

visc 414

GRAPHIC DESIGN 02/SYLLABUS

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OFFICE HOURS 10 - 11 WEDNESDAY 1 - 2 THURSDAY ROOM 354 OR BY APPOINTMENT

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VISC 414: DESIGNING UNDERSTANDING

"Design is the intermediary between information and understanding" Ric Grefe

Design intervenes everywhere. From cave walls, to family crests, to flags, to posters, to books, to screens...each old/new way of displaying or presenting visual messages has it's own unique opportunities and restrictions. For example, printed Graphic Design is more static: words and pictures are "stuck" on the page, the viewer can see all the "parts" at once. The designer tries to control the viewer's gaze using design principles (Remember foundations?) by manipulating position, scale, color and other design elements to create hierarchy.

What about a book? Designing a printed book or brochure across multiple pages gives the graphic designer more pages/space and therefore more opportunity and more control over how/when the experience unfolds. Motion Graphic Design affordances are similar but time and the space of the screen affords more channels. The space is kinetic, elements can move. The screen space affords sound too.

The goal of this class is for you to gain valuable experience designing using the affordances of Time, Space, Motion and Sound, so you can understand how these powerful tools allow the designer greater control of what, when and how a viewer interacts with information. In this course we will address visual problem solving and methods of translating complex data into clear, visually dynamic solutions.

GRAPHIC DESIGN 02: RESOURCES

email: herstow@ku.edu
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REQUIRED BOOKS

Reading will be posted online for you to download and read. Since there are no required books...
I strongly recommend that you buy any of the HOT (Hands on Training) books,
QuickStart books or Adobe in a classroom books on flash, after effects and dreamweaver.

Software Tutorials are available from lynda.com.

We have 5 accounts you may use any of these to log into Lynda.com. Only one person can be logged in at a time so if you can't log in try another user name and password

User name	password
patrick_viscom	viscom
barry_viscom	viscom
jeremy_viscom	viscom
dick_viscom	viscom
andrea_viscom	viscom

Recommended books

Information Design WorkBook, by Kim Baer and Jill Vacarra (pdf of the book is on the server)

Experience Design, by Nathan Shedroff (pdf of the book is on the server)

Things That Make Us Smart, by Donald Norman

The Medium is the Message, by Marshall McLuhan

Information Architects, by Richard Saul Wurman

Visual Explanations, by Edward Tufte

The Laws of Simplicity, John Maeda

Designing for Interaction, by Dan Saffer

Moving Type, by Jeff Bellantoni

Understanding Comics : The Invisible Art, by Scott McCloud

Communication happens in more different contexts than ever: it is digital, wireless, connected, online, hyperlinked, on TVs, on PDAs, on moving billboards, across buildings and anywhere else there is a screen or way to display information. The graphic designer's challenge and your challenge this semester will be to make it usable, understandable, engaging and resonant. This course will provide opportunities for students to gain design knowledge and abilities through studio projects and critique presentations. Additionally, lectures, readings, demonstrations, slide presentations, class and group discussions, and personal student meetings will be used.

All work will require multiple iterations in order to arrive at a final. Besides the prototypical research including information gathering and analysis, prototyping/sketching/making is a form of visual research and all steps/stages should be save and documented. You will be asked to present all process work as pdf presentations for instructor evaluation and your own personal reflection. So save everything! All versions! And be ready to explain the work: what, how and why you did what you did.

To get the most out of this class and grow as a young designer, you need to approach the class work with a serious attitude and a willingness to work beyond just doing what is asked. Push yourself. Visual Communication Design is a very competitive and challenging profession, but for those who find a way to engage with the work and enjoy being challenged, the demands are well worth meeting and the rewards are truly fulfilling. This course is taught with that philosophy as a backdrop. Students are expected to commit themselves and to work hard, every day, not just for better grades but for the enjoyment that the work brings and the growth that comes with it.

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WEEKLY BLOG

This semester you will be keeping a personal blog, and it will be linked to a class blog.

<http://kugraphicdesigntwo.blogspot.com>

all blogs will be listed here: <http://awertzberger.com/gd2/index.html>

think of it as your online journal to reflect what you see/hear/experience in class, out side of class, what inspires you, resources you have found..

Add an entry at least 1 – 2 time(s) a week you should add something to your blog. Besides adding to your personal blog you must comment on any 2 entries by any classmate. Comments should be more than -- yeah, that was cool.

The activities in this course will center around three communication challenges:

Motion: AfterEffects

Get Out the Vote Explanation Motion Graphic:

Turn reflective data into a experiential message

Aug 21 – Sept 22

Website: Dreamweaver

Create paths for somebody to navigate something complex

Sept 22 – Nov 03

Interactive: Flash

Polar Ice Sheet/Global Warming

Help someone learn how something works

Nov 03 – Dec 17

Our final is Wednesday, December 17 at 2:30. mark you calendars!

GRAPHIC DESIGN 02: EVALUATION CRITERIA

Design theories and practice-based

knowledge applying communication design theories that respond to the cognitive, social / cultural, technological and physical characteristics of audiences and contexts.

Process and Methodology

understanding and applying formal design process to solve communication problems, including the skills of research and information gathering, analysis, generation of alternative solutions, prototyping & testing and evaluation of outcomes.

student demonstrated substantial engagement with the subject.

developing an idea across time and sustaining work through progression and refinement.

Communication and Participation Skills

student demonstrated professionalism by using class time effectively, managing time outside of class and preparing for each class period.

professionalism in communicating effectively through oral and written presentations; communicating ideas clearly and concisely.

student demonstrated professionalism by meeting deadlines (final and intermediate), demonstrating and communicating progress and preparing work for review.

professionalism in discussions and critiques; providing feedback and responses to peers in a courteous manner and responding to relevant issues pro-actively.

Technology Skills

hardware/software appropriateness: using the right tool for the job

hardware/software: using the right tools to get the job done with quality

hardware/software: using the right tool to get the job done efficiently

Conceptual and Creativity Skills

goodness of fit: the appropriateness of form to content (concept) and contexts (audience + cognitive, social, cultural, physical human factors).

inventiveness: the originality/engagement of the designed object formally.

visual organization/principles: the relationship between elements in the composition.

image sensitivity: the control of variables specifically: cropping, connotation, denotation, juxtaposition and fusion in achieving legible and expressive meaning.

typographic sensitivity: the control of variables specifically: typeface, weight, spacing, proportion and size in achieving legible and expressive verbal/visual meaning

motion sensitivity: the control of kinetic variables specifically: path, area, direction, weight and speed in achieving legible and expressive visual meaning.

time sensitivity: the control of temporal variables specifically: pacing, duration, sequence, montage, transition, arc and proximity in achieving legible and expressive visual meaning.

audio sensitivity: the control of sound variables specifically: choreography, synchronization: parallel/counterpoint, contrast and dominance in achieving legible and expressive visual meaning.

GRAPHIC DESIGN 02: GRADES

The final class grade will be determined by project grades (80%), presentation grades (10 %), professionalism (5 %), blog (5%).

Each project grade is divided into 3 parts:

- 20% — research, concept, exploration of more than one idea
- 40% — print presentation of story board and concept
- 40% — interactive screen based presentation

The presentation part of your final grade for the class will be based on:

- presenting final projects in an articulate manner, comprehensive, interactive manner
- final project's components: process book, printed storyboards and an online experience

The professional portion of your final class grade will be based on:

- attend class on time and stay throughout the whole class period
- prepared for class
- maintaining a positive and open-minded attitude while participating in classroom discussions/crits
- demonstrate neat, self-disciplined and timely work habits
- progressively achieve the highest standards of quality

Weekly blog entries portion of your grade will be based upon..

- blog entries will be reactions/comments to assigned readings, add a cool/interesting link, something topical.. something related to graphic design, web design, motion, graphic design as a profession or being a student AND commenting on others entries...

Levels of Performance

- A superior / exceeds expectations
- B good
- C satisfactory / meets expectations
- D weak
- F unacceptable

PLEASE NOTE: The grade "C" is considered the average for evaluations given in this course. When a submitted project meets the stated requirements for the project a grade "C" will be given. Work that exceeds expectations will earn a higher points in the "B" range, work that is exceptional earns an "A". Conversely, work that does not meet the requirements for the project will earn a lower grade than "C".

GRAPHIC DESIGN 02: COURSE REMINDERS

Design Process

The central factor in determining your design ability will your understanding of visual concepts as they apply to assignments. The process of designing and how you got there is as important as any final artifact you make.

Research and multiple ideations are required for every assignment. It is vital to a successful design solution, as well as your development as a design student. All work must be thoroughly documented. Note: While the computer will usually be the ultimate tool for production, preliminary work will often be done on paper. Mock-ups, thumbnails and sketches are a way of exploring relationships quickly by thinking and making simultaneously. It allows you to see multiple ideas, compare, and arrive at a point in which to select the “best” example to develop further.

Expected Workload

Throughout the semester you are required to work a minimum of seven hours per week outside of classes on your projects. (Many of you will find that you will need to spend even more time per week.) Please be aware that not all project work can be done at home or at your convenience.

Please also be aware that expecting yourself to continue to work a full-time or near full-time job (over 20 hrs. per week) will most likely have a negative impact on your grade. Studio course projects require a great deal of time in order to complete. It is very difficult to try and balance both a full-time job and a full load of studio classes.

Critiques

Visual Communication Design does not happen in a vacuum. Clear verbal skills are all important in communicating your ideas to clients and design team members. For all critiques, students are expected to come prepared to present their concepts, discuss how the form of their design supports their concept, and describe how they arrived at their ideas. Providing comment to your peers is a privilege. You will benefit from both giving and receiving feedback—you do not have to “like” another’s work, but you must provide insightful commentary in a courteous manner.

Academic Conduct

Please adhere to the rules as listed in the student disruptive conduct policy found at: <http://www.studenthandbook.ku.edu/codes.shtml>

Disabilities

Students needing special assistance or accommodation should contact the KU Academic Achievement & Access Center office at 864-4064. They are located in room 22 in Strong Hall.

Plagiarism

Is copying someone’s work or taking somebody’s idea and trying to pass it off as yours and will result in penalties as outlined in the KU student code of rights and responsibilities.

GRAPHIC DESIGN 02: ATTENDANCE POLICY

Attendance is mandatory. Work (even when unfinished) must be displayed during critiques in order to receive a grade. Late work will be lowered one full letter grade for every class period that work is not turned in. A student will be given a project grade of "F" for any project that is never submitted.

Students are required to attend class. Please be in class on time and remain for the entire period. Please turn off your pagers and mobile phones. Attendance will be taken at the beginning of each class period. Three "late" marks will equal one absence. A total of 3 absences will be allowed for any reason. It is your sole responsibility to discover what happened during any class you missed. If it is necessary for you to be absent from class for more than 3 days for any reason including medical condition, you should withdraw from the class. On the 4th absence you will be dropped from the class.

In the event of any absence, students are still responsible for obtaining all information & materials from the class period and completing all assignments on time. It is your sole responsibility to find out about any new work assigned during your absence.

check the classblog and website for any missed handouts and information