DHA 4365W Graphic Design Senior Seminar, Section 001  
TTh, 11:45-1:40  395 McNeal Hall  
Spring 2009 Jan 20 to May 8, 2009  
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Class Description  
As you move forward in the professional world of design it is important to recognize your role as the designer and how to evaluate it. So much of what we do is really our chance to better understand why design matters. I think this also allows us to differentiate who we are in the big picture.

In this class we will discuss, research, interact and create experiences to better understand the current role of the designer and the world we work in. We will have guest speakers who will talk to some of our specific topics and also bring up topics that we can ask questions about.

We will be looking at Design;
  History
  Why it is used
  How does technology impact it.
We will be reviewing;
  Ethics
  Philosophy
  Theology
  Politics
We will debate;
  Should I be nice?
  Who should I work for?
  Is it OK to be happy?
  Who has the right to judge?
We will ask questions such as;
  Are you a good designer?
  Are you a designer doing good?

There will be five evaluations that will be graded to create a final grade. Each will be worth 20 pts.
  1. This class will be heavy with discussion and you need to participate- you will be graded on how much you do- so speak up and speak often.
  2. Create a personal design context map
  3. Create a resource as a reference. We will discuss the options and opportunities.
  4. Bring in an example to illustrate one of the topics from our list of questions and present your findings. You must schedule this ahead of time. 10 min/max. You will be running the show so make it worthwhile.
  5. Work with 3 or 4 other students and choose a topic from our overall design context map created in class. You must choose one team member that you are not familiar with to be included in your group. This project can be in the form of a PPT, movie, website, panel discussion for topic related discussion. If you have some other form you would like to create- just tell me.
     a. If this direction requires a group evaluation form that will need to be created and used with the members of your team.
Final
This day will act as your opportunity to produce any of the projects that has not been scheduled during the semester. Please realize that you will only have the chance to have one project to make up during the final.

Assignment Calendar
We will review and change as needed to accommodate presentations.

Optional Text Books
Good: An Introduction to ethics in graphic design by Lucienne Roberts
Citizen Designer; Perspectives on design responsibility edited by Steven Heller and Veronique Vienne

Contact information
Work Telephone: To come Email: huffx067@umn.edu and rhuff@mybrandforever.com
UMN Classroom McNeal Hall room 305B
UMN Office hours T/Thurs 2-3 p.m. by appointment

Course polices
Attendance Policy
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 Excused absences are for substantiated medical and personal emergencies only, with documentation.

Punctuality Policy Assignment due dates and benchmarks are detailed in the Assignment Calendar. Assignments are also due on the specific date. Late Assignments will be given a point penalty that will result in your final grade lowered by a full letter. Assignments may be further refined and improved after the due date, for extra credit.

Conduct Policy
A studio setting is conducive for an informal atmosphere, with student interaction an expected benefit. Please keep the focus on the task at hand, and be respectful of your classmates and their work. Class participation is required and will impact your final grade.

Critiques
There will be regular critiques you are required to attend whether or not your 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. Designers must be able to talk about, explain and defend their work in an articulate, competent manner.

Late Projects
The student is required to complete all class assignments, and present them on time. Late assignments will be given a point penalty that will result in your final grade lowered by a full letter. The final project presentation must be ready on the last day of class Dec. 18 2008. After that time, projects will not be graded except for extraordinary circumstances.
If you have a problem completing the work on schedule, please see me 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 in class.
Please Note
All parts of the final project must be turned in. One missing part will automatically result in an F as the final course grade.

Classroom expectations guidelines*
Credits & Workload Expectations
For undergraduate courses, one credit is defined as 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 course work outside the classroom.

Academic Dishonesty
Academic misconduct 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.

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 course work, and sabotaging another’s work, depriving others of necessary course work, and sabotaging another’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.

Access
It is University policy to provide, on a flexible and individualized basis, reasonable accommodations to students who have disabilities that may affect their ability to participate in course activities or to meet course requirements. Students with disabilities are encouraged to contact their instructors early in the quarter to discuss their individual needs for accommodations. This syllabus is available in alternative formats upon request.

Expectations of Students
Students are responsible for all class meetings and materials, including 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.
You are expected to be attentive during class, ask questions if you do not understand something, and to offer your opinion. You are also expected to listen respectfully to other students and your instructor when speaking.
Racism, sexism, homophobia, classism, ageism and other forms of bigotry are inappropriate forms of expression in this class.

*Approved by the University Senate. April 20, 2000. To view the entire 'Classroom Expectation Guidelines' go to: www1.umn.edu/usenate/policies/classexpectguide.html
Standards and Grading Policies

Visual Presentation Standards
Work should always be carefully presented
Sketches of work should be easy to understand and clearly illustrate concept..
Intermediate stages of computer comps can be presented in printout form.
Final presentation comps of all applications printed in appropriate format.
All materials to be turned in should be placed in an envelope clearly marked with name and phone and email if available.

Grading Criteria

Evaluation and grading will be based on the successful and timely completion of the project assignments and a demonstration of skills. The two main grading categories are Design process and understanding and Student Competencies, each of which is divided into different areas of evaluation. Areas include performance on specific phases of the assignment, presentation skills, craftsmanship, attitude and your participation in class discussions. Refer to the Grading Sheet on page 5 for specific methodology.

In Addition to the assignment criteria, several other factors can affect your final grade negatively:
•Penalties will be levied for late assignments, chronic tardiness, absences, and poor test performance.

Your final grade will be calculated using a point system. The total points you have received on you final project will determine your final grade. Points will be taken away due to penalties if applicable. The grading key is as follows
A+ = 100 points (outstanding)
A   =   95-99     (excellent)
A-   =   90-94    (very good)
B+   =   87-89    (good)
B    =   84-86    (satisfactory)
B-   =   80-83    (average)
C+   =   77-79    (mediocre)
C    =   74-76    (unsatisfactory)
C-   =   70-73    (weak)
D    =   65-69    (poor)
F    =   64 or below (failing)