Graphic and Information Design  
HU 2645 Section R01  
Spring 2014  
with Thomas C. Adolphs

The Basics:  
My Office: 330 Walker  
Class meets Tues. and Thurs. in Walker 120A from 7:05 – 8:20pm

Course Overview:  
This course is 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 Goals:  
• To gain an understanding of the history and theory that accompany graphic design in order to better comprehend its impact on the individual, and more broadly, society at large (how design impacts our own thinking and actions)  
• To learn and incorporate the principles of design into one’s own work, establishing a critical “eye” for aesthetics  
• To effectively communicate information via a visual format, using both image and text  
• To develop one’s skills within the following software programs - Illustrator, PhotoShop, and InDesign  
• To use the software listed above to make one’s own idea(s) come to fruition (effectively developing a concept into a tangible print, or a digital form of communication)  
• To not only analyze your own work, but to work as a critical team in order to better the work of your peers

Materials Needed for Course:  
Adobe Creative Suites – provided by the HDMZ  
Sketchbook and tracing paper - Everyone is required to have a "professional" sketchbook and tracing paper (tracing paper MUST be at least 16 by 13 inches – can be found at MTU bookstore), which will be used for the development of your ideas, bringing your concepts into the CS programs, and for matting.

Drawing implements  
Matte board - Provided by HDMZ  
Metal ruler or T-square - Provided by HDMZ  
Exacto Knife and extra blades – Provided by HDMZ  
Tape  
Memory cards, flash drives, or CDs

Required Reading for the Course:  
The reading for this class will be posted as PDF files on Canvas. The reading and responses will be assigned in class. I must stress, it is your responsibility to keep track of the reading and responses due throughout this course!
**Attendance Policy:**
Due to the nature of this course you will only be allowed two unexcused absences before your grade is affected. Each additional absence will result in a lowering of your grade – an A to an AB, an AB to a B, etc.

Your attendance is needed for the course to move smoothly and to prevent falling behind. Two days a week - *meeting for only an hour and fifteen minutes* - is not much time for a graphics course.

**Assignments:**
- Three major CS assignments – each worth 100 points
- Reading responses – each worth 10 points

All the “major” CS assignments must be completed if you wish to pass this course. Assignments will be collected when they are due. Each day that any assignment is late will result in the lowering of that assignments grade – an A to an AB, an AB to a B. If you know you will be absent, please arrange a time to turn in the assignment before your missed day.

**Grading Scale:**
To receive a passing grade in this course you must complete all assignments, projects, and the final portfolio.

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<tr>
<th>Grade</th>
<th>Points</th>
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<tbody>
<tr>
<td>A</td>
<td>93-100%</td>
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<tr>
<td>A/B</td>
<td>87-92.9%</td>
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<tr>
<td>B</td>
<td>82-86.9%</td>
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<tr>
<td>B/C</td>
<td>77-81.9%</td>
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<tr>
<td>C</td>
<td>72-76.9%</td>
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<td>C/D</td>
<td>67-71.9%</td>
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<td>D</td>
<td>62-66.9%</td>
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<td>F</td>
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**Respectfulness:**
Everyone has the right to his or her own unique perspective and opinions, that having been said, I expect us all to realize that some thoughts are not appropriate for an academic setting. The inability to respect others within this class will not be tolerated, and could potentially affect your grade.

**MTU’s Policy on Academic Integrity:**
Plagiarism and cheating are serious academic offenses. They are defined by this policy as: “knowingly copying another’s work or ideas and calling them one’s own or not giving proper credit or citation,” and this policy covers copying sections or entire papers from printed or electronic sources, as well as handing in papers written by students for other classes or purchasing academic papers. Plagiarism and cheating not only are dishonest but also cheat you out of learning, the prime reason you are here. If you ever have questions about this issue, please talk with me or consult a coach in the Writing Center (487-2007).

(http://www.studentaffairs.mtu.edu/dean/judicial/policies/academic_integrity.htm)

**MTU’s Policy on Discrimination and Harassment:**
MTU complies with all federal and state laws and regulations regarding discrimination, including the Americans with Disabilities Act (ADA) of 1990. If you have a disability and need reasonable accommodation for equal access to education and services at MTU, please call Dr. Gloria Melton, Dean of Students (487-2212). For other concerns about discrimination, you may contact your advisor, department chair or the Affirmative Action Office (487-3310). Disability Services (http://www.admin.mtu.edu/urel/studenthandbook/student_services.html) Equal Opportunity (http://www.admin.mtu.edu/admin/boc/policy/ch3/ch3p7.htm)

*Note - I reserve the right to change this syllabus to meet the needs of the class.*