

Syllabus Overview

Course Title	Design and Visual Presentation
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Course Designator	DES	Section Number	001
Course Number	2101	Semester and Year	Spring 2018

Class Meeting Days & Time	Thursday 4:30p – 6:10p
Classroom	316 McNeal
Number of Credits	2
Final Exam Date & Time <i>(Also state if there is NO final)</i>	No final exam

Instructor's Information

Name	Ron Ott
Office Location	346 McNeal
Office Phone	N/A
Email	ottx0027 @umn.edu
Office Hours	Tuesday and Thursday 1:30p – 2:45p

Course Information and Instructor's Expectations

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 Lynda videos, with more techniques and tips covered in original videos and other course materials posted to the Moodle 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.

Course Prerequisites:

There are no prerequisites for this course

Required and Recommended Materials:

Supplies and Materials

1. Access and registration at Lynda.com

We will use a selection of videos from the Illustrator CC Essential Training (2018), Photoshop CC Essential Training (2017), and InDesign CC Essential Training (2017) courses on Lynda.com for technical instruction on the fundamentals of using each program.

As a student at the U, you have FREE access to these materials with your X500 (UMN login) at <http://lynda.umn.edu>

You can learn more about how to use Lynda.com tutorials through the university's Office of Information Technology at <http://www.oit.umn.edu/training/online-training/lynda/index.htm>

2. Adobe Creative Cloud membership

The course will teach the current versions (CC 2018/2017) 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](#).

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 Lab in McNeal Hall can help you with photographing your work.

[CDes Imaging Labs](#) – 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.

There is no required textbook for this class. While helpful, print text books 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 Moodle 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:

Student Learning Outcomes following course completion: (must identify from the list at least one outcome and how it relates to this course how it will be addressed and how it will be assessed, Student Learning Outcomes

1. Can identify, define, and solve problems
2. Can locate and critically evaluate information
3. Have mastered a body of knowledge and a mode of inquiry
4. Can communicate effectively
5. Understand the role of creativity, innovation, discovery, and expression across disciplines
6. Have acquired skills for effective citizenship and life-long learning

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:

Attendance is mandatory and no more than 2 absences are allowed. Any more than 2 unexcused absences and a student's final grade will drop one full letter grade. An excused absence is a formal or informal note from a physician, dentist, or clinic with the specific amount of days allocated to be excused from regular course activities, signed by an official of that office. Parental notes or those from group organizations outside of a professional office are subject to evaluation. All absences should be qualified by an email from a student.

Workload:

Course Work

As a 2 credit course, an average student is expected to receive an average grade — meaning a C — by spending approximately six hours per week on this course as follows:

- 2 hours on course presentations (Lynda tutorials, course videos/lectures and other readings as assigned)
- 1 hour online participation in the form of posting to the group forum and responding to students in the group forum each week.
- 3 hours of software use, including designing & preparing course work for submission

Grading Structure:

University Grading and Transcript policy

Accepting and Returning Assignments:

Grading Late Work:

Policy for Missed Exams:

There are no exams in this course.

Make Up Work for Legitimate Absences:

Making Up Missed Coursework policy

Extra Credit Options:

There is no extra credit however at the end of the course, Project 4 allows students to resubmit one of the previous projects for a better grade. Improvements must be made based on the instructors feedback or group critiques.

University Policies

Personal Electronic Devices in Classroom:

Using Electronic Devices in Class

Use of Class Notes and Materials:

Using Class notes

Scholastic Dishonesty and Student Conduct Code:

Student Responsibility and Scholastic Dishonesty

Sexual Harassment:

Sexual Harassment policy

Statement on Climate of Inclusivity:

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.

or download the policy at Equity and Diversity

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 Writing Support <http://writing.umn.edu/sws/index.html>

Student Academic Success Service <http://www.uccs.umn.edu/>

Course Schedule

Course schedule is subject to change based on illness, course interruptions or weather.

Week 1 Introduction Jan 18 – Jan 24th

Project 1: Adobe Illustrator

Week 2 Drawing in Illustrator Jan 25 – Jan 31

Week 3 Working with Color Feb 1 – Feb 7th

Week 4 Working with Type Feb 8 – Feb 14

Week 5 Design Adjustments Feb 15 – Feb 21

PROJECT 1 DUE Feb 22nd

Project 2: Adobe Photoshop

Week 6 Working with Photos Feb 22 – Feb 28

Week 7 Color/Masking Adjustments March 1 – March 7

Week 8 Design Adjustments March 8 – March 14

PROJECT 2 DUE March 15

Project 3: Adobe InDesign

Week 9 Working with Layout and Frames March 15 – March 21

Week 10 Working with Type and Color March 22 – March 28

Week 11 Context Development March 29 – April 4

Week 12 Design Adjustments April 5 – April 11

PROJECT 3 DUE April 12

Project 4: Process Journal

Week 13 Advanced Techniques April 12 – April 18

Week 14 Advanced Techniques April 19 – April 25

Week 15 Design Adjustments April 26 – May 2

PROJECT 4 DUE May 3

Accepting and Grading Assignments

Assignments should be submitted online on the due date (refer to the Course Schedule). They will be graded within fourteen days of submission.

Grading Late Work / Make-up Work for Legitimate Absences

You cannot make up late journal posts or for a lack of forum participation in past weeks.

Design projects not submitted by midnight on the due date will be considered late. Projects turned in up to one week late will be docked 4 points. Projects turned in up to two weeks' late will be docked 8 points. Work more than two weeks late will receive a zero. All projects must be turned in within 2 weeks to receive credit. More than 2 unexcused absences in a class that meets 1 time per week in a 16-week semester can result in a lowered grade for the course.

<https://policy.umn.edu/education/makeupwork>