

J463 GRAPHIC DESIGN FALL 2017

LOCATION - Franklin Hall 003

SECTIONS

36278 - Meets Mon/Wed, 8:30AM - 10:30AM

INSTRUCTOR - Nic Aguirre - naguirre@indiana.edu

OFFICE HOURS - FF M130S (Stack 4), Friday 10:00A - 11:00A

Description

Graphic design is everywhere. It is used to communicate, persuade, express feelings and establish identity. In today's digital landscape, graphic design has never been more prevalent. It determines how you read and process information, and what ideas you associate with visual imagery.

Graphic design is a powerful tool for conveying ideas and messages. Fundamentally, it is about communication. This course is designed to give you skills that will serve you in other disciplines. You will learn a powerful visual language that can be applied to any graphical medium.

Prerequisites

MSCH-C 226 or JOUR-J 210

Objectives

In this course, you will:

- Learn universal principles of design (e.g., proportion, size, position, color)
- Develop mastery of digital tools used for graphic design - particularly Adobe software
- Build an effective workflow and digital work environment
- Create several attractive portfolio pieces
- Learn to think and see differently
- Discover and strengthen your creative faculties
- Analyze why some approaches to design work better than others
- Gain a foundation for expanding your design skills in any context

Structure

This course is divided into **four units**, each between 3-5 weeks in length. Each unit will cover a different Adobe technology:

- Unit One: InDesign
- Unit Two: Photoshop
- Unit Three: Illustrator
- Unit Four: Muse

Work

This course has 100 points, divided into **projects**, **homework** and **quizzes**.

Use of Class Time

This class is project-driven, and demands consistent effort inside and outside of the classroom. Classes are intended to be variable and may feature lectures, tutorials, in-class exercises, discussions and lab time. An effort is made to create a more interactive and less passive experience for students.

Projects (60 pts.)

This class features **four** creative projects; one for each unit. Each project gives you an opportunity to produce a strong portfolio piece; this will serve you both inside and outside of class.

Homework (20 pts.)

This class has **four** homework assignments designed to test and reinforce knowledge from class. Homework assignments are intended to keep your skills sharp and prepare you for your projects.

Quizzes (20 pts.)

This course has **eight** unannounced quizzes. The quizzes should be fairly straightforward if you have been participating in class.

Readings and Tutorials

You will generally be asked to complete a reading or tutorial outside of class over the weekend. Most of the tutorials will be videos from Lynda.com. Failure to keep up with readings and tutorials will make it difficult to do

well on projects, homework, and quizzes.

Final

There is no final exam for this class.

Extra Credit

There will be **one** opportunity this semester to earn **2 pts.** of extra credit. You can either (a) participate in an ICR research study, or (b) create a short video tutorial for a graphic design technique.

Grading

Points

There are a total of **100** points in this class. The grade is divided as follows:

Assignment	Points
Projects (15 pts each)	60
Homeworks (5 pts each)	20
Quizzes (2.5 pts each)	20
Total	100

Course Grade

Your grade will be assigned as follows:

Points	Grade
90 - 100	A
80 - 89.99	B
70 - 78.99	C
60 - 69.99	D
below 60	F

Grading criteria will be given for each individual assignment.

Feedback

The design process is an iterative one; our visions rarely take the shape we want on our first try. That being said, criticism and feedback is essential for the betterment of one's craft. You might see very differently from your colleagues, and everyone has a unique viewpoint.

In this course, you will give and receive constructive criticism with other students. The goal is to prepare you for "real life" scenarios where you are asked to change or alter a design based on the client's needs. Learning to accept criticism and adapt accordingly is an absolutely essential skill.

This will help you to consider client needs, see differently, and rid yourself of "creative anxiety."

Revisions

When working with clients, customers, and co-workers, revisions are common. Factoring that graphic design is an iterative process, students are **sometimes** allowed to revise and resubmit assignments. Re-submitting work is a **privilege** granted at the instructor's discretion.

If you are re-submitting work:

1. You must have submitted the work by its due date. Late work is not eligible for re-submission.
2. The privilege to revise submitted work is only available for students who submitted substantial work; incomplete work is not eligible for resubmission. This is at the instructor's discretion.
3. You may only recover partial points lost.

Required Readings and Materials

Text

There is no required text, but I recommend reading [Universal Principles of Design](#) by William Lidwell et al. This is a fantastic book and it will serve you well in almost any career.

Lynda

You want access to Lynda.com, which can be obtained FREE with a [Monroe County Public Library](#) card.

Adobe Software

We will use four Adobe products - InDesign, Photoshop, Illustrator and Muse.

Go to iuware.iu.edu to download Adobe Creative Cloud applications. We will be using CC 2017 in this class.

File Storage

You really need a way to keep backups of your files! [Box](#) is recommended. Google Drive and Dropbox are good alternatives. **Lost data is not an excuse for late or missing work**, so it is extremely important to have duplicate files for your work.

Hardware

While graphic design can be done from any operating system, the instructor teaches workflow for OS X users. Access to a computer with Mac OS X is recommended but not required. All students should have access to a Mac through the computer lab. Students who aren't using OS X are expected to learn PC keyboard shortcuts.

It is also useful to have access to a large display, or dual display configuration. If you are bringing your own laptop to class, it is recommended to bring a mouse.

Policies

Attendance

Students should make a serious effort to attend every lecture. While attendance is not taken, I believe **attendance is the strongest guarantor of success** in this course.

Course material is cumulative in nature and class periods are used to develop design skills and work on projects. Missing class also means missing out on quizzes and valuable hands-on practice.

Lost Data

You are responsible for keeping backups/duplicates of your files. As an IU student, you should have access to a Box account. You can also use Google Drive or Box to maintain copies of your files. Losing your files is not an excuse for late or incomplete work.

I **highly recommend** getting a [Box](#) account. It is free, helps you to stay organized, and most importantly provides **backups** for your files.

Food and Drink in Class

Sorry, they are not permitted.

Deadlines

Deadlines are strict and non-negotiable. Late assignments will be accepted for the first five calendar days after a deadline. After that, I will remove 10% daily. Assignments may not be submitted after five calendar days have elapsed (Example - Deadline is September 8th, you cannot submit after September 13th)

The only **exception to this rule** is the final project, which cannot be submitted late.

Students with Disabilities

If any student requires assistance or academic accommodations for a disability, please contact me by after class, by e-mail, or during office hours. The student must have established eligibility for disability support services through the Office of Disability Services for Students.

For more information - <https://studentaffairs.indiana.edu/disability-services-students/>

Academic Integrity

As a student at IU, you are expected to adhere to the standards and policies detailed in the Code of Student Rights, Responsibilities, and Conduct (Code). When you submit an assignment with your name on it, you are signifying that the work contained therein is yours, unless otherwise cited or referenced. Any ideas or materials taken from another source for either written or oral use must be fully acknowledged. All suspected violations of the Code will be reported to the Dean of Students and handled according to University policies. Sanctions for academic misconduct may include a failing grade on the assignment, reduction in your final course grade, and a failing grade in the course, among other possibilities. If you are unsure about the expectations for completing an assignment or taking a test or exam, be sure to seek clarification beforehand.

Use of Others' Assets

Anything you make in this class must be **100 percent created by you**. You are allowed to borrow ideas, use images for reference, or imitate another artist's creative style, but you cannot steal photos/images without attribution.

There are some instances in which it might be appropriate to use copyright- and royalty-free images. In this case, you must have my explicit consent, and you must give proper attribution to the source.

Sexual Misconduct

As your instructor, one of my responsibilities is to create a positive learning environment for all students. Title IX

and IU's Sexual Misconduct Policy prohibit sexual misconduct in any form, including sexual harassment, sexual assault, stalking, and dating and domestic violence. If you have experienced sexual misconduct, or know someone who has, the University can help. If you are seeking help and would like to speak to someone confidentially, you can make an appointment with:

- The Sexual Assault Crisis Services (SACS) at (812) 855-8900 (counseling services)
- Confidential Victim Advocates (CVA) at (812) 856-2469 (advocacy and advice services)
- IU Health Center at (812) 855-4011 (health and medical services)

It is also important that you know that Title IX and University policy require me to share any information brought to my attention about potential sexual misconduct, with the campus Deputy Title IX Coordinator or IU's Title IX Coordinator. In that event, those individuals will work to ensure that appropriate measures are taken and resources are made available. Protecting student privacy is of utmost concern, and information will only be shared with those that need to know to ensure the University can respond and assist. I encourage you to visit stopsexualviolence.iu.edu to learn more.

Religious Holidays

It is the policy of Indiana University that instructors must reasonably accommodate students who want to observe their religious holidays at times when academic requirements conflict with those observances. This policy is intended to ensure that both faculty and students are fully aware of their rights and responsibilities in the accommodation of students' religious observances.

Source: <http://enrollmentbulletin.indiana.edu/pages/relo.php>

Syllabus

This course is rich in content and skill levels vary widely among students. The instructor reserves the right to amend this syllabus to better match the needs of a given class.

Final Grade

The instructor reserves the right to adjust your final grade based on effort and participation.

This is very uncommon and only applies to extenuating circumstances.

Tentative Schedule

A given class of students can differ widely in skills and teaching needs, so schedule is subject to change.

	Dates	Topic
-	-	UNIT ONE: InDesign
week 1	Mon 8/21, Wed 8/23	Intro to Graphic Design
week 2	Mon 8/28, Wed 8/30	Documents; pages; text
week 3	Mon 9/4	<i>NO CLASS; LABOR DAY</i>
week 3	Wed 9/6	Graphics and color
week 4	Mon 9/11, Wed 9/13	InDesign composition
-	-	UNIT TWO: Photoshop
week 5	Mon 9/18, Wed 9/20	Digital image essentials
week 6	Mon 9/25, Wed 9/27	Canvas; selections; layers
week 7	Mon 10/2, Wed 10/4	Filters; effects; levels
-	-	UNIT THREE: Illustrator
week 8	Mon 10/9, Wed 10/11	Artboards; documents
week 9	Mon 10/16, Wed 10/18	Fill and stroke; shapes
week 10	Mon 10/23, Wed 10/25	Layers; objects; groups
week 11	Mon 10/30, Wed 11/1	Pathfinder and complex shapes
week 12	Mon 11/6, Wed 11/8	Composition and workflow
-	-	UNIT FOUR: Muse
week 13	Mon 11/13, Wed 11/14	Wireframing and prototyping
-	Sun 11/19 - Sun 11/26	<i>THANKSGIVING BREAK</i>
week 14	Mon 11/27, Wed 11/29	Making pages, adding content
week 15	Mon 12/4, Wed 12/6	Finishing your portfolio
week 16	Mon 12/11 - Fri 12/15	FINALS

Important Dates

Check the IU [Academic Calendar](#) for important dates. I have listed some of them here:

Fall 2017

Begins	Mon, Aug 21
Labor Day	Mon, Sept 4
Fall Break	Oct 6 - Oct 8
Auto W	Sun, Oct 22
Thanksgiving	Nov 19 - Nov 26
Final Exams	Dec 11 - Dec 15
Ends	Fri, Dec 15

Due Dates

Due dates for assignments and projects can be found on Canvas and on our [course website](#).