ADVANCED ISSUES IN VISUAL SYNTAX

DES 341 / Spring 2013 / Tuesday & Thursday 8:00 - 12:00 / Unique #20560

Daniel Olsen / Office: 1.218 / Office Hours: Tuesday & Thursday 1:00 - 2:00

COURSE DESCRIPTION

Visual Syntax is the relationship between the form of a given piece of design, and the meaning we assign to that information. A Design Methodology is the way in which one defines, investigates, and responds to a design problem/opportunity. It is the Design Method that defines the Visual Syntax of the resulting work. This course will have three main projects. Each project will offer the student different models from which they may shape their own design methodology, and in turn, investigate the corresponding issues of visual syntax.

Attendance and participation in all classes, group critiques, and individual meetings is very important. However, three absences will be excused. Each absence, for any reason, beyond three will result in a reduction in the final grade by 1/2 a letter grade. It is suggested that you save your three excused absences for times when they are actually needed. Students are allowed to be late 3 times (30 minutes or less). Each late arrival beyond three, for any reason, will count as an absence. Attendance will be taken at the beginning of class. If you are late to class, it is your responsibility to notify the member of faculty of your arrival and to verify that they have changed the absence mark to a late arrival in the attendance record. All late work will drop one full grade for each class day it is late. All late projects must be turned in during class time. Some projects (such as site specific work) may require more stringent attendance and grading policies. An incomplete will be given only in rare cases, and for non-academic reasons. This is a demanding course that will require a lot of commitment on your part. You will be required to spend at least as much time working outside of class as we will spend in class. You may find that you need to spend considerably more than that amount of time.

GRADING

1/3   Effort.

    - In-class effort - Participation/discussion with classmates during class time. Participation in class discussions and critiques. Discussion of progress on class projects with instructor.

    - Effort on projects

    - This work will be graded: check (required effort), check+(extra effort), check- (less than required effort)

2/3   Class Assignments

  A = Excellent work, extra effort. Student pursues concepts and techniques above and beyond what is discussed in class.

  B = Good work, extra effort. Student pursues ideas and suggestions presented in class and goes to extra effort to resolve required projects.

  C = Required work, required effort   D = Poor work, less than required effort   F = Little work, little effort

Deductions for absences and late arrivals will be taken from the final semester grade. Plus and minus grades will be used for individual projects as well as the final semester grade.

THINGS TO THINK ABOUT

During the first year of your Design studies you were introduced to a wide range of technologies, methodologies, and historical models that form the foundation of design. During the second year of your studies you are expected to synthesize and utilize this wide range of information while developing your individual voice. You should implement the concepts and techniques discussed in class as well as develop methods that will allow you to teach yourself various aspects of design. These skills will become important in your third year when you will be required to investigate projects independently, and as you move out of the educational environment.

You are responsible for your own work. Nobody can make you do anything. It is important to seek advise from the faculty and other students with regard to your projects. Select and use that advice to your advantage. You are responsible for solving problems in your own work. If you have questions always ask. Always leave yourself enough time to resolve problems that may develop.

Continue to build a working knowledge of the field of design and art. Spend time in the library and on-line reviewing current design and art periodicals as well as historical references. FIND DESIGN HEROES. The solutions to any project are limitless. The more you develop your design knowledge, and the more information that you can bring to a project, the further you will be able to take that project.   - To do well in this class.... do more than what is asked of you.   - Your education will only be what you make of it.)   - "Well-formed questions may be more useful than well-formed answers."

NOTE Academic policies can be found in the University Catalogues available through the Office of the Registrar and online at: http://www.utexas.edu/student/registrar/. According to the General Information catalog, "the value of a university degree depends on the absolute integrity of the work done by each student for that degree, a student should maintain a high standard of individual honor in his or her scholastic work". Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since such dishonesty harms the individual, all students, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced. Academic policies can be found in the University Catalogues available through the Office of the Registrar and online at: http://www.utexas.edu/student/registrar/. Be sure to review the University policy on scholastic dishonesty: http://deanofstudents.utexas.edu/sjs/scholdis_whatis.php

Upon request the University of Texas at Austin provides appropriate academic accommodations for qualified students with disabilities. More information can be found by contacting the Office of the Dean of Students at 471-6259, 471-4641 TTY or online at: http://www.utexas.edu/depts/dos/ssd/.

At times UT's online BlackBoard for this course will be used to disseminate information for this class. You can find support in using Blackboard at the ITS Help Desk at 475-9400, Monday through Friday, 8 a.m. to 6 p.m., so plan accordingly.

With the exception of the grade and attendance policies, parts of this syllabus are subject to change with advance notice, as deemed appropriate by the instructor. The Design Faculty has many other commitments to the University in addition to their teaching responsibilities. The faculty are available to you several hours a week as well as during office hours. You should try to conduct your class business during these regularly scheduled hours. Arrangement to meet with faculty outside of these hours should occur only in unusual circumstances.

University of Texas Honor Code – The core values of The University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. Each member of the university is expected to uphold these values through integrity, honesty, trust, fairness, and respect toward peers and community.

It is your responsibility to keep the University informed to your email address changes. You are also expected to check your email on a frequent basis to stay current with University-related communications, recognizing that certain communications may be time critical. The complete text of this policy and instructions for updating your email address are available at www.utexas.edu/cio/policies/. I will be using the email you have registered with the University that they provide to me on the 10th day of classes. If you change your registered email, it is your responsibility to inform me of the change.

SCHEDULE

WEEK	TUESDAY			THURSDAY		
1	January	15	Project Introduction	January	17	Project 1
2		22	Project 1		24	Project 1
3		29	Project 1		31	Project 1
4	February	5	Project 1	February	7	Critique Project 1
5		12	Project 2		14	Project 2
6		19	Project 2		21	Project 2
7		26	Project 2		28	Critique Project 2
8	March	5	Individual Meetings	March	7	Individual Meetings
SPRING BREAK						
9		19	Project 3		21	Project 3
10		26	Project 3		28	Project 3
11	April	2	Project 3	April	4	Project 3
12		9	Project 3		11	Critique Project 3
13		16	Individual Meetings		18	Individual Meetings
14		23	Performance Review Preparation			
15		30	Performance Reviews			