ART/JRN 471 Syllabus

ART 471 2012 Syllabus

ART / JRN 471 O Advanced Digital Design
Spring 2012, Tuesday Thursday, 2:00 p.m. - 4:30 p.m.
Instructor: Miho Aoki
Location: Bunnell 128
Office: Fine Arts Complex Music Wing Room 306
Office hours: Wednesday 1:00 – 2:00 p.m.
E-mail: maoki3@alaska.edu

Course Description:
This course is a project-based class for advanced level art and journalism students. The aim of the course is applying digital imaging skills and visual communication principles, which are covered in lower division courses, to real world projects. The class assignments include graphic designs for print materials, design for the Internet based media and fine art project.

The course work emphasizes concept development and professional presentations of projects.

Projects for first time students:
Project 1: Design Package (UAF Jazz Fest Permanent Logo and 2012 and Poster)
Project 2: Design for Complex Information
Project 3: Interactive Design (Art on Campus)

Course Objective:
The primary aims of the course are:
- to develop concept driven projects for visual communications
- to provide advanced knowledge of creating and manipulating images on computers
- to give students opportunities to develop and practice visual presentations of their projects
- to encourage students to develop personal aesthetics

We will use Adobe Photoshop and Illustrator for class works. Students are expected to have working knowledge of at least two of these applications. Extra help session will be offered for students who need to learn advanced
technical skills.

Student Learning Outcomes:
Students will gain concept development skill in art and design, overview of Design history, Communication Design Theory, understanding of creating 2D images on computers for communication.

Attendance Policy:
- Students are expected to attend every class, including studio hours. Studio time days will be used to meet with the instructor about students’ progress individually.
- Exceeding 3 unexcused absences will lower your final grade. One absence after your third absence will reduce -10% from your final grade. All excused absences, such as illness, attending court and family emergency require written notices from doctors or appropriate authorities.
- Students are required to attend all presentations.
- Missing classes will lower your grades. Missing substantial days (more than 5 days) will result in F(fail) grade.
- Coming to a class very late (more than 1 hour late), leaving very early (before 3:00 p.m.) or missing a substantial part of class time will count as an absence.

Required Materials:
- A sketchbook (at least 8 x 11 inch large)
- Pencils (#2 or softer)
- Digital Camera

Recommended Readings:
A History of Graphic Design
Philip B Meggs, John Wiley & Sons

No More Rules: Graphic Design and Postmodernism
Rick Poynor, Yale University Press

Visual Explanations: images and quantities, evidence and narrative
Tufte, Edward R., Graphics Press

Envisioning Information
Tufte, Edward R., Graphics Press

The Psychology of Everyday Things
Norman, Donald A., Basic Books

Usability and Internationalization of Information Technology
Aykin, Nuray, Lawrence Erlbaum Associates
Grading opportunities for first time students:
25% Project 1
25% Project 2
25% Project 3
25% Presentation 1, 2 and 3
The projects must be completed by the presentation dates. Incomplete projects will receive lower grades.

Grading Criteria for Projects:
- Research (Background research on the project and related subjects, Reviewing existing designs)
- Development Process (Evidence of a thoughtful development process, including concept development, sketches and prototypes)
- Creativity and Originality (Developing works as creative solutions to the assignments)
- Usability (The final product must be functional and easy to use)
- Quality of the work (The final product must be visually appealing to the target audience. All work must be completed by the deadlines)

Grading Standard:

A (Excellent)
Work is original, unique, ambitious and outstanding in concept, design and execution.
Risk taking and experiment are essential. Execution of work is considered excellent and shows an understanding and experiment with the concept. All work must be finished on time and presented clearly and attractively. Technical challenges must be actively tackled and overcome.

B (Good)
Work is well executed with a high degree of competency and range of techniques.
Work meaningfully fulfills the criteria of the assignment and communicates the concept.
Work is well presented and on time.

C (Average)
Work is complete but average in concept, design and technique.
Work is limited by technical weakness and limited technique.
Although satisfactory the work could use improvement.

D (Poor)
Work is poor in design, concept and execution.
Work is poorly presented or unfinished.
Work is not innovative, creative or showing self-motivation.
**F (Fail)**

The student did not hand work in.

Work does not address the criteria of the assignment.

Work fails to meet the minimum requirements of the Professor in quality or quantity.

**Final Grade Grading System:**

**Grading Scale**

A 3.75 to 4.0
A- 3.5 to less than 3.75
B+ 3.1666 to less than 3.5
B 2.83333 to less than 3.1666
B- 2.5 to less than 2.83333
C+ 2.1666 to less than 2.5
C 1.83333 to less than 2.1666
C- 1.5 to less than 1.83333
D 0.5 to less than 1.5
F 0.0 to less than 0.5

**Academic Honesty:**

The University of Alaska requires students to conduct themselves honestly and responsible, and to respect the rights of others. In class assignments, students must submit work that fairly and accurately reflects their level of accomplishment. Any work that is not a product of the student's own effort is considered dishonest. Students may not submit the same work for more than one class. Please refer to the Student Code of Conduct for additional information regarding the policy on academic honesty.

**Copyright and Licensing:**

Students are expected to use materials (text, illustrations, photographs, sound and other materials used in the projects) with proper copyright and/or licensing for their final products of the class projects. Students are responsible for obtaining permissions from the copyright holders or persons in photographs unless it's provided by the class. Use of images and/or text without proper copyright/permissions will result C- or lower grade.

**Class:**

The class will have about 1 hour lecture and 4 hours studio time per week. Students are expected to spend the studio time productively. Assignments will require working outside of class time. Returning students are asked to attend advanced seminar instead of the regular class lectures. Please use the lab hours productively and take advantage of the face-to-face class situation. Checking e-mails, typing papers for other classes, playing games, browsing the Internet, checking social networking sites, instant messaging, using cell phones and other activities not related to the class should be done during breaks or outside of the class time. Typing, excessive clicking, listening to music are not allowed during presentations, discussions and lectures.

**Disabilities Services:**

The Office of Disability Services implements the Americans with Disabilities Act (ADA), and insures that UAF
students have equal access to the campus and course materials. We will work with the Office of Disabilities Services (203 WHIT, 474-7043) to provide reasonable accommodation to students with disabilities.

Class Schedule
Class Schedule for first time students
Modifications will be made as needed based on class requirements.

Week 1
Class 1 January 19
Class Introduction, Syllabus, Bunnell Lab Orientation

Week 2
Class 2 January 24
Project 1 Introduction

Class 3 January 26
Music Department Visit
(Class will meet at the classroom and then go to the Music Department main office)

Week 3
Class 4 January 31
Discussion: Text and font faces, logograms, UAF visual identity and other guidelines
Project 1 preliminary concept due
Homework: T-shirt design research

Class 5 February 2
Discussion T-shirt design
Project 1 T-shirt design studio time

Week 4
Class 6 February 7
Project 1 T-shirt design discussion

Class 7 February 9
Project 1 Studio Time

Week 5
Class 8 February 14
T-shirt design, 3 designs due

Class 9 February 16
Discussion: Poster Design

Week 6
Class 10 February 21
Poster design studio time

Class 11 February 23
Poster design
Hardcopy check

Week 7
Class 12 February 28
Revising poster design

Class 13 March 1
Presentation 1 (Music Department)

Week 8
Class 14 March 6
Lecture: Labeling and organization of information, Usability and Design
Complex Design project introduction

Class 15 March 8
Complex Design project studio time

Spring Break
March 13, 15

Week 9
Class 16 March 20
Complex Design project studio time

Class 17 March 22
Complex Design project work in progress check
Week 10
Class 18 March 27
Complex Design project due, Presentation 2

Class 19 March 29
Project 4 Introduction
Lecture: Organizing information, Universal Access

Week 11
Class 20 April 3
Project 3 meeting, site visit

Class 21 April 5
Studio time for Project 3 Proposal

Week 12
Class 22 April 10
Project 3 proposal mini presentation

Class 23 April 12
Studio time for Project 3

Week 13
Class 24 April 17
Project 3 preliminary test

Class 25 April 19
Studio time for Project 3

Week 14
Class 26 April 24
Project 3 user test

Class 27 April 26
Revising Project 3 design

Week 15
May 1
Studio time for Project 3

May 3
Finalizing Project 3

**Finals Week**

May 8
Presentation 3