



America's Career University®

School of Technology | Computer Graphics Dept.

Winter

Course title: Design Studio II

Course number: CGRA3070

Credit Hours: 4.5

Classroom Hours: 4 (per week)

Instructor: Elizabeth Marks

Office: Academic 209

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Office Hours: (by appointment)

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 any weekly reading assignments, which they are required to respond to in the course forumg, and attend class critiques 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

- Sketchbook, book of graph paper, or notebook that can be used as a design journal. If you want to use one that is smaller than 8.5"x11" please show it to me.
- Recommended book:Thinking Creatively: New Ways to Unlock Your Visual Imagination by Robin Landa; ISBN: 1581803389
- USB "Flash" drive or other means of saving work from class.
- At least 5 blank CD-R discs and cases. Save one for your final portfolio. (You may want to consider buying a Sharpee to write your name on your discs too.)

Optional Great Resources

- Oldach, Mark. Creativity for Graphic Designers: A Real-World Guide to Idea Generation--From Defining Your Message to Selecting the Best Idea for Your Printed Piece. ISBN: 158180055X
- 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, 2005.
- Plazm, 100 Habits of Successful Graphic Designers. Gloucester, MA: Rockport Publishing, 2003.

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. I-on-I 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 selected students will present their work to the class. Classmates will review each other's work using the class forum. A second critique with me will be held after the project's completion date, to assess the experience and results.

The final individual critique will be held during exam week as a I-on-I 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.

Policy on Public Folders

We will not use Public Folders in this class

Course Website URL:

<http://www.lizmarks.net/CGRA3070/>

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

Testing and 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:

Standard Projects	40%
Final Project	30%
Course Participation	10%
Final Portfolio Review	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.

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

RESUBMISSION POLICY: Projects that were originally turned in **on time** can be re-done for a better grade. 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 notebook and theoretically of any size, though if you wish to use one smaller than 8.5"x11" please get it approved by me. 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. You will also be using the design journal to collect examples of graphic design that you see around you. This can be photos, printouts of photos, printouts of web pages, cut-outs from magazines, pasted in product packaging, receipts- anything! Make this your design diary, your tome of inspiration.

You must add 5 examples of design that inspires you each week
The Design Journal will be checked periodically throughout the trimester.

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 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, the student's preparedness for his/her presentation of an article and the quality of his/her presentation will be part of this grade. Asking thoughtful questions during crits and other people's presentations is part of this grade.

Attendance Policy

It is the policy of the university to drop a student from class after 3 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 two times, and then has a documented illness, will be treated as though *all three 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 the instructor is taking attendance, consider yourself absent unless she 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 course website.

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

At press time it is uncertain whether a CS option will be offered in this class.

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.

Topical Outline:

Week 1:

*Assignment 1: Symbols assignment

Week 2:

*Assignment 1 due Thursday

Week 3:

*Assignment 2: Children’s book design- min 5 pages

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Holiday Break - over the break, find 5 examples of design that inspires you and put it in your design book.

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Week 4:

Children’s book work continued

Week 5:

*Children’s book due Monday

*Assignment 3: Group project- restaurant branding

Week 6:

Meeting with me, the client, to go over ideas.
Selection of final choices.

Week 7:

*Monday: Restaurant branding due.
*Assignment 4: Triptych project: An event from three perspectives OR rework a Design Studio I piece of your choosing.

Thursday: *Presentations on an article from the magazine you subscribed to. You may choose the article. You can use any props/ handouts etc. to make the topic more interesting to the class. Think of what would grab your attention if someone else were presenting the material. 5-10 minutes.

Week 8:

Work on triptych project

Week 9:

*Triptych project due Monday
*Assignment Final: TBA

Week 10 - 11:

Work on game concept. Due during Final period