

Graphic Design 2 (GD 220)

This course provides extended study of graphic design principles and their application to more complex and comprehensive solutions. Experimentation, research, conceptual thinking, and process are emphasized in design for the screen. Students learn essential design tools and techniques for the development of interactive media. Students work with HTML and CSS to understand code as a fundamental building block for their design compositions.

Designing for screens and, specifically, web browsers introduces new challenges to your design practice — user expectations of web design are wildly different than for print media. If I take a brochure and fold it up to stash it in my pocket, I don't expect the brochure's images, type size or layout to conform to my pocket — but web users absolutely do! Through readings, discussions and projects, we'll explore the design challenges of a responsive, interactive web.

You will learn the tools and code to take the reins in bringing your designs to the browser, and, at the same time, how to adapt to a format where you do not control the final delivery of your creations.

EVALUATION & ASSESSMENT

This course will include **assignments** and **projects**.

- **Assignments** are written responses and tasks required to complete your projects. These will usually be graded on pass/fail metric.
- Each **project** will have a detailed rubric, and your work will be evaluated based on process, product, and professionalism.

Feedback will be provided in the form of critiques and code review, both in person and via GitHub. It is your responsibility as a student to follow up on feedback which is unclear or confusing to you.

COURSE LEARNING OUTCOMES

As part of this course, you will:

- Articulate design fundamentals and apply them to digital media.
- Demonstrate an understanding of hierarchy as it applies to interactive media.
- Employ concepts, processes, and production tools for interaction design.
- Develop a process that adapts to new tools, best practices and mediums.
- Develop an understanding of interaction as an essential component of communication.

MEETING

Thursdays *from* 4–10pm in Brown 308
during Fall 2019 for 3.00 credits (*studio*)

LED BY

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EXPECTATIONS

assignments & projects

Coursework will include: in-class exercises to experiment and demonstrate your growing HTML and CSS skills, 3 major multi-week projects, and presentations of your projects and process.

Ample time will be provided in class to work on your projects and troubleshoot your code. This is not “free” time, and you are expected to use this time to work on your projects: not personal email, social networking, phone calls, texting, etc.

Deadlines are paramount; missing project deadlines almost always results in you receiving feedback and evaluation later than your colleagues. In addition, barring exceptional circumstances, late assignments will receive a grade no higher than a C.

my best advice

Back up your work — regularly, often, and in more than one location (i.e., locally and in the cloud). We will discuss and implement strategies for backing up your code, but you should also consider where and how often you back up your design files, notes, etc.

attendance

Attendance and participation are mandatory. You are expected to be ready to start work at the opening of class, to arrive on time after breaks, and to remain for the entire class session. Students who miss more than 3 classes for any reason in a 15-week course (or 20% of class meetings) will earn a failing grade.

Please notify me of any excused absences as early as possible **via email**. It is your responsibility to contact me for any resources shared in class and/or details about assignments.

anticipated costs

You are required to have a sketchbook for use in class and, if you're a Mac user, are encouraged to use Sketch for your designs (an [educational discount](https://www.sketchapp.com/store/edu/) is available <https://www.sketchapp.com/store/edu/>). Otherwise, the texts, materials, and tools we'll use in class are freely available online. At your discretion, you may choose to use paid materials in your designs (e.g., stock photography, fonts, etc.), but none are required as part of the course.

scheduling of student course evaluations

Class time will be set aside toward the end of the semester for completion of student course evaluations.

COURSE OUTLINE

The following schedule is subject to change. Additional details, including assignments and deadlines, will be available on the [course web site](#).

<https://mica-web.github.io/gd-220/>

COURSE OUTLINE

Week 1	Aug 29	Intro to course; getting started with your text editor
Week 2	Sept 5	Dev environment setup + HTML basics <i>begin proj 1</i>
Week 3	Sept 12	HTML5 <i>continue proj 1</i>
Week 4	Sept 19	CSS basics: typography + color <i>continue proj 1</i>
Week 5	Sept 26	Images + CSS variables <i>proj 1 due; begin proj 2</i>
Week 6	Oct 3	CSS box model + layout <i>continue proj 2</i>
Week 7	Oct 10	Interaction + animation <i>continue proj 2</i>
Week 8	Oct 17	Design workflow <i>continue proj 2</i>
Week 9	Oct 24	Responsive web design <i>proj 2 due; begin proj 3</i>
Week 10	Oct 31	Responsive web design continued <i>continue proj 3</i>
Week 11	Nov 7	Inclusive design <i>continue proj 3</i>
Week 12	Nov 14	Navigation patterns <i>proj 3 due; begin proj 4</i>
Week 13	Nov 21	More on workflow + design principles <i>continue proj 4</i>
Week 14	Nov 28	Thanksgiving break; no class <i>continue proj 4</i>
Week 15	Dec 5	TBD <i>continue proj 4</i>
Week 16	Dec 12	Final presentations, course evaluations and conclusion <i>proj 4 due</i>

ACADEMIC POLICY STATEMENTS

Full academic policies and procedures are [published online](#).

https://www.mica.edu/About_MICA/Policies_and_Handbooks/Academic_Policies_and_Resources.html

Academic Disability Accommodations

MICA makes reasonable academic accommodations for qualified students with disabilities. All academic accommodations must be approved through the Learning Resource Center (LRC). Students requesting accommodation should schedule an appointment at the LRC (410-225-2416 or e-mail LRC@mica.edu), located in Bunting 110. It is the student's responsibility to make an accommodation request in a timely manner. Academic accommodations are not retroactive.

Environmental Health and Safety (EHS)

Students are responsible to follow health and safety guidelines relevant to their individual activities, processes, and to review MICA's Emergency Operations Plan and attend EHS training. Students are required to purchase personal protection equipment appropriate for their major or class. Those students who do not have the proper personal protection equipment will not be permitted to attend class until safe measures and personal protection are in place.

Plagiarism

Each discipline within the arts has specific and appropriate means for students to cite or acknowledge sources and the ideas and material of others used in their own work. Students have the responsibility to become familiar with such processes and to carefully follow their use in developing original work.

Policy

MICA will not tolerate plagiarism, which is defined as claiming authorship of, or using someone else's ideas or work without proper acknowledgement. Without proper attribution, a student may NOT replicate another's work, paraphrase another's ideas, or appropriate images in a manner that violates the specific rules against plagiarism in the student's department. In addition, students may not submit the same work for credit in more than one course without the explicit approval of all of the instructors of the courses involved.

Consequences

When an instructor has evidence that a student has plagiarized work submitted for course credit, the instructor will confront the student and impose penalties that may include failing the course. In the case of a serious violation or repeated infractions from the same student, the instructor will report the infractions to the department chair or program director. Depending on the circumstances of the case, the department chair or program director may then report the student to the appropriate dean or provost, who may choose to impose further penalties, including expulsion.

Appeal Process

Students who are penalized by an instructor or department for committing plagiarism have the right to appeal the charge and penalties that ensue. Within three weeks of institutional action, the student must

submit a letter of appeal to the department chairperson or program director, or relevant dean or provost related to the course for which actions were taken. The academic officer will assign three members of the relevant department/division to serve on a review panel. The panel will meet with the student and the instructor of record and will review all relevant and available materials. The panel will determine whether or not to confirm the charge and penalties. The findings of the panel are final. The panel will notify the instructor, the chairperson, division, the student, and the Office of Academic Affairs of their findings and any recommendations for change in penalties.

Title IX Notification

Maryland Institute College of Art seeks to provide an educational environment based on mutual respect that is free from discrimination and harassment. There are multiple ways to report sexual harassment/misconduct/assault and reports are encouraged (www.mica.edu/equal_opportunity). Students requiring academic adjustments due to an incident involving sexual harassment or discrimination should contact Student Affairs at 410.225.2422 or Human Resources at 410.225.2363. Keeping with institutional commitments to equity and to comply with Title IX of the Education Amendments of 1972 and guidance from the Office for Civil Rights, faculty and staff members are required to report disclosures of gender based discrimination made to them by students. However, nothing in this policy shall abridge academic freedom or MICA's educational mission. Prohibitions against discrimination and discriminatory harassment do not extend to actions, statements or written materials that are relevant and appropriately related to course subject matter or academic discussion.

Students with Extended Illness or Absence

In the case of extended illness or other absences that may keep the student from attending a class for more than three meetings, undergraduate students must contact the Student Development Specialist in the Division of Student Affairs or have an official disability accommodation letter issued by the Learning Resource Center that specifically addresses class absences. For students who have not been approved for academic disability accommodations, the Student Development Specialist will work with the student to determine the cause and appropriateness of the absences and subsequently notify instructors as necessary. Graduate students must contact the instructor, program director, and the Office of Graduate Studies. Students in professional studies programs must contact the Associate Dean for Open Studies. The appropriate administrator will facilitate a conversation with relevant faculty to determine whether the student can achieve satisfactory academic progress, which is ultimately at the sole discretion of the faculty member.