OVERVIEW
Graphic design is visual communication. Visual elements of words, images, and forms are arranged purposefully in space: content is given context, a concept is conveyed. Design is a process of problem solving: what is the objective? what are the means, the defining parameters, or limitations? what is the most direct, clear, effective solution? In this class, you will practice the design process in the development of graphic design work that communicates ideas and information.

COURSE DESCRIPTION
This class will provide an overview of the design communication process including creative procedure, terminology, and technology, and will introduce the use of current computer applications. Students will gain skills in digital illustration and page layouts, and image creation and manipulation. Graphic design elements of typography, color, images, and digital printing processes will also be addressed.

OBJECTIVES
In this course, students will:
• Learn about the cultural and technological contexts in which the designer works
• Participate in introductory studio exercises in graphic design
• Gain a basic understanding of design software and apply them appropriately
• Import, edit, and export images for effective visual communication and expression
• Draw and illustrate using computer software
• Complete single and multiple-page layouts
• Become acquainted with the range of disciplines and professions that contribute to the development and creation of design work
• Document/track design process throughout the course in the form of a journal to be handed in at the end of the semester

ENGAGEMENT
To communicate effectively with a community, you need to be engaged with it. Assignments in this class will require exploration of local neighborhoods and points of interest in the Twin Cities. You will be expected to visit local museums; you should also read newspapers, listen to (news) radio, etc to keep up on the world beyond the university.

COMMUNICATION POLICY
At times I may need to reach the class for special announcements, due date changes, etc. It is required that you maintain a University of Minnesota email account, and check it daily, or as close to daily as is reasonable.
CLASSROOM POLICIES

PERFORMANCE
Performance issues can influence your final grade. Late work will be marked down one full letter grade, and will be accepted only up until the next regularly scheduled class period.

Note: Work not presented at critique will be deemed late. This also includes sketches, comps, journal entries, and any other work required for the course.

ASSIGNMENTS
Assignment sheets will be handed out for each project, describing the parameters as well as interim and final due dates. Time management is important!

All projects must be completed and handed in to pass the course.

ATTENDANCE
Attendance is required to learn the course material and will be taken daily. Two unexcused absences are the maximum allowed before the final grade is lowered by one letter grade. Absence from more than 2 studio sessions may result in a course grade one full grade lower than otherwise earned; missing 3–4 classes may result in failure.

Please arrive on time and plan to stay the entire session unless notified otherwise. Being ten minutes late is equal to being absent. We will take a break halfway through the class session.

PARTICIPATION
Designated class hours are intended for Graphic Studio work, discussion, and critique. Your ideas and your designs will thrive in an atmosphere of open interchange, so have fun, share your ideas and your opinions—respectfully.

Class participation includes contributing to discussions and critique of your own and others’ work, as well as diligently working on your own projects during the class period.

E-POLICY
In the lab, the myriad opportunities, responsibilities, and distractions of the digital world are at your fingertips. You must resist. In other words, no internet exploration that is not directly related to graphic studio project research.

Absolutely no email, IM, text, phone, headphones, or work from other classes.

RECORDS
Please note, digital copies of your work may be kept and used for teaching and program promotion.
MATERIALS NEEDED
Items are available in the bookstore across the street. Those with * are needed for class Monday 9/14. Alternative brands or sources are acceptable.

• sketchbook (plain or grid)
• pencil, eraser*
• black razor-point marker*
• UHU glue stick* or other adhesive (note: spray adhesive is not allowed inside McNeal)
• cutting mat*
• steel straight edge*
• X-acto knife and #11 blades*
• 1–2 sheets black ColorMates cardstock, possibly more [don’t use construction paper]*
• 10–12 sheets white cardstock, possibly more*
• portable, digital storage device such as flash drive or iPod
• tracing paper (optional)

DIGITAL RESOURCES
We will use Adobe Illustrator, InDesign, and Photoshop in this class, which are available in the computer labs in McNeal and some other labs across the University. If you choose to purchase software for your own computer, Adobe CS4 is available through the University Techmart at a deeply discounted price. You will also need digital print services available in University computer labs (including McNeal), paid for with cash value on your UCard. Plan on 30–40 color printouts, and many many black and white.

UNIVERSITY SERVER SPACE
Provided by the university for temporary storage and back-up (not as alternative to personal, portable storage): https://netfiles.umn.edu

PUBLICATIONS to familiarize yourself with:
Print, How, Eye, Communication Arts, Step Inside Design, Metropolis

BOOKS of interest [please note, there is no required text for this course]:


**COURSE OUTLINE**  (subject to change)

<table>
<thead>
<tr>
<th>Weeks 1-2</th>
<th>Project 1</th>
<th>Space and Form I</th>
<th>10% of grade</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Figure/ground interaction and relationships, composition principles</td>
<td></td>
</tr>
<tr>
<td>Weeks 3-4</td>
<td>Project 2</td>
<td>Space and Form II</td>
<td>10% of grade</td>
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<tr>
<td></td>
<td></td>
<td>Compositional variations, manipulation and alteration of forms</td>
<td></td>
</tr>
<tr>
<td>Weeks 5-6</td>
<td>Project 3</td>
<td>Text and Image I</td>
<td>20% of grade</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Word and image relationships, information communication</td>
<td></td>
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<tr>
<td>Weeks 7-8</td>
<td>Project 4</td>
<td>Text and Image II</td>
<td>20% of grade</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Hierarchy and composition, grids, and layout</td>
<td></td>
</tr>
<tr>
<td>Weeks 9-12</td>
<td>Project 5</td>
<td>Illustration and Communication</td>
<td>20% of grade</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Research based content, expression of experience</td>
<td></td>
</tr>
<tr>
<td>Weeks 13-15</td>
<td>Project 6</td>
<td>Final Project</td>
<td>20% of grade</td>
</tr>
</tbody>
</table>

**GRADING**

Projects will be evaluated on the following:

<table>
<thead>
<tr>
<th>Concept</th>
<th>Creativity, originality, effectiveness and appropriateness of the solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Layout</td>
<td>Effective and interesting use of design elements, visual strength, and composition</td>
</tr>
<tr>
<td>Technique</td>
<td>Craftsmanship, control of materials (including software and digital output)</td>
</tr>
<tr>
<td>Process</td>
<td>Journal documentation, assigned thumbnails and roughs, witnessed in the studio, and critique participation</td>
</tr>
</tbody>
</table>

**PERMANENT GRADES FOR ACADEMIC WORK**

(from UM Senate Uniform Grading Policy statement)

There are five permanent grades given for a single course for which credit shall be awarded, which will be entered on a student’s official transcript. ABCDF grades include pluses and minuses, as follows, and carry the indicated grade points. The S grade shall not carry grade points but the credits shall count toward the student’s degree program if allowed by the college, campus, or program. These definitions apply to grades awarded to students who are not enrolled in graduate programs, but the grade points are the same no matter the level or course of enrollment. For the final grade, “+” and “−” grading symbols may be used with the A−F grading system to give further indication of student performance.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Grade Points</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>4.00</td>
<td>Represents achievement that is outstanding relative to the level necessary to meet course requirements.</td>
</tr>
<tr>
<td>A−</td>
<td>3.67</td>
<td>Represented achievement that is significantly above the level necessary to meet course requirements.</td>
</tr>
<tr>
<td>B+</td>
<td>3.33</td>
<td>Represents achievement that meets the course.</td>
</tr>
<tr>
<td>B</td>
<td>3.00</td>
<td>Represents achievement that is worthy of credit even though it fails to meet fully the course requirements.</td>
</tr>
<tr>
<td>B−</td>
<td>2.67</td>
<td></td>
</tr>
<tr>
<td>C+</td>
<td>2.33</td>
<td></td>
</tr>
<tr>
<td>C</td>
<td>2.00</td>
<td></td>
</tr>
<tr>
<td>C−</td>
<td>1.67</td>
<td></td>
</tr>
<tr>
<td>D+</td>
<td>1.33</td>
<td></td>
</tr>
<tr>
<td>D</td>
<td>1.00</td>
<td></td>
</tr>
</tbody>
</table>
UNIVERSITY STANDARDS AND EXPECTATIONS

ACADEMIC WORKLOAD EXPECTATIONS
For undergraduate courses, one credit is defined as equivalent to an average of three hours of learning effort per week (over a full semester) necessary for an average student to achieve an average grade in the course. For example, a student taking a three credit course that meets for three hours a week should expect to spend an additional six hours a week on coursework outside the classroom. (www.umn.edu/usenate/policies/grades&acadwork.html)
Note: DHA 1315 is a 4 credit course, it meets 6 hours/week + 6 outside = 12 (= 3 x 4)

EXPECTATIONS OF STUDENTS
• Students are responsible for all class meetings, including any information in the syllabus.
• Students are responsible for being on time and preparing for all class sessions.
• Students are responsible for meeting all course requirements, observing all deadlines, examination times, and other course procedures.
• Students are responsible for seeking help when needed.
• Students may not make commercial use of their notes of lectures or University-provided materials without the express written consent of the instructor.
• Students may be responsible for helping straighten out a classroom at the end of a class period, if requested to do so by the instructor.
• Students shall not deface or damage classrooms or furniture or equipment.
• Students are expected to be attentive during class, ask questions, offer opinions, and listen to others when they are speaking. Racism, sexism, homophobia, classism, ageism, and other forms of bigotry are disrespectful and will not be tolerated in this class.

DISABILITY ACCOMMODATIONS
Reasonable accommodations will be provided for students with documented disabilities. Please contact the instructor to work out the details for any accommodation. You will also need to work with the Office of Disabilities Services, 12 Johnston Hall.

CLASSROOM CONDUCT
All activities in the University, including this course, are governed by the University of Minnesota Student Conduct Code. Students who engage in behavior that disrupts the learning environment for others may be subject to disciplinary action under the Code. In addition, students responsible for such behavior may be asked to cancel their registration (or have their registration canceled).

ACADEMIC MISCONDUCT
Academic misconduct is defined as any act that violates the rights of another student with respect to academic work or involves misrepresentation of a student’s own work. Academic misconduct includes but is not limited to: cheating on assignments or examinations, plagiarizing pieces of work, depriving others of necessary coursework, and sabotaging another’s work. Discovery of academic misconduct is grounds for an “F” or “N” in the course.

HARASSMENT
The University of Minnesota is committed to providing a safe climate for all students, faculty, and staff. All persons shall have equal access to its programs, facilities, and employment without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status, or sexual orientation. Reports of harassment are taken seriously, and there are individuals and offices available for help.