

JOHNSON & WALES UNIVERSITY
School of Technology | Computer Graphics Dept.
Fall term

COURSE TITLE: DESIGN STUDIO
COURSE NUMBER: CGRA3020
CREDIT HOURS: 4.5
CLASSROOM HOURS: 4 (PER WEEK)

INSTRUCTOR: ELIZABETH MARKS
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BEST METHOD FOR CONTACT: EMAIL IS THE BEST WAY TO REACH ME

COURSE DESCRIPTION

The purpose of this course is to expand the student's notion of what it means to be a designer in a consumerist and techno-centric culture. Students will undertake several projects over the course of the semester and because this is a lab class, will spend class time working on these. Introductions and presentations on each project will be given. Students are expected to meet with the Professor twice during the project cycle- once to analyze preliminary sketches in a mandatory "Design Journal" and the second time to go over final results. In addition students must complete weekly reading assignments which they are required to respond to in the course blog, and attend class crits at the closure of each project.

COURSE OUTCOMES

The student should be able to:

1. Vocalize and understand design criticism, how to articulate aspects of a design
2. Go through a disciplined rough-draft stage and present mock-up sketches that aid them in the creative process.
3. Explain design choices coherently in terms of their value to the overall meaning of a piece
4. Recognize the importance of an enduring concept even over and above "prettiness".

REQUIRED MATERIALS

- USB "thumb" drive, minimum size 128mb. (Can use Zip discs if you'd prefer and are willing to go get the drive.)

- Sketchbook, book of graph paper, or notebook that can be used as a design journal. Can be one you already have, must be minimum of 8.5x11" (spiral bound preferred)
- Something to keep your work in as a portfolio

*While web readings/ handouts will be given throughout the trimester, there is no official course book. Stay tuned to the course website for readings.

OPTIONAL GREAT RESOURCES

Dabner, David. Graphic Design School: A Foundation Course in the Principles and Practices of Graphic Design, Third Edition. John Wiley and Sons, ISBN= 047168683254500 (All of you should read Section 3 p. 135+)

Haynes, Barry and Wendy Crumpler. Photoshop CS Artistry : Mastering the Digital Image. Indianapolis: New Riders, 2004.

Heller, Stephen and Teresa Fernandes. Becoming a Graphic Designer: A Guide to Careers in Graphic Design. New York: John Wiley & Sons, 2002.

Lidwell, William, Holden, Kritina, and Jill Butler. Universal Principles of Design. Gloucester, MA: Rockport Publishing, 2003.

Monroy, Bert. Commercial Photoshop with Bert Monroy. New York: New Riders, 2003.

Plazm, 100 Habits of Successful Graphic Designers. Gloucester, MA: Rockport Publishing, 2003.

**BE FOREWARNED- YOU MUST HAVE YOUR SKETCH BOOK AND USB DRIVE BY WEEK 2 OR BE DROPPED FROM THE CLASS.
PLEASE SPEAK TO ME IF YOU HAVE ANY CONCERNS.**

CONTENT OUTLINE

General Format: This class is primarily a lab in which students will work towards the completion of assigned projects. Students will meet with faculty on designated days for critique and discussion of their work before project is due. During these "preliminary reviews" students will present their thumbnail sketches of project ideas (kept in the design journals) and any other additions to their design journals since the last critique. Final critiques, held after the student presents his/her project to the class will cover successful incorporation of required elements, realization of goals, and overall thoroughness and quality of process. During class time, if not in critique, students are working on their projects, or optionally can choose to do class related reading or participate in the online forum devoted to this class. Keeping up with the reading as well as posting at least one reading response and one comment to another classmate's responses will be required to succeed in this course.

Critique Outline: Students are expected to be completely prepared for critique during their designated times, and can not be assured of a makeup critique if they are absent during their time slot or are unprepared. Critiques will be held once before the project is due, as preliminary means of working out ideas with the student and checking to make sure they are successfully translating concept into form with a clear vision. On the date of the project deadline students will present their work to the class. Classmates will fill out anonymous evaluation sheets that breakdown the criteria outlined on the assignment sheet and these will be returned to the project's author as a "peer-feedback" system. A second critique with me will be held after the project's completion date, time permitting, to assess the experience and results.

The class critique of final projects will be open to guests as well as class members. We'll treat this like an art opening.

The final individual critique will be held during exam week as a 1-on-1 between the teacher and the student. Student is expected to bring all completed projects from the semester as well as the design journal for review.

Topical Outline: Please see the course schedule at the end of this syllabus.

STUDENT ASSESSMENT

Any student who has a need for test-taking or note-taking accommodation should feel free to come and discuss the need with me, or with the Department for Student Success.

POLICY ON PUBLIC FOLDERS

Public Folders will not be used in this course in favor of the class website.

COURSE WEBSITE URL:

<http://www.lizmarks.net/cgra3020/>

Check often. Any relevant websites, interesting/inspirational links I find, weekly content outline, etc. will be posted here. You can also find the syllabus and project sheets here.

GRADING POLICIES

Grading will be based on projects, the design journal, the Final, and Course Participation. Each of these factors is described in detail below.

BASIC GRADING SYSTEM:

Projects	40%
Design Journal	20%
Final Project	20%
Course Participation	20%

Course grade: 100%

PROJECTS : This is a project-based class. Project sheets will be given out on alternating weeks and students are expected to work on these during class, and outside of class if necessary.

On days when assignments are handed out we will discuss them as a class.

*The best projects will be collected for submission to the Spring Digital Visions show.

RESUBMISSION POLICY: One project (only one turned in on time) can be resubmitted for a better grade (I will grade it completely fresh.) Preliminary sketches for resubmissions are encouraged, but not required. Working on a resubmission is no excuse for falling behind on any other project, so manage your time well!

DESIGN JOURNAL:. The design journal can be in any sketchbook above the size of 8.5x11" (wire-bound is preferred.) Your design journal is where you complete thumbnail sketches of the projects before you begin working on them online, where you work out your ideas and understanding of the concept. For additional credit you can also use the design journal to collect examples of graphic design that you see around you- I call this "Design in the World". This can be photos, printouts of photos, printouts of web pages, cut-outs from magazines, pasted in product packaging, Polaroids— anything! Make this your design diary, your tome of inspiration.

PORTFOLIO: Please collect print-outs of all of your projects in a portfolio that can be reviewed at the end of the semester during your final review.

COURSE PARTICIPATION:.

The Course Participation portion of the grade will be based mostly on three factors. The first is the student's total attendance divided by the total number of class days. This has made the difference between an "A" and a "B" for many people in the past. The second factor is preparedness for 1-on-1 critiques and reviews- if the student does not have his/her design journal and rough sketches are not completed, s/he will be heavily penalized. If the student has done extra work in his/her design journal extra credit will be given. Finally, students are expected to participate in class critiques and to offer constructive criticism to each other's work.

ATTENDANCE POLICY

It is the policy of the university to drop a student from class after 7 absences. This includes both excused and unexcused absences. You are strongly advised to save these absences for illness or family emergency. Absences that are due to illness or family emergency *will be included* in this calculation, except in rare situations. Thus, a

student who "cuts" the class six times, and *then* has a documented illness, will be treated as though *all seven absences* were "cuts."

- *Three* late arrivals to class are the equivalent of one absence.
- Assignments due must be turned in regardless of absence.

Attendance may be taken either orally by the instructor or by the passing of a sign-up list. If attendance is being taken by the instructor consider yourself absent unless the instructor is made aware of your presence when she calls your name. If attendance is being taken by a sign-up list, consider yourself absent unless you have signed or initialed your **own** name on the list on the appropriate day. *No other evidence of attendance will be accepted.*

If a student has been absent because of an illness or family emergency, the student should inform the instructor of this fact *on the day s/he returns to class or by email*. If you miss a class for any reason, you are required to get lecture and discussion notes from another student (do *not* ask the instructor). You are responsible for getting all handout material from the public folders.

A student who misses an examination will *not* be permitted to take a make-up exam until s/he provides the professor with a *written description of the illness or family emergency, or work obligation- i.e. doctor's note, note on company stationary.* False writings will be treated as fraud, resulting in disciplinary action. You must inform me on the next day of returning to class about making up the quiz.

COMMUNITY SERVICE OPTION

I am trying to expand the courses in which I offer a community service option. If you are interested, please talk to me and we'll try and work something out.

ACADEMIC INTEGRITY

In order for a student's grade in this course to have any value, it must be based on the student's own work, free of any sort of cheating. Therefore, any type of plagiarism or cheating (which includes the use of any copies of tests or assignments from previous trimesters of this course) will be grounds for instant removal from the course, resulting in a "W" on the transcript. Where appropriate, a student who cheats or helps others to cheat may be subject to other disciplinary action.

OUTCOMES ASSESSMENT

Johnson & Wales University is committed to the Outcomes Assessment initiative. All faculty and students are, therefore, part of an ongoing study to determine and refine the

effectiveness of instruction and learning. Names of individual students will not be used when reporting results.

SCHEDULE

Schedules are tough because classes often move faster or slower than expected. This is an approximate schedule and it will probably be altered. Please assume UNLESS told otherwise, that the assignments on the syllabus stand. You are responsible for the entire reading and lab assignments for a given week *before* class begins that week.

Note: At any time if you would like to propose an alternate project you may do so, but you must write a proposal for it and submit it to me during our meeting period.

Topical Outline:

Week 1:

*Project 1 Assigned: 2 posters assignment

Week 2:

*Posters due Thursday – crit. day, bring printed out copies for turning in, copies on disc for presentation to the class.

Week 3:

*Project 2: Two options – design a website intended to show someone what YOU think is important to see in this area (Providence, Rhode Island, or just "the area") making use of original photographs (yes, you will take some.)
Second option will be to design ten postcards for Providence- they can range from the humorous, illustrated, weird, photographic etc.
Design journal- design sketches & site map. Find postcards or existing Rhode Island/ Providence tourism websites to define how yours will differ.

Week 4:

*Project 2 continued

Week 5:

*Project 2 due Monday

*Project 3 : Design a book jacket (front + back cover + sample table of contents and chapter page) or a CD package (full front and back insert + disc itself.)

Extra- Bring in 3 CDs or 3 books on Tuesday with covers you like; include Photocopies, scans, or printouts from online in your Design Journal.

Week 6:

*Project 3 continued

Week 7:

*Project 3 due Monday

*Project 4 : Website mockup about randomly assigned graphic design movement, in style of that movement.

Week 8:

*Project 4 continued

Week 9:

*Project 4 due Monday

Project 5, Final= Invent a company or product. Make a logo for this company, design a website for the company, and, optionally, get a t-shirt printed.

If you want a challenge, invent branding for a feeling or other abstract notion such as "lust" and package it.

Week 10 - 11:

Final Continued: to be presented during exam period! Open invite to anyone- friends, family, JWU community members.