RIT
College of
ART AND DESIGN

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NMDE DIGITAL SURVEY II
NMDE 112-02
SPRING 2023

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INSTRUCTOR: MELISSA WARP

ONLINE OFFICE HOURS: access here

EMAIL: mlwfaa@rit.edu

I will try my best to respond within 24 hours M–F. If I do not respond within that timespan please send a follow-up in case your message became buried by other emails. On weekends it may take me longer to respond.

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CLASS MEETINGS:

LAB 1 Gannett A180 M 11–1:50 pm
LAB 2 Gannett 1217 W 11–1:50 pm
LECTURE GLE 3149 F 11–12:50 pm

Class instruction will include lectures, demonstrations and one-on-one instruction in a lab setting. Student self-supported learning will include out of class research, readings, online tutorials, and group and partner critiques.

COURSE MATERIALS

EBOOKS

The Language of Graphic Design: An Illustrated Handbook for Understanding Fundamental Design Principles
Richard Poulin
https://ebookcentral.proquest.com/lib/rit/reader.action?docID=3399591&ppg=1

Typographic Design : Form and Communication
Rob Carter, Ben Day, and Philip Meggs
http://site.ebrary.com.ezproxy.rit.edu/lib/rit/detail.action?docID=10524033

OTHER MATERIALS
Pencils, black markers, sketchbook

This course introduces the student to visual communication and the graphic design profession. Through formal studies and perceptual understanding, including aesthetics, graphic form and structure, concept development and visual organization methods, students will design solutions to communication problems. Assignments exploring aspects of graphic imagery, typography, and production will be included.

KEY TOPICS

· Gestalt Principles / Elements of Design / Principles of Design
· Typography and Typographic Hierarchy
· Grid and Visual Structure
· Visual Hierarchy

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EXPECTATIONS

· Arrive to class on time, and stay for the duration of class

· Be an active participant and team member in class, in lab and in discussions

· Complete any research, reading or other as assigned

· Accept given problems and work diligently through them from start to finish

· Show me your work at regular intervals and keep me informed of your progress

· Demonstrate your understanding of principles learned through coursework

· Complete and submit all work on time

· Respect yourself, your work, me, your classmates, the discipline, and course

My aim is to offer constructive and timely feedback and encourage and expect you to do your best and put full effort into your work as I will do for you as your teacher. I will be on time and prepared for each class and expect that you will as well. I always welcome your constructive feedback about the course, assignments and my lectures.

Leave excuses at the door and be ready to learn, which means overcoming some failures and learning from mistakes, which we all make. Be open to constructive feedback from me, your classmates and other faculty on your work.

STUDENT ACHIEVEMENT WILL BE EVALUATED ACCORDING TO THE FOLLOWING CRITERIA:

· Concept, development and execution

· Craftsmanship/quality of completed project

· Fulfilling project requirements

· Completion on time (negative letter grade/day late)

· Critique

· Discussion in classroom and online

· Attendance

LAB TIME is reserved so that you have adequate access to necessary tools, as well as individual assistance with your work. **You are expected to do NMDE-112 coursework during this time**. I'll use the time to present new lessons and concepts, and other times I will allow you time to work. Lab time is a great place to bring in progress work with questions for me, so come to lab prepared with work to critique, with questions to ask or tutorials to complete. **You should plan to stay for the entirety of lab**.

CRITIQUES

Critiques are a time for constructive criticism and are used for feedback to become a better designer. Critiques are also a time for you to sharpen your verbal and professional skills and will play an important role in reinforcing and verifying your level of understanding terminology and strategies as applied to the design industry. Participation in class critiques is mandatory. See mycourses for more information on class critique protocol.

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 reasonable accommodations to students with disabilities. If you would like to request accommodations such as special seating or testing modifications due to a disability, please contact the Disability Services Office. After you receive accommodation approval, it is imperative that you see me during office hours so that we can work out whatever arrangement is necessary.

STUDENT WORK ONLINE
During this course, I may post assignments on the CAD server (a publicly-accessible website). Your online work 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.

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

ATTENDANCE POLICY

Your physical and mental presence at every class is critical to your participation in this course. Please come to class. After four absences an academic alert will be sent. **Communication is key**–if you are going to be absent/late/must leave early, let me know.

PLEASE NOTE:
Doctor's appointments, job-related activities, interviews, study sessions or other meetings during class time are NOT an excused absence. It is your responsibility to inform me before any function, or religious holiday that will affect your coursework from being completed on the assigned day. Arrange to turn in work before, NOT after the due date.

STARFISH ALERTS

If 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. Please visit the Starfish system for more information.

DEADLINE POLICY

Students are required to complete all projects on the assigned day and time and upload to mycourses. **Late work receives minus one letter grade per day late.** Deadlines are sacred in this class, as they are in the real world. If you can't make a deadline, you must let me know before the due date.

Grades will be posted within 2 weeks of project deadlines on **mycourses.rit.edu**

TIME COMMITMENT

For every credit hour of class the rule-of-thumb is 2 to 3 hours per week spent working outside of class. Since this is a 3-credit hour course, you should plan to spend **6-9 hours** on projects, readings, research and discussions.

STATEMENT ON TITLE IX

RIT is committed to investigate complaints of sexual discrimination, sexual harassment, sexual assault and other sexual misconduct to ensure that appropriate action is taken to stop the behavior, prevent its recurrence, and remedy its effects. More information can be found online at Title IX Rights and Resources at RIT.

DIVERSITY, INCLUSION, AND RESPECT

RIT has put forth Policy P05.0 Diversity Statement for all community members: RIT through its policies and practices is responsible for building an inclusive environment where membership in the community allows for faculty, staff and students to reach their fullest potential, both professionally and personally. RIT is committed to the development, administration and interpretation of policies and procedures in a way that is consistent with our commitment to diversity and is in compliance with federal, state and local laws. RIT's policies and procedures are administered in a way that supports fair treatment for all faculty, staff, students, and the RIT community at large.

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.

RIT ACADEMIC HONESTY POLICY

As a university, RIT is committed to the pursuit of knowledge and the free exchange of ideas. In such an intellectual climate it is fundamentally imperative that all members of this academic community behave in the highest ethical fashion possible in the manner by which they produce, share, and exchange this information. In the case of students, Academic Honesty demands that at all times student work be the work of that individual student, and that any information which a student uses in a work submitted for evaluation be properly documented. Any violation of these basic standards constitutes a breach of Academic Honesty and hence becomes Academic Dishonesty, which falls into three basic areas: Cheating, Duplicate Submission and Plagiarism:

CHEATING is any form of fraudulent or deceptive academic act, including falsifying of data, possessing, providing, or using unapproved materials, sources, or tools for a work submitted for faculty evaluation.

DUPLICATE SUBMISSION is the submitting of the same or similar work for credit in more than one course without prior approval of the instructors for those same courses.

PLAGIARISM is the representation of others' ideas as one's own without giving proper credit to the original author or authors— visual, written and verbal plagiarism is the use of all or any part of another work as one's own. In all cases, if such information is not properly and accurately documented with appropriate credit given, then the student is guilty of plagiarism. When assignments are given, it is assumed that all work you present is your own unless you document otherwise and have advance permission from me. Plagiarism includes using an image you found online, tracing over it and saying it is yours. Please ask if you are not sure of what is allowed.

CONSEQUENCES OF ACADEMIC DISHONESTY

Any act of Academic Dishonesty will incur the following possible consequences. After notifying and presenting the student with evidence of such misconduct, the instructor has the full prerogative to assign an "F" for the offense, or to assign an "F" for the entire course. The instructor will inform and, if possible, meet with the student concerning the decision reached. A student may be brought before the Academic Conduct Committee of the College in which the alleged offense occurred, and may face academic suspension or dismissal from the Institute.

GRADING SYSTEM

LETTER GRADE	PERCENTAGE	DESCRIPTION	GPA
A	95-100	Excellent	4.00
A-	90-94		3.67
B+	87-89		3.33
B	83-86	Above Average	3.00
B-	80-82		2.67
C+	77-79		2.33
C	73-76	Average/Satisfactory	2.00
C-	70-72		1.67
D	60-69	Min. Passing Grade	1.00
F	00-59	Failure	0.00

HOW WORK IS EVALUATED:

A

The work has exceptional merit: superior vision, creativity, initiative in problem solving, thoughtfulness and effort, and fulfills all assignment requirements and goals in an exceptional and significant manner. Technical quality of work is excellent. It follows assignment instructions.

B

Work is well done. Work exhibits good vision, creativity, initiative in problem solving, thoughtfulness and effort, and fulfills assignment requirements and goals in a better-than-average manner; however, vision, and/or framing, and/or timing, and/or aesthetic quality could be improved.

C

Work is of average quality. Work exhibits acceptable but average vision, creativity, initiative in problem solving, thoughtfulness and effort, and fulfills assignment requirements and goals in an average manner.

D

Work shows a barely adequate effort. Work demonstrates serious effort to fulfill the assignment requirements and goals but is unacceptable and poorly executed. Or, work shows little effort and does not meet professional standards. The work demonstrates that the student tried to fulfill the assignment but had serious technical problems or did not carry through with enough effort to produce a usable assignment.

F

Student turned in something, but the work is unacceptable. Work does not fulfill assignment requirements and goals and demonstrates unacceptable effort and results. Or, work is incomplete technically, in content, or through late submission.

POINT TOTALS:

Attendance	10
*Participation	05
*Discussion Board	10
Designer Presentation	10
P1 Gestalt	05
P2 Elements	05
P3 Principles	05
P4 Logo	10
P5 Expressive Type	12
P6 Menu Design	12
P7 Interactive Poster	16

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100 total points

*PARTICIPATION

Q: What I will count for participation?

A: Discussing work in class, providing feedback to fellow students, asking questions that you have based on readings or assignments and commenting on work that you find on your own. Taking good notes, being an active listener and leader in promoting friendly discussion in class and labs.

Q: What does not count for participation?

A: Simply showing up for class, only speaking when prompted, or in general, being a passive student.

*DISCUSSION BOARD

The Discussion Board provides an arena for typed reflections on articles, videos and student work. This space allows for students to take more time for reflection and post well-thought responses. Information on Discussion Board etiquette can be found posted in more detail on **mycourses**.