

DES 2101 Design and Visual Presentation—Spring 2020

Course Information

Designator and Number: DES 2101 Section 001

Class Meeting Days & Time: Wednesdays 3:00–4:40 PM

Classroom: 10 McNeal Hall

Credits: 2

Final Exam Date/Time: No final exam—last day of instruction for the semester is Monday May 4, 2020; our final class meeting is Wednesday, April 29, 2020 (subject to adjustment).

Instructor's Information

Name: Daniel (Dan) Martin — Pronouns: he/him/his

Office: B3 McNeal Hall

Email: mart4635@umn.edu

Office Hours: Wednesdays 1–3 PM or by appointment

Course Description

This course introduces students to three of the core design software applications: Adobe Illustrator, Adobe Photoshop and Adobe InDesign. The fundamentals of using these three programs will be taught primarily through LinkedIn Learning videos, with more techniques and tips covered in original videos and other course materials posted to the Canvas website.

This course will teach you how to develop your designs using the applications and how to prepare them for production—all crucial skills for designers today.

For Beginning Students

The majority of your classmates are beginning users but each semester I see various levels of students. Do not let this intimidate you. These programs are very deep, keep in mind we will not be learning everything about them (you will build your skillset over the next years—your career!). We will be focused on learning the basics and getting into the technical functions that they entail. I do like to see detailed and complex designs (who doesn't?), but that isn't required of you in this course. Focus more on meeting the project specifications and objectives and accomplishing the weekly tasks. If you ever are feeling overwhelmed, lost or confused, that is ok. Do not hesitate to ask questions and reach out to your instructor, I am here to help!

For Advanced Students

If you feel you need even more advanced instruction on any of the programs than the materials provided, just ask. I am happy to work with you to develop an approach to any of these project that you will benefit from. These are very, very deep programs.

Course Prerequisites

There are no prerequisites for this course.

Required and Recommended Materials

1. Access and registration at LinkedIn Learning
We will use a selection of videos from the Illustrator CC Essential Training, Photoshop CC Essential Training, and InDesign CC Essential Training courses on LinkedIn Learning for technical instruction on the fundamentals of using each program. Links to the videos will be provided via Canvas. As a student at the U, you have FREE access to these materials with your X500 (UMN login) at <https://it.umn.edu/technology/linkedin-learning>.
2. Adobe Creative Cloud membership
The course will teach the current versions of Adobe Illustrator, Adobe Photoshop, and Adobe InDesign. Because these are the industry standard programs, use of Illustrator, Photoshop, and InDesign is required. (Not GIMP, not Inkscape, not Corel Draw.) If you are not already subscribed to the Adobe Creative Cloud, you can purchase an Adobe Creative Cloud student license through the University of Minnesota Bookstore (12 month subscription price \$239.88) or at [Adobe.com](http://adobe.com).
3. Digital camera and/or scanner
Some of your work will need to be created by hand (sketches, for instance), so you will need access to a digital camera and/or a scanner in order to do this. Scanners are available in some of the computer labs. In the some of the projects, you are expected to come up with your own photos which will require access to a digital camera. If you do not own one or have access to one, the Imaging Labs in McNeal Hall and Rapson Hall can help you with photographing your work. The College of Design Imaging Lab provides College of Design students with the resources and support to work with digital photography within a studio setting. The Imaging Lab is staffed daily to educate and assist students, faculty, and staff with a wide variety of technological resources they may use within their coursework and classes. You can learn more about the CDes Imaging Labs at <https://design.umn.edu/students/facilities/ilab/>.
4. A flash drive or external hard drive to back up your work. I suggest at least 100 GB. Remember, if your images don't exist in at least 3 places, they don't exist at all.
6. A sketchbook to sketch out your ideas in before creating them on the computer.
7. A folder or binder dedicated to this class to keep all your handouts and resources.

There is no required textbook for this class. While helpful, print textbooks on technical applications fall out of date quickly, and much of the information in them is available free online to anyone who knows how to use a search engine. The instructor will provide online resources via Canvas and share how to find additional resources throughout the semester.

All instruction will be based on the Mac versions of the applications and the Mac OS X environment. Students who choose to use Windows are responsible for looking up any differences in the commands or processes necessary and ensuring that all submitted files open accurately in the OSX versions, just as they would in a real-world production environment.

Established Course Objectives

At the end of this course, students will:

- Improve their skillset through the use of the three core design programs.
- Effectively explain, critique, analyze and defend design work.
- Identify, describe, and solve design- and production-related problems.
- Establish smart, efficient production practices.
- Understand the role of technical production skills in the design process.

Student Learning Outcomes

Following course completion, students:

1. **Can identify, define, and solve problems**
Through the exploration of different Adobe programs, students will develop a body of work that reflects a wide range of problem solving and ideation techniques.
2. **Can locate and critically evaluate information**
Using online search engines, Lynda.com, and the resources your instructor will provide to complete your visual assignments.
3. **Can communicate effectively**
Students will understand and apply design principles to visual assignments.

Release of Work Statement

Students understand that enrollment in this course grants consent for their work to be selected for inclusion in college or departmental publications (online or in print). Your instructor may select to use your work to represent her/his skills as an instructor in a teaching portfolio (online or in print).

Attendance

You are expected to attend each class session, arrive on time and not leave early. You are allowed one unexcused absence. After you have more than one unexcused absence your grade will automatically be reduced by one whole letter grade (A to B, or C+ to D+, etc.). Only documented medical or family emergencies count as excused absences (NOT car or other transportation issues, or work commitments.) Late arrivals will add up to an absence.

In the event of illness or emergency, students are responsible for class material and should contact the instructor to keep up with planned learning activities. Although the instructor will notify you of what you've missed, he will not repeat lessons or lectures; information must be received from fellow classmates. You should discuss any unavoidable, but planned absences with the instructor and prepare assignments in advance whenever possible. Even with prior notification, you will be marked absent and there may still be an impact on grades.

Workload

Although everyone is different, and there is no way to tell how long it takes to come up with an idea, plan for an average of six to eight hours of out-of-class homework every week. Homework will include, watching LinkedIn tutorials, reviewing lectures, brainstorming and idea planning, photographing, researching, looking at lectures on Canvas, downloading, editing, and printing photographs, and anything else that may be talked about in class.

If you have problems or questions that arise outside of class, *please* send them to the instructor via email so that they can be covered during class meetings. Chances are if you have a question, someone else does too! Asking questions is a way to help your classmates grow and learn, as well as yourself.

College-level design courses are challenging, time-consuming, expensive and intended for serious students. The rigor of this course is deliberate. Regardless of major, you chose this education. Dedicate yourself to your academic work. Accordingly, you should make time for it. Success is built by habit; begin working towards it now!

Grading Structure

University Grading and Transcript Policy

Your ability to grow in the medium, try new ideas and communicate through your images will contribute to your grade. All work will be evaluated according to the course objectives and University-identified student learning outcomes. Performance will be measured using a percentage system.

Projects

The three design projects that represent the majority of your grade are detailed in the project specifications page on the first week for each section of the course. The projects are broken up into smaller chunks to make them more manageable. (You are, of course, free to work ahead, but be sure to read or view the course materials for each week so that you know you are on the right track!) Pay close attention to the project specifications. These are what drive your project (and your grade).

Submitting projects: As designers, we often create design projects for clients. Treat these projects as so. An "Instructions for Preparing and Submitting" section on Canvas will detail exactly how to prepare your deliverables (the files you submit) and how to submit them. Follow these instructions closely! Any missing files will impact your grade.

Projects are due by the start of class on the days indicated on the schedule.

Project breakdown

Project #1 – Illustrator	25%
Project #2 – Photoshop	25%
Project #3 – InDesign	25%
Participation/Utilization of Class Time/Other Assignments, etc.	25%

Grades are earned on the A-F grading scale

A	100-93%	B	86-83%	C	76-73%	D	66-60%
A-	92-90%	B-	82-80%	C-	72-70%	F	59% and lower
B+	89-87%	C+	79-77%	D+	69-67%		

Grades will be assigned in accordance with University definitions. Plus or minus indicate performance relative to the letter grade definition.

- A = Represents achievement that is outstanding relative to the level necessary to meet course requirements
- B = Represents achievement that is significantly above the level necessary to meet course requirements
- C = Represents achievement that meets the course requirements in every respect
- D = Represents achievement that is worthy of credit even though it fails to meet fully the course requirements
- F = Fails to meet course requirements

Design Project Evaluation

Design projects are evaluated from based on the following three criteria: Technique, Process and Objectives.

Technique

Appropriateness of chosen techniques, cleanliness and efficiency in the overall craft of the project, and the execution of required tools.

Design Process

Development of your concepts/idea — creative problem solving or design thinking from the start of a project to the end. This is evaluated based on the text and image documentation from your journal posts, how you've incorporated (or rejected) group and instructor feedback where appropriate.

Objectives

Meeting the specifications of the project, satisfying the conceptual, formal, or material requirements of the piece. Note: This is a technical course and as such it focuses on how to produce your ideas first and less on the whether the idea itself is aesthetically "good" or not. That is to say, the quality of your design work (i.e. appropriateness for the subject matter) is not a significant factor in the grading for this course; we are primarily concerned with your execution of your ideas and the technical work of the project (tool use, output and formatting, project objectives). Occasionally the instructor may give feedback about the concept behind a design, but such comments are not (and should not be read as) a factor in your score.

Accepting and Returning Assignments

Rubrics/grade sheets will be returned with each assignment within two weeks of the due date if turned in on time. It is your responsibility to keep those grade sheets until the end of the semester! You will need those for any grade disputes and references. You also must produce all grade sheets/rubrics when asked by the instructor.

Grade Disputes

All complaints or grade disputes must be brought to the instructor's attention the class period the assignment is returned or in written form (this includes e-mail) by the next class period. After the instructor has reviewed the request, we may schedule an appointment to sit down and discuss the matter in greater depth or communicate through whichever means are most convenient, but often times grade disputes can be taken care of with a conversation the class period the assignment was returned. To ensure that any such matter is serious and taken care of as efficiently as possible, I will not accept grade disputes any later than the class period after the assignment has been returned. Final course grades can be changed only if a calculation error has been made.

Grading Late Work

Assignments are due at the beginning of critique on the date due. Work turned in that is not completed, missing images or digital files will be late. Late work will be graded down one letter grade if turned in within the next class period. Work turned in later than that will be worth zero points.

Critiques

Critiques are an important part of the learning process. Successful completion in this course requires active participation in critiques and completion of all assignments. You **MUST** be present at all critiques. Missing a critique due to an excused or unexcused absence automatically reduces your grade for that assignment by one full letter grade in addition to losing all critique points. There is a make-up option (following this statement) that can be completed and turned in **NO LATER THAN THE 2nd CLASS MEETING** after the missed critique. Therefore, even if you do not have your assignment completed, you should attend critique. Otherwise your late assignment will be docked a full letter grade because of its lateness and an additional full letter grade for missing the critique. Critiques are fundamental in the development of any artistic medium. Comments, insight, and other information help individuals work through artistic problems. You cannot do well in this class without participating in the critiques.

Make Up Work for Legitimate Absences

Making Up Missed Coursework Policy

Extra Credit Options

Extra credit is not offered in this course. If you turn in your assignments on time, and according to the assignment criteria extra credit should not be needed. No extra work is awarded for students not completing assignments.

Lab Time During Class

Class lab time is meant for you to work on your assignments during class when the instructor is there to help you. It is not meant for you to leave class and work at home. If you do not come prepared for lab time you are expected to stay in class and help other students. If you leave class you will be counted absent.

Backing up Your Digital Files

In the digital world it is said that if your file doesn't exist in three different places, it doesn't exist at all! Servers go down, hard-drives/thumb drives/memory cards become corrupt. Make sure your files exist in 3 different places. Make backing up your work a constant habit, and always have a plan B. I cannot accept technology failure as a valid excuse for late projects.

Imaging Lab

There will be some assignments where you may need to make photographs using the department imaging lab/photo studio. There is a lab in McNeal Hall 244 and Rapson Hall 125. Information and hours about the imaging lab/photo studio: <https://design.umn.edu/students/facilities/ilab/>

University Policies

Personal Electronic Devices in Classroom

Using Electronic Devices in Class

Digital communication, including voice calls, texting, e-mailing, or social network sites are not permitted during class time. Please turn off your cell phone ringer. We use computers in this class for classwork and related research, do not “wander off” to Facebook or other diversions when sitting in the classroom or lab. Infractions of any of the above will be reflected in the participation portion of your grade. Your instructor is not a cop or your parent.

Use of Class Notes and Materials

Using Class Notes

Lectures given in this class are the property of the instructor. They may not be recorded without prior permission from the instructor. They may not be used for any commercial purpose. This includes the sale of notes to a retail distributor who reproduces them for resale to other students. Students found to be in violation of this policy may be subject to discipline under University policies.

Scholastic Dishonesty and Student Conduct Code

Student Responsibility and Scholastic Dishonesty

You are responsible for all work created, either written or visual, in that it is original and specific to the class and original for each assignment. You will not be able to use the writing or images for another course or previous assignment either simultaneously or in the future.

All work done for class must be created during the course of the class and during the course of the assignments. No earlier photographs or previously written papers may be used. All images for assignments must be created by you.

Sexual Harassment

Sexual Harassment Policy

Statement on Climate of Inclusivity

Download the policy at Equity and Diversity

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 to me when speaking. 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 and facilities without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status, or sexual orientation. Racism, sexism, homophobia, classism, ageism and other forms of bigotry are inappropriate to express in this class. Reports of harassment are taken seriously, and there are individuals and offices available for help.

Trans Inclusive Statement

I will happily honor your request at any point to address you by your correct name, gender pronoun, or any other manner you would like to be referred. If you like, I will also instruct class members to do the same. Please advise me of how you would like to be referred to in class and don't hesitate to contact me outside of class if you wish.

Academic Freedom and Responsibility

Download the policy at Academic Freedom

Availability of Disability and Mental Health Services

The University of Minnesota is committed to providing equitable access to learning opportunities for all students. The Disability Resource Center is the campus office that collaborates with students who have disabilities to provide and/or arrange reasonable accommodations.

If you have, or think you may have, a disability (e.g., mental health, attentional, learning, chronic health, sensory, or physical), please contact the DRC at 612-626-1333 to arrange a confidential discussion regarding equitable access and reasonable accommodations.

For additional information please visit <https://diversity.umn.edu/disability/>

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce your ability to participate in daily activities. University of Minnesota services are available to assist you with addressing these and other concerns you may be experiencing. You can learn more about the broad range of confidential mental health services available on campus via www.mentalhealth.umn.edu or contact Counseling/Consulting Services at 612-624-3323.

Academic Services

If you would like additional help, please contact one of the offices listed below.

Student Counseling Services	http://www.uccs.umn.edu/
Student Writing Support	http://writing.umn.edu/sws/index.html
Student Academic Success Service	http://www.sass.umn.edu/

Class Schedule

(Schedule subject to change, bring this syllabus to every class.)

Week 1

Wednesday, January 22

Introduction to the course and instructor

Week 2

Wednesday, January 29

Project 1: Adobe Illustrator—Drawing in Illustrator

Week 3

Wednesday, February 5

Project 1: Adobe Illustrator—Working with Color

Week 4

Wednesday, February 12

Project 1: Adobe Illustrator—Working with Type

Week 5

Wednesday, February 19

Project 1: Adobe Illustrator—Printing and Exporting

Week 6

Wednesday, February 26

Project 1: Adobe Illustrator—Design Adjustments—Critique—**Project 1 due**

Week 7

Wednesday, March 4

Project 2: Adobe Photoshop—Working with Photos

Week 8

Wednesday, March 11

No Class—Spring Break

Week 9

Wednesday, March 18

Project 2: Adobe Photoshop—Color/Masking Adjustments

Week 10

Wednesday, March 25

Project 2: Adobe Photoshop—Design Adjustments

Week 11

Wednesday, April 1 🤪

Project 2: Adobe Photoshop—Design Submission—Critique—**Project 2 due** (No fooling!)

Week 12

Wednesday, April 8

Project 3: Adobe InDesign—Working with Layout and Frames

Week 13

Wednesday, April 15

Project 3: Adobe InDesign—Working with Type and Color

Week 14

Wednesday, April 22

Project 3: Adobe InDesign—Context Development

Week 15

Wednesday, April 29

Project 3: Adobe InDesign—Design Submission—Critique—**Project 3 due**