Prerequisites

Although there are no prerequisites assigned to this course, Design Foundations (ART 121) and Drawing 1 (Art 131) are suggested. You will be required to think and express your ideas visually through sketches. If you have not had these courses you can still succeed by accomplishing the tasks to the best of your abilities. This means trying and doing!

Overview

Products and ideas are promoted through carefully thought out messages. The impact these messages have is profound. This course will investigate visual communication, while initiating an understanding of the design process. Through this exploration, students will apply standard industry desktop publishing tools to create advertising.

This is a hands-on studio course, where information will be shared and explored through a combination of group interaction, demonstrations, lab sessions, lectures, and individual instruction. Students will work in-and-out of class to generate projects, while learning software applications. Though it is important to learn how to utilize technology, design and great ideas aren’t created by the tools themselves but implemented through them. It will become imperative that the research and exploratory steps in the ideation process be accomplished before computer generation takes place.

Objectives

- Increase appreciation for communication design
- Expand problem solving ability
- Understand the role software takes in the design process
- Develop technical skills in Adobe Illustrator, Photoshop, & InDesign
- Develop advertising materials

Required Materials

- Accessible online file storage or flash drive: 4 GB recommended—required for daily file storage
- Digital camera (optional): To take photos of your sketches to place in your process book. These can be scanned as well.
- Drawing, printing & mounting supplies: Most materials will be provided. Bring drawing materials to each day of class. You will be required to print and assemble projects, in which, if a specific scheduled time is missed, may require you to provide materials and/or printing elsewhere with your own time and funds—don’t miss printing/mounting class time.

Course Textbook

Graphic Design Solutions, Fourth Edition, Robin Landa

- Quizzes will test your understanding of the required chapter readings which reinforces the projects you’ll be working on.
Course Communication

Desire to Learn (D2L), Dropbox.com, and your Falcon e-mail account will be used as means of communication for this course. It’s your responsibility to activate and check them on a daily basis for necessary course related information, including the accuracy of your daily attendance record. You will be required to post class related information, download, and upload project files in D2L and Dropbox.com. Grades can also be found in the Grade section of D2L. Grades will be updated as soon as possible.

Grading Scale & Criteria

Points will be awarded for specified tasks. These points will be used to figure a student’s percentage earned. UWRF standard scale is used and grades are determined as follows:

**A** 100–94%  **Exceptional Achievement:** Exemplary work which exceeds criteria, shows extra initiative, is accurate and flawless, and fulfills the highest level of technical, intellectual, and conceptual understanding

**A-** 93.9–90% Improves necessary, demonstrates a complete understanding of the technical, intellectual, and conceptual components

**B+** 89.9–87.5%  **High Achievement:** Good work which meets project criteria with little improvement necessary, demonstrates a complete understanding of the technical, intellectual, and conceptual components

**B** 87.4–82.5%  **B-** 82.4–80%  **Satisfactory Achievement:** Average work which does not meet specs nor basic criteria, meets the minimum level of expectation

**C+** 79.9–77.5%  **C** 77.4–72.5%  **C-** 72.4–70%  **Unsatisfactory Achievement:** Poor work which does not meet specs nor criteria, demonstrates a lack of preparation, organization, and thought, lack of effort, has not met major criteria and expectations of technical, intellectual, and conceptual understanding

**D+** 69.9–67.5%  **D** 67.4–60%  **F** 59.9–0%  **Lack of Achievement/Failing:** Very poor work, projects not complete, demonstrates a lack of preparation, organization, and thought, lack of effort, has not met major criteria and expectations of technical, intellectual, and conceptual understanding

Grade Breakdown

60%—Projects
20%—Exercises
20%—Quizzes

Evaluation & Grading

Final grades will come from a compilation of earned points from the three graded categories (projects, exercises, quizzes) minus your final attendance record (see Attendances Policy). Projects are used to assess specific skills, application skills, creative problem solving abilities, following directions, etc. A rubric will be used to aid in the grading of each project. Exercises are used to build specific skills and help you think creatively. They may be administered during any class time without prior warning and must be uploaded or passed off on the due date (even if absent) to receive credit, no exceptions. If you miss one, I strongly suggest you accomplish the exercise anyway so you don’t get behind. Most exercises are graded on a pass/fail basis, so attending class and getting these points can easily help out your grade. Missing these, however, will lower your grade. Quizzes will ensure course readings where actually accomplished.

Attendance Policy

Attendance will be taken daily and participation is mandatory. This studio course’s allotted block of time is a valuable commodity. Class time provides you with the potential for a great learning experience that cannot be replicated elsewhere. Your peers’ questions, ideas, and comments will also add to the wealth of information gained from productive class time. In-class work time will be provided as long as it is used appropriately.

Missing class will negatively affect your grade and will impact your comprehension of course material, requiring you to catch up on your own time. Software demonstrations and lectures will not be replicated during the instructor’s office hours or in class if you were not present for the lecture or demo. Only after
you have demonstrated effort in learning the missed information will additional aid be given. A poor attendance record will negatively influence your final grade so please respect our class time.

You are permitted three (3) absences that will not affect your grade. For each additional absence past three, 3% (percent) will be deducted from your final grade for each absence above three. For example: if a student earned an 86.3% or B in the course and had missed 6 days of class, their final grade would be 77.3% or C (6 - 3 = 3; 3 x 3% = 9%; 86.3% - 9% = 77.3%). Being half an hour late to class or leaving early will constitute one (1) absence. You are responsible for knowing your total number of absences always available on D2L. Check it often.

Life happens. In the case of a unique situation (birth of a child, car accident, death in the family, etc.), please communicate with me as soon as possible to ensure the proper handling of your situation. These will be handled on a case-by-case basis and will require proof. You are still responsible for all coursework missed even in the event of an excused absence or unique situation. For these type of reasons you have been given three free absence days. If you use your three free absence days to sleep in, go hunting, fulfill work for another class, etc., and then legitimately get sick and miss two more days, you will still loose 6% off of your final grade. Use your free days wisely. [For perspective sake: semester = about 3.5 months = 15 weeks = 40 days of class; 7 missed days of class = about 2.3 weeks = about 18% of the semester.]

According to university regulations only university faculty and students registered for this course are allowed access to this course and lab during allotted class times. Friends, family, children, significant others, pets, and the like are not allowed in this class.

Early, Late, & Missed Work Policy
Projects are due at the start of class on the assigned due date. Late projects will be deducted in increments of 10% for every 30 minutes late on top of the regular grade earned. For example: a project that earned 84% will be worth 64% if it's one hour late. Projects not turned in will earn you a zero grade. If a project is not complete, turn in what you have. Any grade is better than zero and will help your overall grade. Incomplete projects may not be turned in late. Projects notturned in on the scheduled due date will not be accepted unless prior permission is obtained from the instructor, no exceptions. Electronic requests (email) must be sent and an answer received in advance, for permission to submit a project late. Do not assume permission is granted until a reply with your answer has been received. Requests to hand in projects early will be decided on an individual basis. In the case of a school closing, projects will be due at the start of the next regularly scheduled class meeting.

Project Submission
It's your responsibility to assure digital files have actually been uploaded to the appropriate platform and physical components handed in. A project is considered complete when the technical criteria and objectives are met, the submission guidelines are followed, and the ideation process is well explored and documented. The instructor may change or manipulate any project at any time based on project or class needs. You'll have the opportunity to present your final projects and persuade your instructor and classmates of the reasoning behind the decisions that influenced your project’s outcome. You will participate in class critiques where you must maintain a positive attitude whether giving or receiving feedback. Your participation will influence your grade.

Technology Etiquette
You are required to only use programs specified in class for completion of course projects and activities. Other applications should not be used unless prior permission has been granted. Cell phones, social networking sites, e-mail, instant messaging, gaming, and/or video streaming are forbidden during class. Cell phones and Facebook are to be turned off and ignored during all class time. That includes checking messages, text messaging, game playing, WIFI, etc. MP3 players, headphones, and music players are allowed only during personal studio work time, which will be specified by the instructor. If your selected music can be heard by others, anyone who finds it difficult or offensive may request it changed or terminated and you must comply. Remember that music in class is a luxury and not everyone enjoys it or can work with it on. Please be respectful of others.
Technology is requisite for many fields of study and employment but often becomes a distraction which can hinder learning and productivity. These diversions interrupt the learning process and make it more difficult for students to concentrate on the task at hand. Misuse of any of these technologies during class time can limit a student’s possible growth and will result in a lowered final grade. If you have any questions concerning technology in class please ask.

Creativity

While it is not the intent of the instructor to limit creativity or freedom of speech, some ideas and found or created materials may be considered explicit or overly offensive and should be reconsidered. If you are reasonably offended by any class material, please discuss it with your instructor and the issue will be resolved. If you use explicit or overly offensive material in a project, you will be asked and required to remove it. Please create and use your own work. Students suspected of plagiarism will be dealt with as the University dictates. Cheating will affect your grade and possibly your status at UWRF.

Hints to Success

This is not a guarantee! It is expected that you will take an active role in your learning process. The value and depth of discovery within this course is directly related to your willingness to participate and engage in class discussions and activities. Attend class regularly and on time, meet deadlines, take thorough notes, participate in class discussions and critiques, show a strong sense of concept and design. Do your absolute best on each project and push yourself to do even better on the next project. Strive to be perfect in both concept and craft. Ask questions no matter how small you believe them to be, Practice! Do more than is asked for. Never settle for good enough! Be inventive! Think! Experiment! Bring a positive, enthusiastic, open mental attitude! Take advantage of this opportunity to be responsible for your own education!

Hints to Failing

Don’t come to class. Misuse technology. Don’t complete the projects to the absolute best of your ability. Disrupt class often with snide and personal insults directed at student’s work or at them personally. Don’t participate in class critiques. Decide you want to drop the class but don’t fill out and file the appropriate paperwork by the correct deadline. Panic about your grade at the end of the semester. Don’t ask questions when you have questions and need clarification. Decide you’re not responsible for your own education and expect the instructor to somehow pour the information and necessary practice into your brain.

Accommodation and Harassment Statements

The University of Wisconsin-River Falls welcomes students with disabilities into its educational programs, activities, residential halls, and other programming and services on campus. Those who will need academic adjustments or accommodations for a disability should contact the Office of Student Ability Services at 715.425.4555. Decisions to allow adjustments and accommodations are made by the Office of Student Ability Services on the basis of clinical documentation the students provide to sufficiently indicate the nature of their situation. Additional information is at: http://www.uwrf.edu/AbilityServices/Index.cfm.

The University of Wisconsin-River Falls strives to maintain our campus as a place of work and study for faculty, staff, and students that is free of all forms of prohibited discrimination and harassment. If you have concerns about such behavior, contact your instructor, the Office of Student Rights & Responsibilities at 715.425.4555, or the Office of Equity, Diversity and Inclusion at 715.425.3833. For a list of prohibited behaviors and protected classes or to report online, please, see the following link: http://www.uwrf.edu/EquityDiversityInclusion/incident.cfm.
Changes to Syllabus

The course instructor reserves the right to manipulate this syllabus and related course requirements at any time for any reason. If changes are made, the syllabus will be available to students immediately in digital format. Post-dated items and requirements will not be changed at the time of the manipulation, only those moving forward.

Revised August 14, 2014