DHA 2334 Computer Applications I: Digital Compositions for Design

3 credits; pre-req: DHA 1311, 1312, and 1315

Tuesdays & Thursdays 8:30-10:40
Associate Professor Sauman Chu, Ph.D.
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612.624.9705 (Direct line)
schu@umn.edu
Office Hours Tuesdays 10:40-11:40 and by appointment

Course Description
This is an advanced computer design class that focuses on the integration of design knowledge with Macintosh computer applications. Students obtain experience using software to design illustrations and page layouts with the support of their understanding on design principles and strategies. Three programs are focused on: Adobe Illustrator, Adobe Photoshop, and InDesign. Experiences on using these software are required. Additionally, Flash will also be taught. Emphasis of this class is placed on producing sophisticated and professional design work as well as broadening students’ experience on applying software. A co-operative learning environment is encouraged.

Course Objectives
In this course, students will:
• continue integration and application of the principles of design to their work in computer media
• further develop their use of visual imagery; improve image creation and use; and improve input of digital images
• further their skills with text handling capability of page layout applications
• explore text and image integration for electronic and printed output
• be introduced to basic elements of web page design, creating multiple basic web pages
• be introduced to animation design
• examine the differences in input and process for electronic versus hard copy output

Design Objectives
In this course, students will:
• apply the fundamental design principles and strategies to graphic design projects
• demonstrate knowledge when applying color theory, as well as understanding colors in the computer system
• demonstrate drawing and two-dimensional composition skills
• do multiple-page layouts
• do thumbnails, and final design compositions in the computer
• develop design processes and methods to produce refined design work
• gain understanding of the Web structure

Attendance
Attendance is absolutely essential and entirely your responsibility as are the consequences of your actions. Attendance for every class and staying for the entire class is required. The student is required to be on time for each class and is expected to work in class for the entire class period. If students arrive 30 minutes or more after class starts, it counts as an absence. Students with more than three absences will receive a reduction of two letter grades from their earned grade (i.e. a A becomes a C) and five absences will receive a F as the final grade.
University Grading Standards

A - achievement that is outstanding relative to the level necessary to meet course requirements.
B - achievement that is significantly above the level necessary to meet course requirements.
C - achievement that meets the course requirements in every respect.
D - achievement that is worthy of credit even though it fails to meet fully the course requirements.
S - achievement that is satisfactory, which is equivalent to a C- or better (achievement required for an S is at the discretion of the instructor but may be no lower than a C-).
F (or N) Represents failure (or no credit) and signifies that the work was either (1) completed but at a level of achievement that is not worthy of credit or (2) was not completed and there was no agreement between the instructor and the student that the student would be awarded an I.
I (Incomplete) Assigned at the discretion of the instructor when, due to extraordinary circumstances, e.g., hospitalization, a student is prevented from completing the work of the course on time. Requires a written agreement between instructor and student.

Academic Dishonesty

Academic dishonesty in any portion of the academic work for a course shall be grounds for awarding a grade of F or N for the entire course.

Credits and Workload

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.

Disability Accommodations

Reasonable accommodations will be provided for students with documented disabilities. Please contact the instructor to work out the details for any accommodations. 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 other’s work. Discovery of academic misconduct is grounds for an “F” or “N” for 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.

Expectations of Students

• students are responsible for all class meetings and materials, including any information contained 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 who need special accommodations are responsible for working with the instructor and the relevant University offices
• students may not make commercial use of their notes of lectures or University-provided materials without the express-written consent of the instructor
**Course Evaluation**

Students will be required to complete all class assignments. Design work will be evaluated on concept, idea development, research, design process, class participation, execution, and craftsmanship (See the attached date-specific course outline and schedule). Final course grades will be distributed on a point/percentage system:

- **Assignment 1: Illustration** 20% 80 points Grading: Out of the 400 possible points
- **Assignment 2: Poster design** 20% 80 points 94%/375 points and above = A
- **Assignment 3: Layout design** 20% 80 points 90%/360 points and above = A-
- **Assignment 4: Animation** 15% 60 points 85%/340 points and above = B+
- **Assignment 5: Webpage Design** 20% 80 points 80%/320 points and above = B
  77%/308 points and above = B-
- **Journal** 5% 20 points 73%/292 points and above = C+
  70%/280 points and above = C
  67%/268 points and above = C-
  63%/252 points and above = D+
  60%/240 points and above = D
  Below 240 points = F

* Please note: **ALL** assignments must be turned in to receive a final grade. One missing assignment will automatically result in an “F” as the final course grade.

**Course Text**

No textbook is required.

**Critiques**

There will be regular critiques. You are required to attend whether or not your own work is ready for presentation. You are expected to critique your own work as well as the work of your peers. Critiques provide important ongoing feedback and support throughout the design process and help students refine their work and develop a constructive critical eye and increased vocabulary.

**Materials & Expenses:**

The student is required to bring all of the necessary materials for working on assignments to each class meeting. The estimated cost for producing color printout may be between $25-$50.00 for the semester. Final work must be presented in a neat, professional format. Poorly presented work, including craftsmanship, will lower your grade.

**Late Project Policy**

The student is required to complete all class assignments, and present them on time. Projects, which are one class period late, will be marked down two grade point (i.e. a A becomes a C). After that time projects will not graded except for extraordinary circumstances. If you have a problem completing the work on schedule, please see your instructor about alternative means of meeting your course obligation. Should such arrangements be made, it does not release you from any of the assignments required by this course. You will be given as much class time as possible to work on your assignments with your instructor in class. Late work will not be accepted.

**Incomplete**

There are no incompletes given in this class except for situations of extreme medical emergencies. An official letter from a physician must be submitted before an incomplete can be considered. Incompletes must be made up within the following semester, otherwise, an ‘F’ will be given.

**Journal**

Maintain a professional journal that contains all of your research, work in progress, etc... in an easily accessible presentation that shows the sequence of your work. Document all your brain storms, questions, research, and findings, sketches, problems, type and color studies, etc... in short document and save all materials gathered as part of your project. Consider how to organize, plan and present this material professionally. Make it easy to go through, with work labeled clearly. Bring this Journal or your “rough working” journal to every class (5% - 20 points).
This course outline is tentative and subject to change depending on the progress of the class. Staying on track is essential to completing your projects. If your final projects are not completed as per final specifications, you will receive a lower grade.

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Agenda</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>T 1.20</td>
<td>Introduction of course, go through syllabus. Discussion of assignment 1. Illustrator demonstration.</td>
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<tr>
<td>1</td>
<td>Th 1.22</td>
<td>Assignment 1: rough stage working session</td>
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<td>2</td>
<td>T 1.27</td>
<td>Assignment 1 rough stage due. Critique. Working session: final stage begins.</td>
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<td>2</td>
<td>Th 1.29</td>
<td>Working session: Assignment 1 final stage continues.</td>
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<tr>
<td>3</td>
<td>T 2.3</td>
<td>Working session: assignment 1 final stage continues. Discussion of Assignment 2.</td>
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<td>3</td>
<td>Th 2.5</td>
<td>Working session: Assignment 2. Rough stage.</td>
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<td>4</td>
<td>T 2.10</td>
<td>Assignment 2 rough stage due. Critique. Working session for assignment 2, final stage.</td>
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<td>4</td>
<td>Th 2.12</td>
<td>Working session: assignment 2 final stage.</td>
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<tr>
<td>5</td>
<td>T 2.17</td>
<td>Conference - No Class</td>
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<tr>
<td>5</td>
<td>Th 2.19</td>
<td>Conference - No Class</td>
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<td>6</td>
<td>Th 2.26</td>
<td>Working session: assignment 3 rough stage.</td>
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<tr>
<td>7</td>
<td>T 3.3</td>
<td>Assignment 3 rough stage due. Critique. Working session: second stage.</td>
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<td>7</td>
<td>Th 3.5</td>
<td>Assignments 1 and 2 due. Working session: assignment 3 second stage</td>
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<td>8</td>
<td>T 3.10</td>
<td>Assignment 3 second stage due. Critique. Working session: assignment 3 final stage</td>
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<td>8</td>
<td>Th 3.12</td>
<td>Working session: assignment 3 final stage</td>
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<td>9</td>
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<td>Spring break 3/16-20.</td>
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<td>10</td>
<td>T 3.24</td>
<td>Discussion of assignment 4 and 5. Working session for assignment 3.</td>
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<td>10</td>
<td>Th 3.26</td>
<td>Assignment 3 due. Flash demonstration: animation</td>
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<td>11</td>
<td>T 3.31</td>
<td>Working session: Assignment 4 rough stage.</td>
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<tr>
<td>11</td>
<td>Th 4.2</td>
<td>Assignment 4 rough stage due. Individual Critique.</td>
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<td>12</td>
<td>T 4.7</td>
<td>Working session: Assignment 4 final stage.</td>
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<tr>
<td>12</td>
<td>Th 4.9</td>
<td>Working session: Assignment 4 final stage.</td>
</tr>
<tr>
<td>13</td>
<td>T 4.14</td>
<td>Flash demonstration: Website design.</td>
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<td>14</td>
<td>T 4.21</td>
<td>Working session: Assignment 4 and 5.</td>
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<tr>
<td>14</td>
<td>Th 4.23</td>
<td>Working session: Assignment 4 and 5.</td>
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<tr>
<td>15</td>
<td>T 4.28</td>
<td>Working session: Assignment 4 and 5.</td>
</tr>
<tr>
<td>16</td>
<td>T 5.5</td>
<td>Working session: Assignment 4 and 5.</td>
</tr>
<tr>
<td>16</td>
<td>Th 5.7</td>
<td>Assignments 4 and 5 due. Place website at UM server.</td>
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Assignment One: Illustration

Choose a poem, part of a song, or text that inspires you the most and translate it into images. Design and create an illustration that reflects your choice of text.

Limitations All rough and final illustrations must be done in Adobe Illustrator. Scanning pictures is not allowed. Every object must be drawn using the tools of the software. No limitations are set concerning choice of color. But using CMYK color system is required. A minimum of 3 images are required for the composition. No text is allowed within the composition. Size of the illustration is 8/12" X 11".

Design Process Rough stage: Select the text. Create five different concepts for the illustration. In this stage, focus is placed on generating as many ideas as possible. All rough sketches must be independent and not related to each other. There is no need to get detailed at this stage. Generating ideas is the main goal. Rough drawings must be 1/4 size of your final drawing. Illustrations must be done in Adobe Illustrator. Color choices should also be shown. Due 1.27.

Final stage: The best design solution is selected from the rough stage drawings. The illustration must then be redefined and finalized in full size and color. A color output is required. The text must be placed and mounted at the back of the mounting board. Due 3.5.

Grading criteria

(25) Design Concept/Creativity
(15) Technical Skill
(20) Creative/Design Process
(10) Composition
(10) Solution to the problem
Design a poster that address a social issue. The objective is to inform your audience about certain issue and persuade them to response with certain action.

**Limitations**
You must choose one topic to convey your theme and use found images to compose the poster. Rough sketches can be done in Illustrator or Photoshop. Final compositions must be done in Photoshop. Minimum of three images must be included. A phrase to describe the purpose of the poster is also required. No limitations are set concerning choice of color. Size is 11" X 17”.

**Design Process**

**Rough stage:** A minimum of six rough sketches are required. In this stage, focus is placed on generating as many ideas as possible. All rough sketches must be independent and not related to each other. However, a same phrase must be applied and included in each design. There is no need to get detailed at this stage. Generating ideas is the main goal. Rough drawings must be 1/4 the size of your final drawings. Color choices should also be shown. Due 2.10.

**Final stage:** The best design solution is selected from the rough stage designs. The composition must then be redefined and finalized in full size and color. A color output is required. The final solution must be mounted on a black matte board. Due 3.5.

**Grading Criteria**

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Design Concept/Creativity</td>
<td>25</td>
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<tr>
<td>Technical Skill</td>
<td>15</td>
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<tr>
<td>Creative/Design Process</td>
<td>20</td>
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<tr>
<td>Composition</td>
<td>10</td>
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<tr>
<td>Solution to the problem</td>
<td>10</td>
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Assignment Three: Layout Design

Design a self-promotional piece for yourself. You must choose one of the following formats to represent your idea:
   a. an accordion fold book with 8 panels, 4” X 4” for each panel
   b. an eight-page booklet (includes front and back), minimum 4” X 4” for each page

Limitations
Your design must include typographic and pictorial elements. You must use your own illustrations and scan images of your work. A minimum of 3 scan images, as well as your name must be included. Illustrations must be done in Illustrator. Scan images must be adjusted in Photoshop. Final composition must be composed in In Design.

Design Process
Rough stage: A minimum of five rough sketches (with 2-3 panels) are required. In this stage, focus is placed on generating as many ideas as possible. There is no need to get detailed at this stage. Generating ideas is the main goal. Rough drawings must be in the half size of your final drawings. Color choices should also be shown. All roughs must be done on the computer. Only one format can be applied. Due 3.3.

Second stage: After two best solutions have been chosen from the rough stage, each solution will then be modified and refined (2-3 full panels). In this stage, designs must be in full size of your final composition. Due 3.10.

Final stage: The best design solution is selected from the second stage designs. The self-promotional piece must then be redefined and finalized in full size and color. A color printout is required. The final solution must be presented and assembled in professional way. Craftsmanship is essential. Due 3.26.

Grading Criteria
   (20) Design Concept/Creativity
   (10) Technical Skill
   (15) Creative/Design Process
   (20) Composition
   (10) Solution to the problem
   (5) Craftsmanship
Assignment Four: Animation

Create a three-second long animation in Flash. This animation will be included in your webpage (project 5).

Limitations

Images can be done in Illustrator, Photoshop or you can choose found images and combine it with your illustrations. Scanning pictures is allowed. No limitations are set concerning choice of color. Size of the composition is 800 X 600 pixels (landscape) OR smaller. You can use the illustration or image from previous projects as the subject for this project or you can create a new one. A total of 36-60 frames are required. The animation needs to demonstrate a continuous action or movement. A background is required and has to be included for each frame, you can apply the same background for each frame.

Design Process

Rough stage: Create three different story boards to show the series of frames (just outline, 9-10 frames). All ideas must be drawn in Photoshop/Illustrator and placed in Flash in order to show the effects. Again, there is no need to get into detailed, sketches of idea is enough. Due 4.2.

Final stage: The one best design solution is selected from the rough stage ideas. Due 5.7.

Grading Criteria

(20) Design Concept/Creativity
(20) Illustration/Technical Skill
(10) Creative/Design Process
(10) Technical skill (Flash)
Assignment Five: Webpage Design

Design a three-page website in Flash that serves as a promotional channel of yourself and your design work. This project also involves the applications of Photoshop and Illustrator.

Limitations

All design work from the previous assignments must be included in your webpage. A written description of yourself should also be incorporated in your design. Size of the composition is 800 x 600 pixels (landscape).

Design Process

Rough stage: A minimum of two rough designs are required. Try to look up the different web sites. In this stage, the ideas can be presented on paper. Focus is placed on the structure of the pages. Due 4.16.

Final stage: After a solution has been arrived at in the rough stage, the chosen composition has to be refined and modified. All the required pictures and text must be included. If you want to add additional material such as a personal logo or design work from other classes, please discuss it during the critique at an earlier stage. Due 5.7.

Grading criteria

(20) Design Concept/Creativity
(20) Technical Skill
(25) Structure of the site
(15) Creative/Design Process