

# Graphic Design IV

## MEETING TIMES & LOCATION

T/Th 2:30P–5:00P, 1302 Calder Arts Center

## INSTRUCTOR'S CONTACT INFORMATION

Vinicius Lima

limav@gvsu.edu; 616-331-3576

1108 Calder; T&Th: 2:00–2:30P/5:00–6:00P, by appointment

## COURSE INFORMATION

Graphic Design IV uses the design principles of previous classes and applies them to the design of screen-based, interactive and/or time-based projects. It includes a thorough exploration of web and mobile design and basic motion graphics. (*Catalog Entry: An advanced course to acquaint students with professional and technological components of creating and publishing interactive and motion programs. Includes an in-depth exploration of web site design including interactivity, navigational systems, motion and typography, integrating both design methodologies and information architecture. Offered winter semester. Prerequisite: ART 310.*)

## COURSE OBJECTIVES

Different from previous classes, our main medium is the screen. The produced pieces should only come to reality through digital output. That brings constraints and new approaches to producing the assignments. Our main objectives include:

1. Employ design principles to organize text and image in digital space.
2. Understanding of website planning, UX and UI design.
3. How to design websites for multiple screen-based devices.
4. How to design mobile applications for smartphones.
5. How to design a screen-based user interface.
6. Basic knowledge of HTML and CSS coding languages.
7. Basic knowledge of motion graphics.
8. Develop specific presentation skills.

## YOUR RESPONSABILITIES

Your main responsibilities to this class include attendance and participation. Read this syllabus! You have a responsibility to help create a classroom environment where all may learn. At the most basic level, this means you will respect the other members of the class and the instructor and treat them with the courtesy you hope to receive in return.

## ATTENDANCE & PREPARATION

*"The policy in this department is that a student who has 6 absences in a class will receive a grade of "F". The automatic "F" policy is the same throughout all of the Art and Design courses. Individual faculty may determine how they will handle absences up to 6."*

Attendance is mandatory. To benefit from this course you must be present to interact with your instructor as well as your peers. After three unexcused absences, your final semester grade will be lowered by one letter grade. Each two late arrivals and/or early departures will be considered an absence. Excused absences include illness, death events in the family, jury duty, religious obligations and/or university-sponsored activities. It is the responsibility of the student to present any material required to excuse an absence—without these the absence will be considered unexcused. You are responsible for inquiring about any information or activity you missed while you were not in class.

Be prepared for every class meeting with the required materials and by working outside of class on your projects. It might seem that a two-and-a-half-hour long class is enough time but this barely scratches the surface of a design problem. Remember to do your assigned readings and be ready to discuss it in class. Arriving to class unprepared will also be considered an unexcused absence.

The standard homework expectation in this class is 6 to 9 hours a week. The amount of homework may vary throughout the semester.

**CLASS MATERIALS**

- Sketchbook
- White Eraser (Recommended brand: Staedtler)
- Pencil/ Pen
- Some printouts of the work can be requested in specific for student display.

**TEXTBOOK INFORMATION**

There is one textbook required for this course. They should be available on the University Bookstore and online.

Lal, Raj. Digital Design Essentials: 100 Ways to Design Better Desktop, Web and Mobile Interfaces, Rockport, 2014.

**GRADE & EVALUATION**

The grade you will be assigned in this class will be determined based upon your overall performance and improvement throughout the semester including: your produced body of work, your participation in the classroom and your attendance.

When developing a body of work, a Graphic Designer must engage in a creative process that involves research, interpretation, execution, development and presentation. An idea should be presented in a clear and visually engaging manner that will be appropriate to the problem. As a result, your work will be evaluated in all of these categories as well.

- **Research:** your analysis of the problem
- **Interpretation:** conceptual approach, innovation, surprise
- **Execution:** use of design principles, visual effectiveness, style, aesthetics
- **Development:** class to class progress, participation, punctuality, work ethic, preparedness, ability to work with others (i.e. professionalism)
- **Presentation:** output, production, craftsmanship

Projects must be submitted for grading by the due date. No late submissions will be accepted. Plus and Minus grading will be used (+/-).

Your participation grade will be based on your attendance and active participation in the classroom during work sessions, readings, critiques.

Grading standards are as follows:

A — Consistently superior attention to work, superior attendance and participation, projects completed on time and produces a superior quality of work, showing initiative and independent thinking.

B — Good attention to work, excellent attendance and participation, projects completed on time and consistently produces high quality work.

C — Work in on time, average participation, work quality is adequate.

D — Some work in on time, less than adequate work, lack of participation in discussions and repeated absences.

F — Work not submitted on time, repeated absences, failure to participate or produce acceptable work.

**CLASS PARTICIPATION**

Participation in discussion and critique is essential. The ability to eloquently and constructively speak about your work and the work of your peers is an essential skill in the field of graphic design. Do not underestimate the value

of peer review—fellow students can be a great resource for understanding and improving an assignment. During our critiques, I will facilitate the discussion but the majority of the time should consist of the classroom engaging in active discussion. Students are encouraged to share resources and inspiration that are relevant to this course.

**COURSE DEADLINES**

The career of a graphic designer is deeply connected to deadlines. Once you learn how to manage your time and complete your projects by their due date, you will be starting to walk the path of academic success. For that matter, all deadlines are firm for this course and projects should be completed at the beginning of the class meeting. If you have a legitimate problem meeting a deadline or attending a class, please set up an appointment ahead of time so that accommodations can be made in advance. This includes intermediary dates and final presentations.

As a work is turned-in late, the project grade is reduced a half-grade per day (not class session). Quizzes and make-up deadlines can only be offered based on a case by case scenario to be decided by your instructor.

A word of advice about deadlines: Always plan for the unexpected.

**PROJECT RESUBMISSIONS**

Students are allowed to resubmit one project with their final portfolio. This resubmission will be reevaluated and the new grade, if superior, will replace the old grade. Keep in mind the resubmission must be discussed during office hours with your instructor and must consist of a major rework of a given assignment in order to be reconsidered.

**FINAL PORTFOLIO**

Final submissions are due **Tuesday, April 21st, 2015, by 4:00P EST**. This will consist of the final project and any resubmission (if applicable). No late submissions will be accepted. Additionally, digital copies of all work produced during the semester must be submitted.

**CLASS COMMUNICATION & MATERIAL DISTRIBUTION**

I will only communicate online with the class or individually using the official GVSU account (@gvsu.edu). Please check your email regularly so that you are informed about assignment changes, or any specific announcements. It is your responsibility to keep your email account active and up to date. Please allow up to 36 hours to get a response from me. Usually it does not take this long but there can be extenuating circumstances.

All assignment sheets, readings and other relevant papers will be distributed through the Blackboard course website.

**OFFICE HOURS**

During the scheduled times, I should be available for consultation and assistance unless otherwise noted. Please feel free to stop by my office (1108 CAC) during these times with your questions or concerns. I'd greatly appreciate if you could do so by scheduling an appointment in advance. However, if you are unable to attend office hours at these hours, let me know in advance through email and special appointments can be arranged.

**STUDENT ADVISING**

Students that have been admitted their degree programs in Art and Design are encouraged to participate in an advising session to be held around October, in particular, students participating in Junior Review who need to analyze their degree progress with emphasis coordinators/advisors, and Transfer students.

**INTEGRITY OF SCHOLARSHIP**

Any ideas or material taken from another source for either written or oral presentation must be fully acknowledged. Offering the work of someone else as one's own is plagiarism. The language or ideas taken from another may range from isolated formulas, sentences, or paragraphs to entire articles copied from books, periodicals, speeches, or the writing of other students. The offering of materials assembled or collected by others in the form of projects or collections without acknowledgment also is considered plagiarism. Any student who fails to give credit in written or oral work for the ideas or materials that have been taken from another is guilty of plagiarism. Such activity may result in failure of a specific assignment, an entire course, or, if flagrant, dismissal from Grand Valley. For further information see the Student Code.

**STUDENTS WITH DISABILITIES**

*"The office of Disability Support Resources provides access to programs and facilities for all faculty and staff members and students. Grand Valley promotes the full inclusion of individuals with disabilities as part of our commitment to creating a diverse, intercultural community. It is the policy of Grand Valley to comply with the Americans with Disabilities Act of 1990, Section 504 of the Rehabilitation Act of 1973, and other applicable federal and state laws that prohibit discrimination on the basis of disability. Grand Valley will provide reasonable accommodations to qualified individuals with disabilities upon request. The office is in 200 Student Services building and can be reached by calling (616) 331-2490." (from the GVSU catalog 2013-2014)*

If you need academic accommodations because of a learning, physical or other disability, please contact Disability Support Services (DSR) at 331-2490. Furthermore, if you have a physical disability and think you will need assistance evacuating this classroom and/or building in an emergency situation, please make me aware so I can develop a plan to assist you

**CLASSROOM BEHAVIOR & ETIQUETTE****CELL PHONE & SOCIAL NETWORKING**

During class times, cell phones should be silenced. No texting, email, Snapchatting, Vineing or Instagramming. Please do not use any social network websites or any messaging application such as Facebook, Twitter, Skype, Messages or Whatsapp.

**PERSONAL LAPTOPS IN THE CLASSROOM**

If you bring your laptop to the classroom, you must use it only for working on class assignments or taking notes.

**MUSIC IN THE CLASSROOM**

Headphones and mp3 players are allowed unless a lecture, discussion or announcement is underway.

**FOOD AND BEVERAGES IN THE CLASSROOM**

Do not eat or drink near the classroom computers. Use a lid for any liquid container you bring to class.

**BASIC HOUSEKEEPING**

It is expected that at the end of every meeting you will do the following:

- Clean up the classroom of any debris or trash that was produced during class time as a courtesy to the next class and to demonstrate civic responsibility. This applies to the kitchen and your workspace.
- Put your chairs back in place and leave your space the exact same way you found it upon arrival.
- Remove all work hung during the class for critiques or demonstration.

**TABLE MAINTENANCE**

Students should never cut directly on the tables. Always use a cutting surface, such as a cutting board. You should not spray adhesive onto table surfaces or bulletin boards. Use one of the spray booths when spraying adhesive or drawing fixative.

**"THE AIRPORT RULE"**

Do not to leave their belongings unattended especially if you are alone in the classroom.

**INCLEMENT WEATHER POLICY**

The University rarely cancels classes because of inclement weather. The public radio station of Grand Valley State University, WGVU at 88.5 FM, will announce all the cancellations and delays. Also, the web page at <http://www.gvsu.edu> will keep cancellations posted.

**STUDENT OPPORTUNITIES****AIGA GRAND VALLEY**

If you are interested in a professional career in design, networking with other designers and being participative in the community is a necessity. Grand Valley has its own AIGA — The Professional Organization for Design — chapter. Students pay a membership fee and have access to events, job information, among other things.

**BEHANCE**

It is highly encouraged that you start being proactive and think about your future after graduation. A very first step on this direction is to create a profile in the Behance Network (<http://www.behance.net>). Behance is an all-encompassing, online community for design. You can post works that are completed or ask for feedback for works in Progress. If your work is considered of high caliber, it can be featured on their "served" websites, a selected gallery of works.