Digital Design 201: Communication Design

Course Description

This course provides students with a culminating experience via integrating knowledge and design skills obtained from all courses into a series of intensive communication design projects. Students will explore primary issues relating to communication design, its practice and application. The class will be introduced to conceptual approaches to the field, as well as to various methodologies and points of consideration, which will assist students in their practice as designers in all media. Projects involving research and analysis, as well as practical application will allow students to put into practice what they have learned thus far. Students will follow appropriate design procedures to produce a prototype of a substantial and professional level project to be featured in their portfolio. Simultaneously, students will learn and practice project management, collaboration and presentation skills that are essential in their future as communication designers.

Course objectives:

By the end of the course, students will have gained:

- An introductory knowledge of the communications profession
- An understanding of the history of communications design
- An understanding of design principles
- A better understanding of design methodologies
- A clearer understanding of design practice
- An understanding of how computer technologies have effected the field
- A conception of how design is effected by culture & society
- As well as an understanding of how culture & society effect design
- Gain insights in Visual Thinking

Credit Hours:
   4 hours

Pre-requisites:
   DD105 2D Design

Required reading:
   Communication Design Principles, Methods, and Practice by Jorge Frascara
   Articles will be assigned as well.

Strongly suggested:
While this class has not been designated as 'web-enhanced,' it is strongly urged that students wishing to take full advantage of the class have:

- Some familiarity with the Internet;
- Access to the Internet from home or elsewhere
- An active email account.

Necessary Materials:
- Portable memory solution such as portable hard drive or flash drive for transporting work to and from class
- Digital camera or phone with photo capability

Due dates:
Assignments must be turned in on time to receive full credit. Late assignments penalty of 50% off will apply unless an excused absence is accompanied by a physician's or counselor's note.

Grading:

Projects/assignments	40%
Final Project	14%
Visionary Presentation/Report	16%
Participation	30%
Total	**100%**

Grades:
90-100:A   80-89: B   70-79: C   60-69:D   0-50: F

There is no R grade in this course.

Notes on the grading criteria:
Work will be evaluated according to the following criteria:

- Understanding, interpretation, communication of course concepts
- Critical thinking
- Design Process
- Research and Analysis of related issues
- Contribution to in-class discussion

The COM assignments:
What follows are brief descriptions of the assignments students will be doing over the course of the term. Detailed instructions will be provided in-class, some of the topics are subject to change. **If you miss a class or miss a deadline for your assignment you are responsible for obtaining the missed assignments and you must keep up with the work. Late assignments will be graded at 50% or less of total assigned points. Missed assignments will receive a grade of 0.**

1. Effective Design
Using your phone or a digital camera, capture images of Effective Design in the Street and bring images to class for discussion.

2. Information, Redundancy & Noise Project
Identify 3 cases each of Information, Redundancy and Noise as described by Frascara and occurring in print media. Analyze and document these.

3-5. Subway Poster redesign
Students will also be asked to redesign a Subway poster in three parts. There will be weekly presentations and crits in class.

6. Early 20th Century Design Presentation
Compare and Contrast two early 20th century design styles mentioned by Frascara. Research examples of each and analyze for presentation. Use PDF, Prezi or Powerpoint to develop and design a five-minute presentation for the class.

7. Reading Quiz (Chapters 1-3)
In-class quiz on the readings in Frascara and other articles as assigned in class.

8. Evaluation of Design: Form/Meaning/Function
Produce a 3 page report, on the top of each page should be an example of an effective design (Poster, book cover, CD Cover, or a Home page.) On the first page label: "Form"; the second "Meaning"; the third "Function." You choose a design sample that best exemplifies the each evaluation label, then write at least 5 bullet points explaining why. Post on your online Portfolio.

9. Your Client Project: Project Summary Report
Develop an evaluation plan for a project promoting an assigned business. Students will be paired up with partners as designers/clients and do some role play, then reverse positions. Using Frascara's preliminary project considerations (page 88) as a starting point, consider the end audience of the piece and what their expectations might be in developing your plan of attack. Make a presentation of the report to the class.

10-11. Your Client Project: Logo
Develop a logo for your client based on the specific marketing/communication needs of your client's business. Present to the class.

12. Your Client Project: Video Storyboard
Create a storyboard for the client's opening graphic. Include the content for your client's business. Present to the class.

13. Your Client Project: Animated Opening
Now put everything together, make a presentation showing the opening graphic animation.

14. Your Client Project: Summary Presentation
Make refinements and re-present your project to the class in PDF presentation. Post on your online Portfolio.

15. Reading Quiz (Chapters 4-7)
In-class quiz on the readings in Frascara and other articles as assigned in class.

16. Final Project
More details on the Final project/presentation will be provided. It will include:
1. Research
2. Review key evaluation methods from class
3. Apply understanding of time periods in the History of Design
4. Consider Form, Meaning and Function in designs for specific shapes and situations

17. Design Visionary
Each student will be assigned a prominent designer to research, then write a 2-page (minimum) report and make a 3-5 minute presentation in Powerpoint, PDF, or Prezi to the class.

18. Final project
Choose an existing brand to research and redesign. You will create a thorough multi-page branding index that will include your detailed branding strategy (logo redesign, typographic choices, a new color palette, etc.) Through research and writing, your index will articulate the strategy and reasoning behind your conceptual and visual design choices. This project will act as one of your most prominent portfolio pieces, and will involve intensive analysis and structuring.

Participation:
A student's participation grade is based primarily on their participation in class. Attendance is mandatory for every single scheduled class. If you are not in class you are not eligible to earn participation points. Tardy students will have 5 participation points deducted. More than three unexcused absences will result in a failure.

Academic policies (from Catalogue):
Hostos Community College believes that developing student's abilities to think through issues and problems by themselves is central to the educational process. Since the Hostos College degree signifies that the student knows the material s/he has studied, and the practice of

academic dishonesty results in grades or scores that do not reflect how much or how well the student has learned, understood, or mastered the material, the College will investigate any form of academic dishonesty brought to its attention. If the charge of academic dishonesty is proved, the College will impose sanctions. The three most common forms of academic dishonesty are cheating, plagiarism, and bribery.

Cheating (from Catalogue):
In the collegiate setting, cheating is defined as the purposeful misrepresentation of another's work as one's own. Faculty and students alike are responsible for upholding the integrity of this institution by not participating either directly or indirectly in act of cheating and by discouraging others from doing so.

Plagiarism (from Catalogue):
Plagiarism is a form of cheating which occurs when persons, even if unintentionally, fail to acknowledge appropriately the sources for the ideas, language, concepts, inventions, etc. referred to in their own work. Thus, any attempt to claim another's intellectual or artistic work as one's own constitutes an act of plagiarism.

Please note: directly copying content from the web, for example: cutting and pasting from Wikipedia, will be considered plagiarism and the project will get a 0.

Bribery (from Catalogue):
In the collegiate setting, bribery involves the offering, promising, or giving of items of value, such as money or gifts, to a person in a position of authority, such as a teacher, administrator, or staff member, so as to influence his/her judgment or conduct in favor of the student. The offering of sexual favors in exchange for a grade, test score, or other academic favor, shall be considered attempted bribery. The matter of sexual favors, either requested or offered, in exchange for a grade, test score or other academic favor, shall also be handled as per the Sexual Harassment procedures of the College.

College attendance policy (from Catalogue):
Students are expected to attend all class meetings in the courses for which they are registered. Classes begin at the times indicated in the official schedule of classes. Arrival in class after the scheduled starting time constitutes lateness.

The maximum number of absences is limited to 15% of the number of scheduled class hours per semester and a student absent more than the indicated 15% is deemed excessively absent. Attendance is monitored from the first official day of classes. In the case of excessive absences or lateness, the instructor has the right to lower the grade, assign a failing grade, or assign additional written work or readings.

Absences due to late registration, change of program, or extenuating circumstances will be considered on an individual basis by the instructor. Each department and program may specify in writing a different attendance policy. Instructors are required to keep an official record of student attendance and inform each class of the College's or department attendance policy.

NOTE:
- Any work missed during any period of absence must be made up by the student.
- To meet financial aid criteria, a student must attend class at least once in the first three weeks and once in either the fourth or fifth week of class.

Student Name:_____

Class	Points	Your Points	Reading Due
1			
Class Participation	20	_____	No reading
Total	20	_____	
2			
RP1 Effective Design Photos	25	_____	Frascara Chapter 1
Class Participation	20	_____	*Description of the Field*
			Visionaries Assigned
Total	45	_____	
3			
RP2 Information, Redundancy & Noise	40	_____	No reading
Class Participation	20	_____	
4			
RP4 Subway Poster Part 1	25	_____	Frascara Chapter 2
			History
Class Participation	20	_____	Watch CUNYTV
Total	45	_____	
5			
RP5 Subway Poster Part 2	25	_____	No Reading
Class Participation	20	_____	Saul Bass
Total	45	_____	Pablo Ferro
6			
RP3 Subway Poster Part 3	25	_____	Frascara Chapter 3
Class Participation	20	_____	
Total	45	_____	

7
Starting our Final project
Researching an existing brand

Mid Term Progress: As of March 30th
Grand Total   **350**   _____

Attendance: _____ **Unexcused Absences** _____ **If you miss more than 3 classes you will not pass.**

8
Begin to Design your branding Index
Outline your design choices.

9
Re-brand Strategy
Pinpoint your typographic choices and color palette for your re-branding index.

10
Studio time
Work on branding guidelines specifics:
Decide on:
Primary/secondary typography choices, as well as image treatment for your brand.

11
Studio time
Work on branding guidelines (continued)

12
Studio time
Finalize your branding index. One-on-one feedback

13
Studio time
Finalize your branding index (cont.). One-on-one feedback

14
Final Presentation
Present your final project to the class.

15
Final Presentation (cont.)
Present your final project to the class.