#### New ImageCourse Syllabus

**Course Number:** GD2264

**Course Title:** Digital Message Making

**Class Meetings:** Mondays from 1:00 pm to 5:00 pm

**Session/Year:** Summer 2012

**Instructor Name:** Holly Agundes

**Email Address:** hagundes@aii.edu

**Phone:** 916-230-1362

**Instructor Availability Outside of Class:** Mondays from 11 am - 12 pm or by appointment

## **Digital Message Making**

**Course Description:**  
Students further explore through an in depth study of the exercises
learned in Message Making using the computer as the tool to create
the messages.

**Course Length:** 11 Weeks

**Contact Hours:** 44 Hours

**Lecture:** 22 Hours

**Lab:** 22 Hours

**Credit Values:** 3 Credits

**Quarter Credit Hour Definition:**

A quarter credit hour is an amount of work represented in
intended learning outcomes and verified by evidence of student
achievement that is an institutionally established equivalency that
reasonably approximates not less than:

(1) One hour of classroom or direct faculty instruction and a
minimum of two hours of out-of-class student work each week for
10-12 weeks, or the equivalent amount of work over a different
amount of time; or

(2) At least an equivalent amount of work as required in
paragraph (1) of this definition for other academic activities as
established by the institution including laboratory work,
internships, practica, studio work, and other academic work leading
to the award of credit hours.

**Course Competencies:**

* Apply principles of composition and design.
* Integrate design concepts, materials, and skills.
* Apply the design process to specific goal-focused problem
  solving.
* Explore nontraditional design options.
* Develop an understanding of semiotics with the
  denotation/connotation of images as they exist separately or
  together.
* Develop an understanding of how messages can be constructed
  through images, using subject matter, context, juxtaposition,
  editing, scale, and color to determine the degree of
  communication.
* Identify and use appropriate research methods.
* Verify that outcomes meet design objectives.

**Course Prerequisite:** GD1123 Electronic Layout

**Recommended Text:** Type and Image: The Language
of Graphic Design by Phillip B. Meggs, John Wiley & Sons,
©1992, ISBN: 9781118292662

**Method of Instruction:** Lecture, lab, applied
projects

**Materials and Supplies:** Flash/USB Drive:
**REQUIRED**

Note taking materials (pen/pencil and paper):
**REQUIRED**

*Instructor expects every student to keep notes for
lecture.*

**Estimated Homework Hours:** 4 hours per week

**Technology Required:** Access to Adobe Creative
Suite, scanner, printers and camera

**Grading Scale:**

All assignments must have clear criteria and objectives to meet. All students shall be treated equitably. It will be that student’s right to know his/her grade at any reasonable point that information is requested by that student. The criteria for determining a student’s grade shall be as follows (on a percentage of total points basis):

A 100-93

A- 92-90

B+ 89-87

B 86-83

B- 82-80

C+ 79-77

C 76-73

C- 72-70

D+ 69-67

D 66-65

F 64 or below

**Process for Evaluation:**

|  |  |
| --- | --- |
| Participation | 10% |
| Assignments and Exercises | 60% |
| Midterm Critique | 10% |
| Final Project and Presentation | 20% |
| **Total** | **100%** |

**\*PLEASE NOTE: SHOWING UP TO CLASS AND DOING ALL ASSIGNMENTS, WITHOUT PROGRESS, DOES NOT CONSTITUTE A PASSING GRADE.**

**School Wide Grading Policies**

* Class time will be spent in a productive manner.
* Grading will be done on a point system.
* Points for individual activities will be announced.
* All work must be received by the set deadlines.
* Late work receives a grade of zero.
* On-time projects may be redone with instructor approval.
* ABSOLUTELY NO WORK WILL BE ACCEPTED AFTER THE FINAL CLASS MEETS
  WEEK 11.

**Additional Grading Policies:**

**Classroom Policy:**

* No food allowed in class or lab at any time. Drinks in
  recloseable bottles allowed in classroom.
* Edible items brought to class or lab must be thrown out.
* If student elects to eat/drink outside class or lab door,
  missed time is recorded as absent.
* Attendance is taken hourly. Tardiness or absence is recorded in
  15-minute increments.
* Break times are scheduled by the instructor at appropriate
  intervals.
* No private software is to be brought to lab or loaded onto
  school computers.
* No software games are allowed in lab (unless in course
  curriculum).
* Headphones are required if listening to music during lab. No
  headphones are allowed in lecture.
* Any student who has special needs that may affect his or her
  performance in this class is asked to identify his/her needs to the
  instructor in private by the end of the first day of class. Any
  resulting class performance problems that may arise for those who
  do not identify their needs will not receive any special grading
  considerations.
* It is AI-Sacramento policy that cell phones may NOT be used in
  the classroom. If you have an emergency that requires you to take a
  call during class, you MUST inform the instructor before class
  begins, and step outside the room to take the call or text
  message.

**School-wide Attendance Policy:**

Students who do not attend any classes for fourteen (14)
consecutive calendar days and fail to notify the Academic Affairs
Department will be withdrawn from school.  In addition, the
student may be involuntarily withdrawn at the discretion of the
Academic Director, and with the approval of the Dean of Academic
Affairs, at any time.

**Withdraw from a Course:**

In order to withdraw from a course (that is, receive a grade of
"W"), a student must meet with his or her Academic Director before
noon on the Friday of week 9.

**Academic Dishonesty:**

Students are expected to maintain the highest standards of
academic honesty while pursuing their studies at The Art
Institutes. Academic dishonesty includes but is not limited to:
plagiarism and cheating; misuse of academic resources or
facilities; and misuse of computer software, data, equipment or
networks.

Plagiarism is the use (copying) of another person's ideas,
words, visual images or audio samples, presented in a manner that
makes the work appear to be the student's original creation. All
work that is not the student's original creation, or any idea or
fact that is not "common knowledge," must be documented to avoid
even accidental infractions of the conduct code.

Cheating is to gain unfair advantage on a grade by deception,
fraud, or breaking the rules set forth by the instructor of the
class. Cheating may include but is not limited to: copying the work
of others; using notes or other materials when unauthorized;
communicating to others during an exam; and any other unfair
advantage as determined by the instructor.

Students accused of academic dishonesty will be brought before a
Student Conduct Committee. If the committee determines that there
has been a violation of the Academic Dishonesty policy, the student
will automatically fail the class and, depending on the severity of
the infraction, may face further disciplinary action up to and
including suspension from classes or expulsion from school.

**Disability Policy Statement:**

It is our policy not to discriminate against qualified students
with documented disabilities in our educational programs,
activities, or services. If you have a disability-related need for
adjustments or other accommodations in this class see Steven
Franklin, Director of Student Affairs located on the 2nd
 floor or e-mail him at sfranklin@aii.edu. You must inform
your instructors and the Academic Affairs Office before the end of
week one of classes and preferably before the class start.

**Student Assistance Program:**

The college provides confidential short-term counseling, crisis
intervention, and community referral services through the AllOne
Health Student Assistance Program (SAP) for a wide range of
concerns, including relationship issues, family problems,
loneliness, depression, and alcohol or drug abuse. Services are
available 24 hours a day, 7 days a week, at 1.888-617-3362. The
Student Affairs office also offers programs on mental
health-related topics each quarter. If you have any questions
regarding counseling services, please contact the Student Affairs
office.

**Library Operation Hours:**

The library is open from 8 AM to 8 PM Monday ? Thursday, 8 AM to
5 PM on Friday and 9 AM to 2 PM on Saturday. The library is closed
on Sunday.  Computers are available during these hours for
students to work on classroom projects.

**Additional Course Requirements:**  
As you are preparing for your career in design, I ask you to treat
your attendance and coursework deadlines as if you were accountable
to a workplace. Therefore, if you are going to be absent or late,
email me at hagundes@aii.edu or call me at 916-230-1362 to account
for your attendance. (When sending email, please put "GD2264-A2" in
the subject line to ensure I see and reply promptly to your
email.)**I will not accept your weekly assignment unless I
hear from you and
receive your work prior to the end of the class
period.**

##### Course Outline

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| --- | --- |
| **Meeting #**1  Jul 9th, 2012 | **Lecture:** Introduction to class, goals and expectations. The Design Process  **Lecture:** Intro to Semiotics  **Lab:** Course Assignment Intro + Mindmapping  ***Homework***: Week 1 Assignment |
| **Meeting #**2  Jul 16th, 2012 | **Lecture:** Images and Meaning + Persuasive Imagery/Image as message/ Connotation-Denontation*(find website examples of each MM topic to present)*  **Lab:** Web Intro (Basic Design Concepts) + Exercise 1: Successful Websites  ***Homework:*** Week 2 Assignment |
| **Meeting #**3  Jul 23rd, 2012 | **Lecture:** Graphic Space-Composition and Structure  **Lecture:** Intro to HTML, Designing for the web/Creating a Wireframe  ***Homework:*** Week 3 Assignment, Wireframe generation (preliminary) |
| **Meeting #**4  Jul 30th, 2012 | **Lecture/Lab:** CSS/Wireframe Crit and Selection  ***Homework:*** Week 4 Assignment |
| **Meeting #**5  Aug 6th, 2012 | **Lecture:** Typography and Meaning.  **Lab:** Typography for web + Target Audience  ***Homework:*** Week 5 Assignment |
| **Meeting #**6  Aug 13th, 2012 | **Lecture:** Connotation and Resonance in Web Typography, Typography Critique/Selection  **Lab:** Interface Design, Part 1  ***Homework****:* Week 6 Assignment |
| **Meeting #**7  Aug 20th, 2012 | **Lecture:** Graphic Space, Part 2. (Field of Tension and Visual Continuity)  **Lab:** Web Design Production  ***Homework:*** Week 7 Assignment |
| **Meeting #**8  Aug 27th, 2012 | **Lecture:** Graphic Resonance (Style as Message), Critique, Grade one-on-ones  **Lab:** Interface Design, Part 2 (Production)  ***Homework:*** Week 8 Assignment |
| **Meeting #**9  Sep 3rd, 2012 | Holiday - NO CLASS |
| **Meeting #**10  Sep 10th, 2012 | **Lecture:** How to Package Your Final/How to Present  **Lab:** Presentations  ***Homework:*** Complete design work for final |
| **Meeting #**11  Sep 17th, 2012 | **Lecture:** Overview, Final Project Presentations  NOTE:  *Project schedule may be revised depending on the progress/crits of the class* |