale). At the point in which the student is failing, the instructor may drop the student from the course.

The absence allowance is provided for emergency and health related situations, excused or unexcused. Once a student reaches the absence limit, penalties for further absences can be avoided if the absences are excused and permission is given by the instructor.

It is the student's responsibility to provide information concerning all absences and you should speak to the instructor before missing a class. The determination of an excused (vs. unexcused) absence is up to the discretion of the instructor (doctor's written excuse for example). Note that whether or not an absence is excused or unexcused only comes into play after a student exceeds the absence allowance.

Do not arrive late or leave early from class. If you arrive late it is your responsibility to make sure you are counted as present. Notify the instructor that you arrived late at the end of class. Please see the student handbook for specifics on university policies.

## Assessment and Grading

Performance in achieving learning objectives will be assessed and reported using the following scale. All course assignment grades will be weighted as listed above and averaged. The final percentage will equate to a final course grade using the scale below.

Exemplary	Mastery	Developing	Beginning	Incomplete
A	B	C	D	F
	B+ 89 – 87	C+ 79 – 77	D+ 69 – 67	F 59 – 0
A 100-94	B 86-84	C 76-74	D 66-64	
A- 93-90	B- 83-80	C- 73 – 70	D- 63-60	

#### On-time Work and Penalties for Late Work

All stages of each assignment are expected to be completed on time—the more developed your ideas and form are in class, the more feedback can be offered. Project work that is incomplete when it is due such as missing thumbnails, will not be critiqued. Each project must be prepared according to the project specifications. This course was designed to emulate a professional design studio environment and the expectations of students are no different.

All projects/assignments are due on the day and time the instructor specifies. Students are responsible for turning in work on time regardless of attendance. Any work turned in late will lose one letter grade (10 points on a 100 point scale) per calendar day (24 hours) past the moment when the assignment was due. This deduction penalty begins immediately following the project's initial due date. Instructor may waive this penalty should a student experience a medical emergency that prevents them from turning in their work. In these instances, it is the student's responsibility to communicate with the instructor that the work will be turned in late due to a medical emergency and a note signed by a doctor will be required.

#### Assessment and Performance Guidelines

The following outline is a general guideline for evaluation, and is not to be used as a checklist to self-determine grades or placement within the course. It is an example of overall expectations and is subject to change as the course progresses.

**A: Exemplary.** Demonstrates outstanding originality and transformative innovation. Research is exhaustive and inspires unexpected design outcomes. Always participates in discussions, facilitating deeper discussion with insightful and eloquent responses. Performance on examinations demonstrates mastery of content. Applies acquired knowledge and synthesizes inventive ideas from this knowledge. Design outcomes demonstrate attention to finely-detailed and unexpected details. Selects precise content that's timely and sensitive to the context and purpose of the design outcome. Creates aesthetically immersive outcomes that facilitate complex conceptual communication that informs and delights. Outcomes demonstrate thinking about how intended and unintended stakeholders/audiences will be affected by the design. Demonstrates work ethic on and collaboration expected of design leaders and innovators. All assignments are turned in on time. All objectives and directions followed and executed as assigned. Transformational improvement observed over the course period.

**B: Mastery:** Demonstrates strong originality and innovation with minimal references to existing design trends. Research is effectively executed and enhances design outcomes. Consistently participates in discussions, extending discussion with insightful responses. Performance on examinations demonstrates mastery of content. Applies acquired knowledge and synthesizes new ideas from this knowledge. Design outcomes demonstrate attention to minute details. Selects content that aligns with the context and purpose of the design outcome. Creates aesthetically engaging outcomes that enhance conceptual communication. Outcomes demonstrate thinking about how stakeholders/audiences will be affected by the design. Demonstrates work ethic and collaboration expected of those in the design profession. All assignments are turned in on time. All objectives and directions followed and executed as assigned. Accelerated improvement observed over the course period.

**C: Developing.** Demonstrates originality and innovation with some references to existing design trends. Research is effectively executed and clarifies design outcomes. Regularly participates in discussions. Performance on examinations demonstrates familiarity with content. Applies acquired knowledge. Design outcomes demonstrate attention to detail. Selects content that's accurate for the context and purpose of the design outcome. Creates aesthetically appropriate outcomes that facilitate conceptual communication. Outcomes demonstrate thinking about how stakeholders/audiences will be affected by the design. Demonstrates work ethic and collaboration expected of university-level students in design. All assignments are turned in on time. Most objectives and directions followed and executed as assigned. Consistent improvement observed over the course period.

**D: Beginning.** Demonstrates little originality with mostly references to existing design trends. Research is inconsistent and does not enhance design outcomes. Infrequently participates in discussions. Performance on examinations demonstrates some content knowledge. Repeats some acquired knowledge but does not extend new ideas. Design outcomes demonstrate little attention to detail. Selects content that's sometimes accurate for the context and purpose of the design outcome.

Creates outcomes whose aesthetic is inconsistent with intended conceptual communication. Outcomes demonstrate cursory thinking about how stakeholders/audiences will be affected by the design. Evades responsibility. Work ethic and collaboration does not meet university-level standards. Some assignments are not turned in on time. Many objectives and directions are not followed or executed as assigned. Limited improvement observed over the course period.

**F: Incomplete.** Demonstrates limited originality, relying on existing design trends. Research is ineffective or missing. Does not participate in discussions. Performance on examinations demonstrates little content knowledge. Repeats some acquired knowledge. Design outcomes demonstrate lack of attention to detail. Selects content that is not accurate for the context and purpose of the design outcome. Creates outcomes whose aesthetic does not align with intended conceptual communication. Outcomes demonstrate lack of thinking about how stakeholders/audiences will be affected by the design. Evades responsibility. Work ethic and collaboration impedes the work of others and is inconsistent. Most assignments are not turned in on time. Most objectives and directions are not followed or executed as assigned. No improvement observed over the course period.

## POLICIES

### Classroom Climate

We all learn best when we engage, and this course is designed to encourage active participation. It's critical that classroom discussions and critiques are conducted respectfully, practicing tolerance and respecting others ideas. Be mindful of these differences –we all come from a variety of experiences. All discussions should be respectful of those differences so all everyone's learning is enhanced by contributions. I believe in a supportive climate that is conducive to learning and I will make every effort to facilitate an environment that encourages interaction and mutual respect for differing ideas.

### Accommodating Different Abilities

The College of Creative Arts is committed to full academic access for all qualified students, including those with different abilities. In keeping with this commitment and in order to facilitate equality of educational access, faculty members in the College will make reasonable accommodations for qualified students with a disability, such as appropriate adjustments to the classroom environment and the teaching, testing, or learning methodologies when doing so does not fundamentally alter the course. Students who require special arrangements in order to meet course requirements should contact the instructor as soon as possible to make any necessary accommodations. The student should present the appropriate verification from Miami University. Visit the Rinella Learning Center web site to learn more: <http://miamioh.edu/student-life/rinella-learning-center/>

### Religious Observations

Students will be excused for a religious observance that requires the student to be absent. If the observance may be made at any time during the day, please arrange to fulfill your religious obligation at some other time than during class. In addition, please note that Section 701 of the Student Handbook requires the student to tell the faculty the date of the observance, if officially known, in writing during the first two weeks of class.

### School Sponsored Athletics

I will gladly excuse student athletes from class when necessary for school sponsored athletic events. However, please note that Section 701 of the Student Handbook requires the student to tell the faculty the date of the event in writing during the first two weeks of class. Please see the Student Handbook for additional details.

## **Academic Honesty**

Plagiarism is literary or artistic theft. It is the false assumption of authorship; the wrongful act of taking the product of another person's mind and presenting it as one's own. Copying someone else's writing or art, intact or with inconsequential changes, and adding one's name to the result constitutes plagiarism. Assignments must be your own work, unless they are specifically group projects. At times, designers will use content like photography which was generated by someone else. In these cases, the original content owner/producer must be credited, if such use is allowed by law. It is unlawful and unethical to copy work found elsewhere such as a social networking site and make a "close copy" or to make only slight changes and present it as one's own work. Evidence of plagiarism can lead to failure of the project and/or dismissal from the class with a grade of F. For full information regarding academic integrity, go to: [www.miamioh.edu/integrity](http://www.miamioh.edu/integrity).

## **Computer Failures**

No allowance is made for computer or network failures. Be sure to backup your work frequently and do not wait until the last minute to complete the assignment. Use Dropbox, Google Drive, or another cloud-based storage method to keep copies of working files. A portable hard drive paired with Time Machine or another backup solution for periodic comprehensive backups can help you recover from hardware failures when they happen.

## **Taking Exams, Tests, and Quizzes**

Any exams, tests or quizzes administered in this course will begin when the instructor hands out testing instruments. Out of respect for those completing the exam/test/quiz and in order to create the most ideal environment possible for test taking, no one will be permitted to enter the classroom during the exam period. Please be sure to arrive at class on time on exam days and should you need to be late due to an external circumstance, notify the instructor in advance.

## **Use Of Lab/Studio Equipment**

All students should treat computer and studio equipment with respect and care, while following safety procedures set out by manufacturers and faculty. Unauthorized use of the lab is a violation of the student code of conduct. This includes equipment in any of the graphic design rooms (studio, computer lab or hand media room). Please review the technology chapter of the student handbook. Depending on the infraction, a student could be charged at the university level for a code of conduct or academic violation.

## **Electronic Devices**

Mobile phones must be silenced while class is in session out of respect to your fellow students in an effort to create an ideal learning environment for all. Text messaging and the use of social networks while in class is permitted only if it is part of a class-wide project or learning experience. Additionally, please be respectful about cell phone use—if you must take an emergency call, please leave the room to take it. Laptops are permitted in class but will only be used during work-in-class days or if you are using the computer to make notes or to show your work for in-class critique. If you listen to music while in class, please use headphones or earbuds that do not allow sound to escape out of respect for other learners.

## **Archival Images and Work**

At the end of the semester, each student may be required to turn in images of all of their projects for review and storage. One image of each project is sufficient — a compilation of several images may be more appropriate depending on the scale of project. A comp of dimensional projects should be produced and photographed on a white background. Flat projects like posters may be saved as press-ready PDF files from the original digital file. Motion-based work should be saved into a file format that can be easily played/presented. These images may be used in promotional materials for the program and the

university and also may be used by the instructor to assist future teaching. If required by the instructor, these files must be turned in for the course to be considered completed.

Each image should be labeled in this way: [coursenumber]\_[projectname]\_[studentlastname].pdf (For example: 251\_Splice\_Smith.pdf). Images should be saved at full press-ready resolution (300 dpi). Students will upload these images to Google Drive into a folder specified by the instructor.

### **Work Requested for Display**

Some students may have their work selected for display in Art Department and University galleries and facilities. These students will be notified in advance that their work has been selected. The format for these files can be found at the [inside.designmiamioh.org](http://inside.designmiamioh.org) website.

### **Printing Resources and Expectations**

Our studios and production suites are equipped with a variety of printers, tools, and supplies that are provided for student use 24 hours a day when classes are in session. Our program and the Art Department have put processes in place in order to ensure the maximum amount of printer up-time. However, equipment can sometimes fail and should you have a problem with a printer or a piece of equipment that you can not fix yourself, please add your concern to the form outside the office at Hiestand 201. This document is checked at least once a day. If you build printing and compositing time into your work processes and notify staff of any issues in a timely manner, you will likely avoid most problems that arise during printing and production.

Go to the [Printers](#) page for information about how to connect to the printers in our classroom.

### **Resource Usage Reduction**

As designers it is our responsibility to be mindful of the resources we employ. Please endeavor to limit your paper production when it is not necessary and recycle the materials you do use when they are no longer of use.

### **Course Evaluations**

Students are required to complete an evaluation of faculty performance at the conclusion of the semester. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider the completion of this short survey to be an important part of your participation in this class as it is your opportunity to share your thoughts on how the class is taught and how it can be improved. You will be notified of the dates for the administration of the student evaluation of faculty by the university.

### **Recording**

Absolutely no audio or video recordings of the course may be made without the instructor's permission.

### **Student Handbook**

Each Miami University student is entitled to certain rights and responsibilities associated with higher education institutions. Take time to familiarize yourself with the student handbook—this class adheres to all standards set out by this document. You can find the Student Handbook in the Miami University Policy Library: <http://blogs.miamioh.edu/miamipolicies/>














## Changes

Instructor reserves the right to make adjustments/changes to the course syllabus with or without notice.

## Minor Mission Statement

The mission of the Graphic Design Minor is to enable learners to gain the communication design thinking, knowledge, and skills that will enhance their core area of study. Learners grow these competencies through exercises, projects, and learning experiences designed to develop practical, analytical, creative, emotional, and social intelligences. Those who complete the program are prepared to use their skills to develop and produce visual outcomes that communicate clearly, activating conceptual messaging and detailed aesthetic.

## Course Summary:

Date	Details	
Tue Jan 24, 2017	 <a href="#">0.0 Communicating with Simple Imagery</a>	due by 5pm
Tue Jan 31, 2017	 <a href="#">1.1 Typographic Movie Poster</a>	due by 2:30pm
Thu Feb 2, 2017	 <a href="#">1.2 Insta-Cities</a>	due by 2:30pm
Tue Feb 21, 2017	 <a href="#">1.3 Humanitarian Poster Series</a>	due by 2:30pm
Thu Feb 23, 2017	 <a href="#">2.1 Fantastical Images</a>	due by 2:30pm
Thu Mar 2, 2017	 <a href="#">2.2 (Un)Common Objects</a>	due by 2:30pm
Thu Mar 16, 2017	 <a href="#">2.3 Book Jackets</a>	due by 5:15pm
Thu Apr 6, 2017	 <a href="#">3.1 Menu Design</a>	due by 5:15pm
Thu Apr 13, 2017	 <a href="#">3.2 Article Rebuild</a>	due by 2:30pm
Tue Apr 18, 2017	 <a href="#">3.3 Subculture Analysis</a>	due by 2:30pm
Thu May 4, 2017	 <a href="#">3.3 Subculture Magazine</a>	due by 5:15pm
	 <a href="#">Participation</a>	
	 <a href="#">Roll Call Attendance</a>	