

# Graphics 217.5

## [ Introduction to Graphic Design ]

Room 102 NH1  
M | W 2:15 - 3:35 p.m.

Fall 2013  
MP&D Department

### Instructor:

Sherri Taylor  
513 Newhouse I

x.2626  
315.256.6356 (C; for emergencies)

Both phones have voice mail. Leave a message and a phone number and I'll return your call.

### E-mail:

taylorlsa@syr.edu

E-mail is one of the best ways to contact me. I'll return your message as soon as I can.

**Office Hours:** (No appointment or notification necessary; just come by)

### Mondays:

3:30 p.m. to 4:30 p.m.

### Tuesdays:

11 a.m. to 12 p.m.

### Wednesdays:

11 a.m. to 12 p.m.

### Thursdays:

1 p.m. to 3 p.m.

### Fridays and other times:

By appointment

### Lecture IA:

Maya Gao  
MNO Grad Student

Room 119.1 x.6177  
qgao07@syr.edu

Office hours: 1-2 p.m., M/W



Logo design.

## Visual Awareness

This is a class in visual awareness designed to make you knowledgeable about the world of visual communications and design.

We live in an increasingly visual, mobile and interactive world. Bombarded by color, type, images, movement and layers of design, we *see* messages even if we don't fully read or process them. Developing an awareness of good communication design is one of the goals of this class. You will learn about design as it appears in different print, web and multimedia forms, and you will learn to understand the ways in which those visual forms convey messages to readers: the intent of the communication.

## Student Learning Outcomes and Class Goals:

This course should change the way you visually perceive communications messages around you. My goal is to make sure your vision of seeing is changed by the knowledge you gain from this visual communications course.

- To give you a vocabulary to discuss the way effective visual communications are presented. Though you may not be a designer, you may be asked to share discussions with those who are. Your knowledge of the designer's vocabulary is essential in this world. Therefore, in constructing project briefs, you will be able to write concisely and coherently about your designs using this language.
- To give you the ability to critically analyze the way visual messages appear. Regardless of your area of interest in communications, your job as an effective communicator is enhanced by your ability to understand the power of visual/verbal components in communications.
- To give you specific knowledge of design fundamentals: type, layout and design, color, and visual/verbal strategies. These skills will help you construct effective visual and verbal messages in project form, and will help you professionally well beyond this class.
- To give you hands-on computer software training and the ability to use that software to create effective visual communications you have designed within deadline parameters.
- To give you the ability to solve problems visually using creative strategies and the power of upfront conceptualization and visualization thought processes.

Students in this class represent different interests. We will benefit from the interactions of different opinions to media approaches in our study of visual communications. Use this semester to study and understand not only your major course of study's approach to visuals, but to learn from other media forms as well.

### Recommended Text:

"Graphic Design Basics," sixth edition (Wadsworth/Cengage Learning; 2012); by Amy E. Arntson. I do include readings in the book on the syllabus.

### Required Text:

"Thinking With Type," second edition (NY: Princeton Architectural Press, 2010); by Ellen Lupton.

### Recommended for Lab:

"Visual Quickstart Guide, InDesign CS 6" (Berkeley: Peachpit Press, Sandee Cohen.) Also, Illustrator CC and Photoshop CS 6 Visual Quickstart Guides are highly recommended.

### Other Resources:

tv.adobe.com (great tutorials)

Lynda.com (some free, some for a fee)

YouTube videos on everything, all software

### For the Computer Lab:

If you'd like to save projects you work on in the labs, buy a thumb drive, CDs or external hard drives. You are strongly encouraged to back-up all your work and to save copies of it for now and the future.

### For Class:

- A sketch pad (unlined, preferably 9x12) or unlined book for class notes and thumbnail sketching
- A pencil or two with erasers for sketching

From time to time in class and outside of class we will do visual sketching requiring these tools. They will also be helpful when doing the blogging projects and rationales.

- A pica ruler (your IA will have some for use)
- Four 10 x 13 envelopes for securing your completed projects and accompanying required materials (any color, kind). (No folders!)

### Class Rules:

Please make sure to turn off cell phones during class. No text messaging or use of other electronic devices (such as iPods) during class. **Using text messaging or reading e-mail during class will affect your participation and professionalism grade based on my observations of you during class.**

Please take care of personal needs before class to prevent the need to leave during class. It's disruptive to the class. Emergencies and unforeseen circumstances are a different matter.

Design is a subjective discipline. You will not like all the same things as your classmates or me, but we can all agree on overall success or failure of a design's approach to solving communications goals.

### Class Workload

The workload is substantial. Because most of you are working on design software for the first time, projects will take longer than you expect. Be prepared. The major projects will always require a time commitment. Don't wait until the last minute to work. Getting a head start on projects will usually result in better grades. You'll have more time to revise and polish and to proofread your work. Mistakes in grammar and punctuation will also lower your grade.

Definitely spend time conceptualizing your projects before you sit down at the computer to begin designing. This will save you time in the long run and will result in better projects. I will ask to see your preliminary sketches and visual thinking when you turn in your projects. The computer will occupy enormous amounts of your time if you let it. Work smart. Learn the computer software as thoroughly as you can. It will help you work efficiently in the lab. You will benefit this semester from some **open lab help time on Sunday afternoons from 4 to 6 p.m.** for software help on the various projects.

### Class Assessment

#### Major Projects/Redos

Before each major project you will receive a design brief detailing the expectations and requirements of the assignment and its rationale. Time will always be provided for you to ask questions or to clarify the parameters of the projects.

*All graded projects are returned to you on the day the next project is due and include a verbal critique in a Quicktime movie.* You then have one week to work on a redo if you're eligible, and choose to redo your project. If you're happy with your grade, I'm happy with your grade.

All major projects will be submitted electronically in our class drop folder (see handout) and in print placed in 10"x13" envelopes. (You will fold the poster project in half.) Place your name on the outside top left corner of the envelope along with the project number and project description. Do not glue or stick the envelopes shut.

On most projects you will turn in either thumbnail or rough draft sketches (or both) so I can see that you were thinking and concepting in advance of going to the computer lab. All projects will require written project briefs. *Failure to turn in a written brief will result in a five-point reduction from your initial grade.*

On most projects you can generally earn redo points by revising your work. These redos will enable you to earn a better grade, but should not be used as a substitute for poor initial design. Only grades below class averages may be redone for higher grades. **These will be announced as each graded project is returned to you.**

#### Floating Redo (only one allowed)

On only **one** of projects 2 through 4 you can choose not to turn in the project the day it is due. You should still bring something to class (sketches, preliminary work) to share for critique. However, you can



Party invitation using a magical word and visual icons to replace the multiple As.

### How Redos Work:

When a major project is returned to you, you will have a week from that date to redo it, if you choose and your grade falls below an average, for a higher grade. This also means a project has the potential to earn up to 10 points beyond the grade given. However, earning the full 10 points requires a **major improvement and reworking**.

If you choose to redo a project, you must turn in: (I will not accept redos with any of these requirements missing)

- the new project and a new mark-up, wireframes or grid (mark-ups only required on projects 1, 2)
- a new rationale detailing **only the changes you made in the project**
- your old graded project

Only projects receiving grades below a certain threshold can be redone for higher grades. To make grades fair for those who cannot redo a project, projects originally receiving a grade above the threshold will always earn a higher value. So, for instance, an original A- will earn the maximum value: a 93. Projects regraded to an A- will earn the minimum value: a 90.

Point values for letter grades break down to:

Full letter grade: 94 to 100, 84 to 86; 74 to 76

Letter grade minus: 90 to 93; 80 to 83; 70 to 73

Letter grade plus: 87 to 89; 77 to 79

D: 60 to 69

F: 59 and below

Note: On project 1, everyone gets a free redo. No grade will be attached to your project when it is returned. You will be able to redo it, fix the problems and return it to be graded. This gives you an opportunity to get used to both the software and the typography you'll be using for possibly the first time.

take it back and turn it in **one week later**, taking your peer critiques into account. If you choose to do this, you will turn in a form to me telling me that this is your floating redo. **You are then responsible for turning in the finished project one week later.\***

*\*No additional redo will be allowed if you choose this option and it's only allowed on **one of projects 2 through 4**. Choose carefully.*

### Visual Exercises/Minor Projects

Throughout the semester, you will do a few visual exercises and collect examples to reinforce concepts that we are learning. Of these, most will be shared with class members through posting and discussion on the class blog site. These should broaden your knowledge of concepts.

### Overall Assessment

- *Class blogging project (10%)*

We will have a class blog on which I will ask you to contribute concepts discussed in class from time to time, as well as final JPEGs of each of the four projects. Other content and links will be posted to the blog for you to read and review. This will include interesting web sites, articles of interest, videos and other visual assets. The blogging grade will contribute **10% to your final grade**. The blog posts are designed to help you understand the concepts we learn from various forms of media. The assignments will be presented weekly.

The blogging grade is not based entirely on the quantity of submissions you make, but to the quality of what you contribute to a robust discussion of current design trends and your contributions to that discussion. Our class instructional associate will moderate the blog, keeping everyone on point in discussions.

“Design challenges” will also be posted to the blog from time to time. These challenges will result in prizes for correctly answering the challenge.

- *Major design projects (80%).*

These projects will build upon the skills you acquire throughout the semester. Consequently, the projects increase in weight. *These projects should be in final polished form, free of design flaws and errors in grammar, spelling or punctuation.* The four projects will add up to 80% of your semester grade (15, 20, 20, 25). **You will lose points for any missing required items such as sketches, wireframes, rationales and rough drafts.**

- *Lab attendance (5%).*

Successful completion of the lab and attendance at each of the labs will count 5% of your final grade. Make sure to sign in.



## Attendance Policy

You are expected to meet all classes, both lecture and lab. If you cannot meet a class, you must let me know as soon as possible so you can receive the information or assignments you missed. Our class IA will keep all handouts from the missed class for you. You are responsible for finding out what you missed during a class.

If you come late to class, make sure you stop by and let your IA know so you aren't recorded as absent that day. We will keep attendance throughout the semester. Attendance will also figure into the weight of your letter grades.

The only acceptable excuses for missing a scheduled lab or class are sickness (possibly requiring verification), and personal emergencies. Please arrange your schedule to accommodate class meeting times.

Your IA should also be notified if you are going to miss a lab. You should make it up by attending the make-up lab or you will lose points.

Remember, too, that major projects are late if you come to class tardy (5 or more minutes late) on the day they are due (resulting in loss of a letter grade and no redo).

Projects cannot be turned in for credit after the class they are due unless you have emergency extenuating circumstances and **have talked to me in advance of the class where they are collected.** Sending e-mail messages for this is not acceptable.

If you need special assistance for class notes, please let me know as soon as possible. I will work with you to accommodate your needs.



An e-mail blast.

- *Class contributions, attitude and professionalism (5%).* Class attendance and tardiness, class behavior and contributions, and your professionalism in the class, in lab and on the blog site will contribute 5% to your grade. These factors can also influence the weight of your letter grades. (See sidebar)
- *Speakers, extra opportunities.* Throughout the semester you can attend speakers or special events that contribute to your knowledge of design and graphics. These will be announced during class. As you attend these, I will ask you to share your experiences through blog posts. These extra blog posts will contribute to your final blogging grade.

## Rough drafts & Rationales

Thumbnail sketches or rough drafts and written project briefs will be required with major projects. These will be an indication to me that you have done some conceptualizing for your design project. They should show the boundaries or parameters of your design space. You will receive information about your rationale with the first project. As each project is due, you'll show your projects in small groups in class and complete critique sheets for those in your project groups.

*Failure to turn in required sketches, rough drafts or typed rationales will result in a loss of five points from your project grade. I also will not accept rationales by e-mail.*

You are always encouraged to drop by my office and show me sketches of your designs in progress. Be careful about accepting design advice from anyone else. Go with your best instincts.

You are also encouraged to come to office hours for software help. If you are working and get hung up on how to do something, I can usually provide an e-mail or phone answer.

## About Deadlines

Deadlines are absolutes in communications. Asking me to accept a late project would be the equivalent of asking your managing editor to hold up the presses while you complete your work, or a client to wait another day for a presentation. It won't happen in the professional world. Don't expect it in this class. Plan accordingly.

Coming to class **more than five minutes late** on the day a project is due will result in the project counting as a **late project** which makes it ineligible for a redo. It is also not acceptable to merely place a project in my mailbox or under my door or to send me an e-mail. Late projects cannot be redone. No exceptions!

Turning in a project by sending it with another student and/or missing the class it is due are not acceptable. Exceptions are approved absences and illness requiring advance notice, if possible.

If extenuating circumstances provide the need for a late project, you will have to talk to me about accepting it. There are no guarantees. Please note: This must be done in advance of a project's due date, not after it is due. This should be done in person, if possible.



Magazine feature design.

## Tutors & The Lab

Lab tutors and managers are available during most scheduled lab times to answer questions about software applications and hardware problems. They are not necessarily design tutors.

Problems occur in the computer lab. The server crashes, and your work with it if you haven't saved it. The computer lab stays busy and closes at designated times. These situations are not acceptable reasons to ask for extensions on deadlines, to turn work in late or to come to class tardy on the day a project is due.

*Labs are closed on all school holidays and do not reopen until the following Monday morning. Plan accordingly. NOTE: You can download and use any Adobe software for 30 days from the Cloud on a trial basis. This might help you if you need to work at a time when the labs are closed.*

*There are also excellent tutorials all over the internet including at Adobe TV: [tv.adobe.com](http://tv.adobe.com)., on youtube and Lynda.com.*

## Class Participation and Professionalism

You are expected to participate in class discussions, critiques, presentations and the blog. You are encouraged to ask questions and to clarify concepts discussed in class. Attendance and class participation are taken into consideration in grading. Each project briefing allows time for questions and answers.

Other factors can influence your overall grade in this class. These factors include your attentiveness in class and your professionalism. Disrespect toward anyone else including me, fellow classmates or the class will not be tolerated.

## Color Printing

You have access to color printers in your work space. The color printing must be done after fully proofing in black and white. You should only send the final copy of your project and should only send it once. We'll discuss this as the projects are assigned.

## Flexible Syllabus

The syllabus is subject to revision as need requires, or as we progress through the semester. You will be notified in class of any changes to the deadlines or topics discussed in class. If you need additional information about any class topic, please come talk to me. Outside reading can often supplement the textbook. The blog postings will also help expand your knowledge.

*Don't struggle or suffer in silence if you're having real issues and problems with any aspect of the class. I can't help you if I don't know that you need help. Come talk to me. It's why I have office hours. I am often available to provide help and suggestions and clarify concepts for your projects. If you are surprised by a grade on a returned project, it's a good indication that you needed to seek help.*

## Class critiques and discussions

Discussion is a key aspect of any visual design class and is one of our class goals. In fact, discussion is encouraged. Working independently will take you through the beginning of the process as you synthesize your ideas.

In class discussion, feel free to share your ideas, opinions and disagreements openly. It's okay to disagree with each other and with me, but be prepared to back it up, and be ready for others to challenge your statements.

Visual judgments are subjective and open to interpretation. The visual design fundamentals should guide you.

Voice your opinions with respect to your classmates, and be gentle with others' feelings. Be careful with the terms and words you use to critique someone else's work, just as you would in the workplace. That's another important aspect of managing others.

Personal attacks should not be part of this discussion and should never be voiced during the class. Any attempts to belittle or humiliate others is abuse, and won't be tolerated.

In critiques, keep in mind the purpose of the critique is to help someone think about a different approach, a new solution. Suggestions should be made to help someone improve their work and to earn a better grade on a redo.



Magazine advertising with color gestalts.

## Academic Dates

First day of class: Monday, Aug. 26

Last day of this class: Wednesday, Dec. 4

Last day of classes: Friday, Dec. 6

Other important dates:

Labor Day Holiday: Monday, Sept. 2

Thanksgiving Break: Nov. 24 - Dec. 1 (no classes)

Add deadline: Tuesday, Sept. 3

Grading option deadline: Monday, Sept. 9

Financial deadline for dropping classes: Monday, Sept. 16

Mid-semester: Monday, Oct. 14

Academic drop deadline: Monday, Oct. 21

Registration for spring: Wednesday, Nov. 13 - Friday, Dec. 13

Withdrawal deadline: Friday, Nov. 22

Reading days: Saturday, Dec. 7, Sunday, Dec. 8, Tuesday, Dec. 10, Thursday, Dec. 12 (a.m. only)

Final exams: Monday, Dec. 9, Wednesday, Dec. 11, Friday, Dec. 13, Tuesday, Dec. 10, Thursday, Dec. 12 (p.m. only)

Final grades due from faculty: Thursday, Dec. 26

## Academic Honesty

Both Syracuse University and the Newhouse School have policies governing academic honesty. Review the following policies:

Syracuse University Academic Rules and Regulations

Available online at:

<http://academicintegrity.syr.edu/academic-integrity-policy/>

You are expected to read and understand this information.

*From SU's Senate:*

“Syracuse University’s Academic Integrity Policy holds students accountable for the integrity of the work they submit. Students should be familiar with the policy and know that it is their responsibility to learn about course-specific expectations, as well as about university policy. The university policy governs appropriate citation and use of sources, the integrity of work submitted in exams and assignments, and the veracity of signatures on attendance sheets and other verification of participation in class activities.

The policy also prohibits students from submitting the same written work in more than one class without receiving written authorization in advance from both instructors. The presumptive penalty for a first offense by an undergraduate student is course failure, accompanied by a transcript notation indicating that the failure resulted from a violation of Academic Integrity Policy. The standard sanction for a first offense by a graduate student is suspension or expulsion. For more information and the complete policy, see <http://academicintegrity.syr.edu>.”

*Newhouse School Rules:*

### C1

“Any piece of work bearing a student’s name is assumed by the School to guarantee that the thoughts, expressions, editorial and photographic material not credited to another are literally the student’s own. If such credit is not given for another’s work the student shall be guilty of committing plagiarism. Plagiarism proceedings will begin when a teacher submits evidence thereof to the Academic Standards Committee of the School.”

### C2

“It is not permissible for any student to submit the same material, with substantially the same style, structure, or wording, to instructors in two or more courses.”

With these guidelines in mind, the following class rules should be noted:

- Your projects, rationales, sketches, blog postings and critiques must be your own individual effort.
- Completing computer work for another student in class is not acceptable. Using another student’s work is not acceptable.
- Signing in another student for lab attendance is not acceptable. Signing in and then leaving the lab or leaving for a substantial part of the lab is not acceptable and will result in no credit given for that lab.
- When using (within project parameters) visual material





### Magazine advertising with color gestalts.

### Newhouse Printing Policy

In order to help reduce our environmental impact and to more fairly manage costs, the Newhouse School is updating its printing policy. Effective Fall 2011, Newhouse students will receive a \$25 credit at the beginning of each academic year for printing services in all public computer labs as well as the Newhouse computer labs. The University's online Print Quota Management System will automatically deduct the cost of printing from your credit until that credit is exhausted. By logging into the system, you can view your balance and printing history and add money to your account via credit card. You can also add money to your account using cash by visiting the Schine Copy Center (103 Schine) during normal business hours. You will be notified via email when your printing account balance drops below \$5, and again when it drops below \$1.

Printing costs:

Size	Black-and-white	Color
8.5x11	2 cents per side	16 cents per side
11x17	3 cents per side	18 cents per side

The default print setting on all Newhouse printers is duplex (double-sided). Using this option saves on paper and toner costs. And, double-sided printing results in a 40 percent printing discount for you! (So, for example, a four-page black-and-white document on 8.5 X 11 paper would cost 5 cents when duplexed, as opposed to 8 cents single-sided.)

Like you, we're committed to reducing our costs and our carbon footprint. Thank you for helping us "go green"!

from other sources, that material must be fully cited in your rationale as explained in class at the time the project is assigned.

- If material is required to be original, it means that the student created the content without relying on other means to obtain it.

### Students With Disabilities

You are invited to contact me during office hours to discuss any disability-related issues which you would like me to know about.

#### *SU Statement Regarding Disability-Related Accommodations:*

If you believe that you need accommodations for a disability, please contact the Office of Disability Services (ODS), disabilityservices.syr.edu, located at 804 University Avenue, room 309 or call 315.443.4498 for an appointment to discuss your needs and the process for requesting accommodations. ODS is responsible for coordinating disability-related accommodations and will issue students with documented disabilities "Accommodation Authorization Letters," as appropriate. Since accommodations may require early planning and generally are not provided retroactively, please contact ODS as soon as possible.

Our community values diversity and seeks to promote meaningful access to educational opportunities for all students. Syracuse University and the Newhouse faculty are committed to your success and to supporting Section 504 of the Rehabilitation Act of 1973 as amended and the Americans with Disabilities Act (1990). This means that in general no individual who is otherwise qualified shall be excluded from participation in, be denied benefits of, or be subjected to discrimination under any program or activity, solely by reason of having a disability.

You are also welcome to contact your professor privately to discuss your academic needs although faculty cannot arrange for disability-related accommodations.

### Religious Observances

SU's religious observances policy, found at:

[http://supolicies.syr.edu/emp\\_ben/religious\\_observance.htm](http://supolicies.syr.edu/emp_ben/religious_observance.htm), recognizes the diversity of faiths represented among the campus community and protects the rights of students, faculty, and staff to observe religious holy days according to their tradition. Under the policy, students are provided an opportunity to make up any examination, study, or work requirements that may be missed due to a religious observance provided they notify their instructors before the end of the second week of classes. For fall and spring semesters, an online notification process is available through MySlice/Student Services/Enrollment/My Religious Observances from the first day of class until the end of the second week of class

Students who plan to observe a religious holiday this term must use the online notification process on MySlice, available only the first two weeks of classes. Those notices will be available to faculty on the first day of class.

If you will be missing class days for religious observances, please discuss with me in advance how to make-up any missed class or lab.

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## Use of Student Work (FERPA)

I will use academic work that you complete this semester in subsequent semesters for educational purposes. I will render the work anonymous by removing all your personal identification (from your resume, for instance). If you would prefer that I not use any of your work, please let me know. I will never use student work as a bad example.

## E-Mail

University policy requires that all university communications be sent to students' SU account, ending with @syr.edu. If you'd like that e-mail forwarded to another account see <https://selfserv.syr.edu/accounts/>.