

NMD ELEMENTS II

Course Number: NMDE 201 | Fall 2231
August 28, 2023

Instructor: Hye-Jin Nae
Email: hxnfaa@rit.edu / Office: GAN 1185
Office hours:
Mon & Fri 10am–11:15am (Zoom)
Thu 12:55pm, 3:55pm & 4:40pm (In-Person)

- Introduction** This course provides the student with a foundation in the visual communication and Information design for static and interactive media. Visual hierarchy, legibility, and effective communication of information are essential to the success of any user interface design. This course integrates imagery, type, icons, color, visual hierarchy, and basic user interface design as a foundation to design successful interactive experiences.
- Objectives**
- Develop skills to translate raw info into visual solutions with accuracy, integrity and clarity
 - Develop a stronger understanding of branding, client/project goals, creative problem solving, research, concept development, and critical thinking that they can apply to basic information design
 - Learn how to design for information display systems across multiple platforms
- Your Responsibilities**
- to maintain good communication with me regularly throughout the course
 - to demonstrate your understanding of principles learned through coursework
 - to be an active participant and team member in class, in lab and in discussions
 - to accept constructive criticism and show a concerted effort to respond to the feedback
 - to execute your work to a professional level of craftsmanship
 - to manage your time well, both in and out of class
 - to respect yourself, your work, me, your classmates, the discipline, and course
- My Aim**
- to help you develop skills and an understanding of processes to solve communication problems through the creation of digital imagery and design
 - to help you understand the research and interaction design principles needed to organize and display information and multimedia content
 - to help you apply formal design theory, methodology and practice through the examination of contemporary and historical design
- Teaching Methods**
- This course will include lectures, demonstrations, projects, exercises, homework, quiz, readings, group & individual critiques, and team or individual presentations.
 - Showcase projects/exercises via Pinterest private board (by invitation only access)
 - Course materials available on myCourses
- Course Appx. A**
- Additional Information: [MyCourses Syllabus Appendix A](#)
- Office Hours**
- Office hours via Zoom: Mondays & Fridays, 10am–11:15am
 - Office hours in-person: Thursdays, 12:55pm, 3:55pm & 4:40pm
 - Sign up for your office hours spot: [Google sign up link](#) / Mondays & Fridays Zoom: [Zoom link](#)
- Course Materials**
- Portable jump drive and Cloud drive (always backup your files)
 - Sketch materials: marker, pencils, pens, ruler, notebook (always bring them to classes)
 - Adobe software (e.g. Illustrator, Photoshop): design tools to create projects/assignments
- Resources**
- Book: Typographic Web Design by Laura Franz <http://www.typographicwebdesign.com>
[Smashing magazine](#) / [Pinterest](#) / [Behance](#) / [Flickr](#) / [dribbble](#) / [fwa](#) / [Awwwards](#)
 - Recommended Online Instructional Tutorials: [LinkedIn Learning](#) (formerly Lynda.com)
- Methods of Evaluation**
- Projects, Exercises, Homework, Quiz, and Attendance/class participations will be major contributing factors in determining final grades.
- You will be evaluated on:**
- Completion of assignments and meeting their requirements
 - Quality of solutions and process

NOTE: This document is subject to change at the instructor's discretion. Please contact instructor with any questions.

NMD ELEMENTS II

Course Number: NMDE 201 | Fall 2231
August 28, 2023

Instructor: Hye-Jin Nae
Email: hxnfaa@rit.edu / Office: GAN 1185
Office hours:
Mon & Fri 10am–11:15am (Zoom)
Thu 12:55pm, 3:55pm & 4:40pm (In-Person)

Methods of Evaluation (continued)

- Individual growth and professional development
- Presentation and craftsmanship
- Attendance/class participations
- Correct use of technology and terminology
- Any **late** required course submissions' highest grade will be "**C**"

Assignment Submissions

Assignment submissions during the semester:

- All assignments must be submitted via **myCourses assignments folders** in the required formats as instructed **on time for grading**.
- Assignment **requirements** will be given in class for each assignment and **cannot be altered** and must be completed by the deadlines given.
- **Showcase** assignments via online class sharing page/board.
- **Late submission** - If your original assignment is submitted after the deadline, it will be marked as Late. The highest grade for the late submission is "**C**" and **NO Redo** submission & **NO second grading**.
- **Critiques** are a time for constructive criticism and are used for feedback to help the student develop effective visual solutions to the various problem solving assignments. **No "partial work"** is to be put up for critique because it's not fair to waste the time of the other students who completed all their work on time. No exceptions.
- **Plagiarism** will result in an automatic "**F**" for the course.
- This course requires that all work be **original work created by the student** for this course.
- If you incorporated AI tools in your creative process, must provide proper attributions.
- [Redo assignments due by final week]
Assignments can be reworked for a second grading as long as the **original assignment** was **submitted on time**. The final grade will be the highest between the original and the redo. You are **NOT guaranteed a better grade** unless the redo assignment deserves it.

Attendance & Participation

- Regular attendance is required. Do not miss critiques. You must show up on time and remain for the full class time, unless otherwise informed.
- You are responsible for all materials presented in class. There will be **no makeup** critiques, lectures, demos, oral presentations or quizzes **for unexcused absences**.
- **Excused absence** - You **must provide a legitimate reason** for an excused absence before or after class. Excused absences must be written by a doctor, etc., and presented to the professor at the next class session. Legitimate absence due to medical or personal emergency will be considered, however, absence does not excuse you from fulfilling your course obligations. If you are having difficulty at all, in or out of class, please **let me know**.
- **Late & Early Departure** - If you show up after attendance check-in, you will be marked as "Late." It is **your responsibility to inform** me during the class to get "Late" attendance credit. Early departure without my permission will affect your grade.

Attendance criteria:

- Present 100% / Absence 0%
- Excused Absence 40% / Excused Late 75%
- Late and Early Departure 50%

Grades

Grading System:

- A Consistently excellent work and performance in all aspects of the project/course
- B Very good work and performance in all aspects of the project/course
- C Average work and performance in all aspects of the project/course
- D Less than average work and performance; a deficiency in some aspect(s) of the course
- F Failure to meet course objectives and responsibilities; lack of evidence of learning

NMD ELEMENTS II

Course Number: NMDE 201 | Fall 2231
August 28, 2023

Instructor: Hye-Jin Nae
Email: hxnfaa@rit.edu / Office: GAN 1185
Office hours:
Mon & Fri 10am–11:15am (Zoom)
Thu 12:55pm, 3:55pm & 4:40pm (In-Person)

Grades (continued)

Letter Grade	Percentage	Description	GPA
A	94 – 100	Excellent	4.00
A-	90 – 93.9		3.67
B+	87 – 89.9		3.33
B	84 – 86.9	Above Average	3.00
B-	80 – 83.9		2.67
C+	77 – 79.9		2.33
C	74 – 76.9	Average/Satisfactory	2.00
C-	70 – 73.9		1.67
D	60 – 69.9	Min. Passing Grade	1.00
F	< 60	Failure	0.00

Student achievement will be evaluated according to the following criteria:

Projects: 58% (Project 1 - 29%, Project 2 - 29%), Exercises: 24% (12% each), Quiz: 10%, Participation & Attendance: 8%

Grades will be posted on <http://mycourses.rit.edu>

Use of AI Technology

Recognizing the rapidly evolving environment of generative AI technologies, any use of AI programs for course related projects should be approved by the faculty member ahead of time. In some cases, AI may be employed (with appropriate citation) while in other instances, it is not appropriate and can be considered a violation of academic integrity. **The faculty member reserves the right to permit, or not permit, AI generated content as they see fit.**

RIT & Program Policies

Academic Integrity Statement

As an institution of higher learning, RIT expects students to behave honestly and ethically at all times, especially when submitting work for evaluation in conjunction with any course or degree requirement. The Department of NMDE encourages all students to become familiar with the RIT Honor Code and with RIT's Academic Honesty Policy.

Statement on Reasonable Accommodations

RIT is committed to providing academic adjustments to students with disabilities. If you would like to request academic adjustments such as testing modifications due to a disability, please contact the Disability Services Office. Contact information for the DSO and information about how to request adjustments can be found at www.rit.edu/dso. After you receive academic adjustment approval, it is imperative that you contact me as early as possible so that we can work out whatever arrangement is necessary.

Student Work Online

During this course, you will post assignments on CAD server and mycourses, a publically-accessible website. Your work will remain on this site after the end of the course and may be used as part of marketing and promotion of the program and course. If you do not wish to make your work public in this way, please contact me during the first week of class to make other arrangements.

Use of Copyrighted Material, Resources, References, Educational Training, and Proper Citation

This course requires that the all aspects of the project be original work created by the student for this course. Use of copyrighted material within a student project is not permitted and should not be included in a final submission. Any copyright material that is required as part of the final project is required to be properly cited within the project and documentation giving the student rights to use the work must be included. Rights to use work may include written permission from the original creator, royalty free contracts, purchase agreements, open source licenses, or a description of the fair use case. Projects that include copyrighted material without proper citation or linking to the legal source or reference will be in violation of RIT's D08.0 Student Academic Integrity Policy. To protect your work and to form beneficial habits in resource citation, this course requires that all resources be captured in the project citation form. All physical materials and digital resources should be captured including but not limited to: factual data, readings, informative articles, inspirational graphics, imagery, designs, code snippets, tutorials, assets, audio, fonts, textures, animations and all purchased materials used. While creating comprehensive citations is beneficial and a requirement for this course, it does NOT give you the right to use third party work. Please know the available usage rights of a resource or ask for assistance.

Work submission

The instructor may request to retain digital and/or hard copies of student work for display, school promotion, program accreditation and academic dissemination. This may include gallery exhibitions, promotional brochures, websites, Open House presentations, conference presentations, program accreditation and academic publications. Students retain full ownership of the work (unless a different agreement has been discussed as part of the course) and proper authorship credit will be given to students whose work is highlighted. Please talk with your instructor if you have any questions or concerns about this policy.

NMD ELEMENTS II

Course Number: NMDE 201 | Fall 2231
August 28, 2023

Instructor: Hye-Jin Nae
Email: hxnfaa@rit.edu / Office: GAN 1185
Office hours:
Mon & Fri 10am–11:15am (Zoom)
Thu 12:55pm, 3:55pm & 4:40pm (In-Person)

RIT & Program Policies (continued)

Course Copyright Policy

All course materials students receive or to which students have online access are protected by copyright laws. Students may use course materials and make copies for their own use as needed, but unauthorized distribution and/or uploading of materials without the instructor's express permission is strictly prohibited. [RIT Policy C03.2 Copyright Policy](#) addresses this issue. For example, uploading completed labs, homework, or other assignments to any study site constitutes a violation of this policy. Students who engage in the unauthorized distribution of copyrighted materials may be held in violation of the University's Code of Conduct, and/or liable under Federal and State laws.

Starfish

This course participates in the RIT Starfish academic alert system, which is designed to promote student success through communication between students, instructors, and advisors. When I am concerned about an individual student's academic performance, I may raise an academic alert to notify the student as well as their advisor(s). If you receive an academic alert email, it is your responsibility to contact me as soon as possible to discuss the issue, its potential impact on your success in the course, and identify people and resources to help you move forward. For more information about the Starfish system, visit <http://www.rit.edu/starfish>.

Title IX

RIT is committed to providing a safe learning environment, free of harassment and discrimination as articulated in our university policies located on our [governance website](#). RIT's policies require faculty to share information about incidents of gender based discrimination and harassment with [RIT's Title IX coordinator](#) or deputy coordinators when incidents are stated to them directly. The information you provide to a non-confidential resource which includes faculty will be relayed only as necessary for the Title IX Coordinator to investigate and/or seek resolution. Even RIT Offices and employees who cannot guarantee confidentiality will maintain your privacy to the greatest extent possible.

If an individual discloses information during a public awareness event, a protest, during a class project, or advocacy event, RIT is not obligated to investigate based on this public disclosure. RIT may however use this information to further educate faculty, staff and students about prevention efforts and available resources.

If you would like to report an incident of gender based discrimination or harassment directly you may do so by using the online [Sexual Harassment, Discrimination and Sexual Misconduct Reporting](#) or anonymously by using the [Compliance and Ethics Hotline](#).