#### New ImageCourse Syllabus

**Course Number:** GD2265

**Course Title:** Project Concept

**Class Meetings:** Wednesdays from 5:30 pm to 9:30 pm

**Session/Year:** Summer 2012

**Instructor Name:** Adriana Perez

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

**Phone:** 530-574-3187

**Instructor Availability Outside of Class:** Wednesday 3-4 pm (room 160), by appointment, by email at aperez@aii.edu NOTE: When emailing me, PLEASE put the following in the subject line “GD2265” to ensure you receive a reply within 24 hrs. Any email sent Friday past 6 pm or weekend may not recei

## **Project Concept**

**Course Description:**  
Students explore various solutions based on common industry
problems allowing them the opportunity to integrate their personal
vision. Students meet with faculty to outline their time management
and concept.

**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:**

* Demonstrate an understanding of personal vision as indicated
  through project work.
* Fully explore the projects at the conceptual level.
* Further refine skills in time and project management.
* Exploration of communicating problems on individual
  proposals.
* Develop and understanding of integrating their personal
  vision.

**Course Prerequisite:** GD2264 Digital Message Making

**Recommended Text:** Do Good Design: How Designers
Can Change the World by David B. Berman, Peachpit Press , ©(2003),
ISBN: ISBN-10: 032157320X

**Recommended Text:** Green Graphic Design by Brian
Dougherty by Celery Design Collaborative , Allworth Press, ©(2008),
ISBN: ISBN-10: 1581155115

**Recommended Text:** Thinking Creatively by Robin
Landa , North Light Books , ©(2002), ISBN: ISBN-10: 1581803389

**Method of Instruction:** a variety of
learner-centered approaches are used such as case study analyses,
collaborative learning through discussion and application of
reading in small group or as a class; discovery learning; use of
graphic organizers; role play; scaffolding; problem based learning;
individual or small group practice exercises; controlled practice
exercises; lecture-discussion between instructor and students;
informal assessment (self-critiques, peer critiques, group-to-group
crits, surprise quizzes); demonstration-guided performance;
etc

**Materials and Supplies:** Binder with 20-30
plastic sleeves, felt tip pens, presentation supplies, high quality
printing, standard graphic design tools (i.e., glue stick,
scissors, X-acto + blades, tracing paper, artist tape).

**Estimated Homework Hours:** 4-8 Hours (this will
depend on your skills in time management and image making)

**Technology Required:** Computer with
standard graphic design software (Adobe Creative Suite) and
peripherals (i.e., color printer, scanner, digital camera), high
quality-color output, and Internet access (note: you have access to
most of these via the campus computer labs and the CAGE).
Additionally, you will need a portable hard drive or flash drive to
store your work.

**Class Website:** All handouts, resources, and
grading for this class will be available 24/7 on the
*myaicampus* website.

1. To access myaicampus and other online resources for this class
   go to the Art Institute Student Portal at: [***http://myaicampus.com***](http://myaicampus.com/).
2. Login. If first-time user, you must set up your portal account.
   Follow the steps under the link "***Quick Guide: Setting
   up your account***" on the myaicampus.com page.
3. Once in the portal,
   locate your current classes, click the link "**My
   Classes**". This button will take you to your eCourses home
   page where you will see all courses your are enrolled in. To access
   a specific course, click on the course title

**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; In-Class Assignments & Exercises; Final Exam | 17% |
| Homework Assignments (Process work) | 16% |
| Project 1âDesign Philosophy | 6% |
| Magazine Cover (midterm) | 6% |
| Project 2âProject Concept Phase 1 | 45% |
| Project 3âProject Concept Phase 2 | 10% |
| **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:**

**Meaning of Grades**

|  |  |  |
| --- | --- | --- |
| A  A- | 100-93%  92-90% | The student has exceeded the expectations of all criteria. Exceptional accomplishment and outstanding performance?demonstrated by initiative, high competence and innovative results. |
| B+  B  B- | 89-87%  86-83%  82-80% | The student has met all objectives competently. Superior and above average performance?student pursues work with extra effort and success. Work is effective and at times surprising. |
| C+  C  C- | 79-77%  76-73%  72-70% | The student has met the requirements within their simplest definition.  Average amount of work and adequate performance?average competence, all required work completed. |
| D+  D | 69-67%  66-65% | The student has not met all requirements but has adequately met some.  Inferior effort and marginal outcome?less than required involvement to develop work. |
| F | 64% or below | The student has not fulfilled most requirements or has done them extremely poorly.  Failure to meaningfully complete or submit required assignments. |

\*NOTE: Please note that showing up to class and doing all
assignments, without progress, does not constitute a passing grade.
Grades are available 24/7 through the myaicampus gradebook on the
class' Website. **It is the student's responsibility to know
his/her grade status at all times.**

**Email Etiquette:** The industry standard for
sending files over email is to send very small files (2 MB or less)
or to use an online service for sharing large files (e.g.,
yousendit.com; box.com; or sharefile.com)?you upload the file and
email the download link to your email recipients. If you need to
"send" a file to the instructor your file must be in PDF format and
the total size must not exceed 2 MB. If your file is larger use a
file sharing service and send the link OR upload file to myaicampus
docsharing (set visibility to instructor only if you wish) let the
instructor know where the file is along with the file name.  
Grading will be done on a point system. Points for individual
activities will be announced. **Use of Images:** In addition to the plagiarism and
cheating policies below, and given that this class is partially
meant to help you develop your image-making skills, use of stock
images is NOT allowed on final projects. All images must be of your
own creation. Any student caught using images not created by
student on any final project will automatically fail the
course. **Late Work:** **No Late work?**Late work
or missed work receives a grade of zero.  Late work due to
extenuating circumstances may be accepted, BUT the student must
make arrangements with instructor *prior* to the due date.
Regardless of circumstances, penalties will be assessed unless
student shows valid paperwork justifying absence. **Weekly Homework Assignments:** As indicated above,
late homework is NOT accepted and will be given zero points. If
during class the student is working on any portion of the homework
that is due that day, homework will not be accepted thus losing all
possible points. Additionally, student will also lose all
participation points. (1) Unless otherwise indicated DIGITAL
HOMEWORK must be turned in to the corresponding week's dropbox
through myaicampus and is due at the beginning of class on the due
date. No digital homework will be accepted over email. Any digital
work submitted to an incorrect dropbox, not properly uploaded, or
having file corruption will NOT earn any points. After uploading
homework, I suggest you test it by downloading and opening all
files to make sure they work correctly. Improperly labeled files
will lose most points; (2) unless otherwise indicated, HARDCOPY
HOMEWORK must be turned in an envelope (9x12 or 10x13) with
student's name and class number on the upper right-hand corner, and
is due at the end of class. **Final Project Critiques:** If you arrive late to a
final project critique within the first 30 minutes of class, your
project will lose **half a letter grade**. If you
arrive any time after the first 30 minutes, your project will lose
**one letter grade**. No final projects will be
accepted after the end of the class in which they are due. Out of
respect to your fellow design classmates, if you arrive past the
first 10 minutes of class you forfeit the right to have your
project critiqued by your peers. Unless otherwise indicated, final
printed work must be turned in a portfolio tote with your name on
the flap (if you can't afford one talk to instructor). **Resubmitting final projects for re-grading?**On-time
projects may be redone to improve grade. Obtain instructor
approval.  
Absolutely no work will be accepted after the final class meets
week 11. **In-class Assignments** Unless you have made prior
arrangements with the instructor you cannot make-up missed in-class
work. Even though you can't make up lost points, I encourage you to
do any work you miss for the sake of your own learning. Please know
that I am always available to give you feedback. **Participation** reflects the expectation that each
student attends class; is on time; contributes positively to the
classroom-learning environment by being attentive, by asking
questions, by participating during critiques, and by working on the
given assignment. This is what is meant by "Class time will be
spent in a productive manner." Points given for participation or
in-class work will NOT be available to students who are not
present. NOTE: you will lose all participation points for that day
if you are working on anything other than what you are supposed to
be working on during class (i.e., working on late homework, doing
work for another class, reading your email, texting, or browsing
the internet when it is not part of an assignment). **Storing class work:** Students are to take proper
measures to protect their work (digital or analog) when storing and
transporting it.  ANALOG WORK: Put class supplies, work in
progress, and finished projects in secure places. DIGITAL WORK:
When dealing with digital files, save early and save often. Use
reliable storage media to transport and backup your files. Backup
files daily (at home/in the lab). The on-campus Student Server is
not a secure storage place. Nor are the lab computers, which
self-erase on re-start. Stolen, damaged, or lost work (including
that due to corrupt files or defective hard drives) will NOT be
excused. For work requested electronically, please test all files
on a Mac before handing them in. Platform incompatibility issues
will not be excused either.

**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.

##### Course Outline

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| --- | --- |
| **Meeting #**1  Jul 11th, 2012 | **Lecture:** Course Overview & Projects | Design Philosophy | Problem Definition Lab: P1 Design Philosophy Draft | Image-Making Intro: Design Philosophy + Thumbnail Sketches + Rhetorical Figures **Homework:** Homework A1 Due Week 2 (See homework handout downloadable from the myaicampus portal) |
| **Meeting #**2  Jul 18th, 2012 | **Lecture:** Personal Vision, Design Voice, Authorship & Design Philosophy | Concept Statements | **Lab:** P1 Image-Making: Design Philosophy + Rhetorical Figures | P3 Project Brief **Homework:** Homework A2 Due Week 3 (See homework handout downloadable from the myaicampus portal). |
| **Meeting #**3  Jul 25th, 2012 | **Lecture:** Research | Attribute Mapping | Project Planning & Time Management **Lab:** P1: Design Philosophy DUE?Final Presentations | P3 Develop attribute map, timeline, and research plan **Homework:** Homework A3 Due Week 4 (See homework handout downloadable from the myaicampus portal). |
| **Meeting #**4  Aug 1st, 2012 | **Lecture:** Concept & Format | Project Argumentation & Claim of Project Lab: P3 CRIT and refine Project Brief, Research & Writing (develop body copy) | Develop preliminary concepts | Research potential formats | | Homework: Homework A4 Due Week 5 (See handout downloadable from the myaicampus portal). |
| **Meeting #**5  Aug 8th, 2012 | **Lecture:** Visual Vocabulary (in relationship to concept statement) **Lab:** MIDTERM Design Magazine Cover MIDTERM | P3 Develop visual vocabulary **Homework:** Homework A6 Due Week 7 (See homework handout downloadable from the myaicampus portal). |
| **Meeting #**6  Aug 15th, 2012 | **Lecture:** Visual Rhetoric and Argumentation **Lab:** P3 Visual Rhetorical Figures | Define project's visual argument and necessary rhetorical figures. **Homework:** Homework A7 Due Week 8 (See homework handout downloadable from the myaicampus portal). |
| **Meeting #**7  Aug 22nd, 2012 | **Lecture:** Layout & Image Making Strategies | Publication Design and Relationship to Vision, Voice & Authorship **Lab:** P3 Finalize publication format | Finalize the publication's visual argument and necessary rhetorical figures. **Homework:** Homework A8 Due Week 9 (See homework handout downloadable from the myaicampus portal). |
| **Meeting #**8  Aug 29th, 2012 | **Lecture:** Image Making Strategies **Lab:** P3 CRITS | Continue working on Content Development and Implementation (graphics and layout) **Homework:** Homework A9 Due Week 10 (See homework handout downloadable from the myaicampus portal). |
| **Meeting #**9  Sep 5th, 2012 | **Lecture:** Image Making Strategies | Self-Editing and Critiquing Strategies **Lab:** P3 CRITS | Continue working on Content Development and Implementation (graphics and layout) **Homework:** P3 Task B Due (See handout downloadable from the myaicampus portal). |
| **Meeting #**10  Sep 12th, 2012 | **Lecture:** The Process Book | Project Presentations How-to **Lab:** P3 Publication DUE | Prepare files for print | Work on Presentation **Homework:** P3 Task C Due (See handout downloadable from the myaicampus portal). |
| **Meeting #**11  Sep 19th, 2012 | **Lecture:** Class Review | Individual Self-Reflection **Lab:** P3 Final Presentations | Process Documentation Due |