HU 2645
Graphic and Information Design
Spring 2010

The Time and Place
Walker Hall Room 144
2:05 – 3:20pm Tuesday & Thursday

Professor Jennifer Slack
Office: 304 Walker Hall
Phone: 907-487-3228
Email: jdsslack@mtu.edu
Office Hours: 12:30-2:00 T & Th

Course Description (Catalog)
A computer-intensive introduction to the principles for creating clear, effective graphic communication. Students critique the work of other designers in terms of the work’s audience and intended effect, and they construct and critique their own design projects as well.

Course Objectives
1. Understand principles of design and begin to develop a critical aesthetic.
2. Integrate image and text in designs for specific audiences and purposes.
3. Develop basic facility with design software tools (Photoshop, Illustrator, InDesign).
4. Choose appropriate design and software tools to produce for both print and on-line formats.
5. Undertake and manage small projects from conception through production for both print and on-line formats.

Course Requirements
Lynda.com videos: Adobe CS4:
  Illustrator CS4 Essential Training with Mordy Golding (8:25 hrs)
  InDesign CS4 Essential Training with David Blatner (11:02 hrs)
  Photoshop CS4 Getting Started with Deke McClelland (2:05 hrs)
  Designing an Event Poster Hands-On Workshop with Nigel French (2:17 hrs)
  (optional)
9 small projects with specific objectives
  These are due every Tuesday, weeks 4-12
1 poster (major project)
1 design journal (major project)
Quizzes (unannounced, on readings and class material)
Grading

Small projects 9 x 25 points each | 225 points
Poster | 100 points
Design journal | 100 points
Quizzes | 75 points
TOTAL | 500 points

Each project will be evaluated using the following rubric – with some variation for different assignments (5 points each for small projects; 20 for the poster project):

1. Design meets specific assignment objectives, utilizing required design principles and tools effectively
2. Design makes creative use of design principles & tools
3. Design is fully resolved and professionally presented
4. On time

The Design Journal will be evaluated using the following rubric (25 points each):

Demonstrates consistent and substantial engagement with class
Exhibits regular engagement (at least 5 per week)
Explores examples, content, ideas, and principles of graphic design
Demonstrates creativity
On time

Final Grades

A = 465 and above | A/B = 440 - 464
B = 410 - 439 | B/C = 380 - 409
C = 350 - 379 | C/D = 325 - 349
D = 300 - 324
F = below 300
Course Policies
I expect regular attendance at all lectures and DMZ designated time. There are no make-ups of quizzes or in-class work without legitimate and documented excuses. I will take off the following points for late projects:

**Minor projects:** -1 if not turned in during class; -2 if not turned in by 5pm the same day; -3 if not turned in by noon the next day; -4 if not turned by 5pm that next day; -5 if any later than class of the third day. No assignments will be accepted if 2 weeks late; and no assignments accepted after 5pm Friday April 23 (which means you fail the class)

**Major projects:** -4 if not turned in during class; -8 if not turned in by 5pm the same day; -12 if not turned in by noon the next day; -16 if not turned in by 5pm that next day; -20 if any later than noon of the third day. No assignments accepted after 5 pm Friday April 23 (which means you fail the class)

All projects must be completed to pass the class.
No small projects will be accepted if they are more than 2 weeks late.
No projects will be accepted after 5 pm on April 23.

University Policies
*Academic regulations and procedures are governed by University policy. Academic dishonesty cases will be handled in accordance with the University’s policies.*

*If you have a disability that could affect your performance in this class or that requires an accommodation under the Americas with Disabilities Act, please address this as soon as possible. The Affirmative Action office has asked that you be made aware of the following;

*Michigan Tech complies with all federal and state laws and regulations regarding discrimination, including the Americans with Disabilities Act of 1990. If you have a disability and need a reasonable accommodation for equal access to education or services at Michigan Tech, please call the Dean of Students office at 906-487-2212. For other concerns about discrimination, you may contact your advisor, department head or the Affirmative Action Office, at 906-487-3310.*

Academic Integrity Policies:
www.studentaffairs.mtu.edu/dean/judicial/policies/academic_integrity.html

Affirmative Action Policies:
www.admin.mtu.edu/aa/

Disability Services Policies:
www.admin.mtu.edu/urel/studenthandbook/student_services.html#disability

Equal Opportunity
Statement:www.admin.mtu.edu/admin/boc/policy/ch3/ch3p7.h
Course Schedule

I reserve the right to make adjustments to this schedule if I deem it in your best interests.

As a general rule, we will spend Tuesday in 134 and Thursday in the DMZ (The Humanities Digital Media Zone) on the Mac side.

<table>
<thead>
<tr>
<th>Week 1 (Jan 12 &amp; 14)</th>
<th>PREP DUE</th>
<th>ASSIGN DUE</th>
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<tbody>
<tr>
<td>Tues</td>
<td>Introduction to Art and Graphic Design</td>
<td>Sam pp. 6-29</td>
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<tr>
<td>Thurs</td>
<td>Communication and the Ethics of Design</td>
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| Week 2 (Jan 19 & 21) | |
|----------------------| Sam pp. 246-269 |
| Tues                 | Content, Style, Aesthetics |
| Thurs                | DMZ: Basics of formats and programs |

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<thead>
<tr>
<th>Week 3 (Jan 26 &amp; 28)</th>
<th>Sam pp. 30-79</th>
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<tbody>
<tr>
<td>Tues</td>
<td>Point and Line</td>
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<td>Thurs</td>
<td>DMZ: Intro to Illustrator, Point and Line</td>
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<tr>
<th>Week 4 (Feb 2 &amp; 4)</th>
<th>lynda: Illustrator 6-9</th>
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<tr>
<td>Tues</td>
<td>Composition: The Shape of Space</td>
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<td>Thurs</td>
<td>DMZ: Illustrator, Shapes (NO CLASS – WINTER CARNIVAL)</td>
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<tr>
<th>Week 5 (Feb 9 &amp; 11)</th>
<th>lynda: Illustrator 11-17 (CP)</th>
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<tr>
<td>Tues</td>
<td>Layout, Rhythm, Movement</td>
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<tr>
<td>Thurs</td>
<td>DMZ: Illustrator, Layout, Rhythm, Movement</td>
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<tr>
<th>Week 6 (Feb 16 &amp; 18)</th>
<th>Sam pp. 80-112</th>
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<tr>
<td>Tues</td>
<td>Gray Sale, Contrast, Color</td>
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<tr>
<td>Thurs</td>
<td>DMZ: Illustrator, Color</td>
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<th>Week 7 (Feb 23 &amp; 25)</th>
<th>lynda: Illustrator 11-17 (CP)</th>
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<tr>
<td>Tues</td>
<td>Color, Texture, Culture</td>
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<tr>
<td>Thurs</td>
<td>DMZ: Illustrator, Color</td>
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<th>Week 8 (Mar 2 &amp; 4)</th>
<th>Sam pp. 114-163</th>
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<tr>
<td>Tues</td>
<td>Typography (Helvetica Movie)</td>
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<td>Thurs</td>
<td>DMZ: Intro to Indesign</td>
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Spring Break March 9 & 11
Week 9 (Mar 16 & 18)
Tues  Typography, Image, Text
Thurs  DMZ: Indesign, Typography

Week 10 (Mar 23 & 25)
Tues  Images
Thurs  DMZ: Intro to Photoshop, Selection

Week 11 (Mar 30 Apr 1)
Tues  Working with Images
Thurs  DMZ: Photoshop, Images

Week 12 (Apr 6 & 8)
Tues  Putting it all Together
Thurs  DMZ: Final Projects

Week 13 (Apr 13 & 15)
Tues  Working with Printers
Thurs  DMZ: Final Projects

Week 14 (Apr 20 & 22)
Tues  Final Projects
Thurs  DMZ: Final Projects

Friday April 23 by 5pm.

***At this point you may want to watch the lynda.com video: Designing An Event Poster Hands-On Workshop with Nigel French