Introduction to Design | ART 221 – 802 | course number 10179
ART Building, Room 403
15 Weeks, 3 Credits
Tuesday and Thursday, 12:30PM - 3:00PM

Instructor Contact Information:
Adam Wertel
Email: Apwertel@uwm.edu
Office: ART 403
Office Hours: Tuesday/Thursday 11:00 – 12:00

Final exam:
Thursday December 21, 2017 | 12:30 – 2:30
The final critique will be held as scheduled by in the official University final exam time schedule.

Course Description:
Art 221 is designed to introduce students to effective design practices and dynamic digital tools – and examines how technologically driven delivery processes relate to and influence visual communication. Importance will be placed on the development of conceptual skills, formal sensibilities, and technical abilities that allow designers to effectively and meaningfully communicate.

Course Prerequisites:
Art Majors need to have completed the following foundation courses - ART 101(P), 102(P), 106(P), 108(P), & 118(P)

Course Objectives:
• foster an enhanced understanding of the formal properties and processes of design
• understand the legacy of changing technologies and their impact on design
• develop skills that enhance the processing of information from the initial concept/sketch to the completed project.
• articulate ideas visually, in writing, and in speaking
• work collaboratively; share ideas and information with peers
• begin to understand your working design process
• foster student skills in craftsmanship, professionalism, composition and work habits

Description of instructional methods:
The structure of the course includes a combination of exercises, problems/projects, collaborative opportunities, lectures, readings, written components, research activities, discussions, presentations, demonstrations, and outside class studio activities.

Expected Course Workload: (three credit hour course, 15 weeks)
Class (5/week, 75 hours overall): lecture, presentation, discussion, collaboration, critique, idea sharing, progress reviews.

Outside Studio: (6/week, 90 hours overall)
Project/problem active research, idea development, reading/written components, planning, exploration, process, prototypes, production, and finished product(s) development

Total: 165 hours°
° Please note that this is an estimation of time investment. Students are evaluated on performance. To successfully complete the assigned coursework and meet the course objectives, student time investment may be more.

Projects will be assigned and will be due on scheduled dates. Each project/design activity will include an introduction to the specifics of what is expected and what concepts we are covering. At the completion of the assigned project a critique/class review will take place. Grades will be presented after each project and at the conclusion of the semester.

There will rarely be opportunities to assemble work during class. Homework must be completed prior to the beginning of class on the day that it is due. All presentation, progress printing, mounting, and assembly must be completed prior to the beginning of class.
We will use D2L as an on-line accompaniment in the course. You will be required to use D2L to retrieve your project briefs, reading assignments, and to check for messages related to the course. It is recommended you check your email (outlook/office 365) and D2L site daily.

It is expected that all work will be your own original creation (or creations in acknowledged collaboration) in accordance with the specifications communicated in project briefs. Plagiarism is the use of others’ words, images or ideas without clearly acknowledging the source of the information. Common instances of plagiarism include—but are not limited to—the use of others words (directly or in paraphrase) without citation or with incorrect citation, submitting work that is not the student’s own original effort, submitting the same work for multiple courses without prior consent (self-plagiarism), or using images that are not original without proper acknowledgment/ attribution.

If a student has been identified as having committed plagiarism, the student will receive a zero for the project in which the plagiarism has occurred. Depending upon the circumstances and severity of the offense, additional disciplinary measures may be taken.

Please read the following link which outlines UWM’s academic misconduct policy:  
http://uwm.edu/academicaffairs/facultystaff/policies/academic-misconduct/

Laptop & Software Requirement:  
All students enrolled in Art 221 are required to own a laptop and specific software. You will use your laptop for all of your projects, although there will be many times when substantial hand-drawing/sketching activities are required.

Software:  
Adobe Creative Cloud  
Note: If you already CS6, you may upgrade or you may continue to use the older software for ART 221. Demonstrations will focus on CC, however, and the work-flow may be different in older versions of the software.

Course Fee Waiver  
If the Student wishes to opt-out of the College acquiring their program materials, the Student may contact Adam Wertel on or before 9/15/2017; if no contact is made by that time, the Student will be deemed to have opted-in. Students opting out of this process will be reimbursed for the cost of program materials and will be personally responsible to acquire these materials. Note that materials may cost significantly more when not obtained through the College.

The class community:  
You and your classmates constitute a community. It is crucial that everyone participates in the community (during critiques and discussions, for example), and supports its ecology. With that in mind, you must arrive to class on time, come prepared for the day’s activities, focus your full, undivided attention during all lectures/discussions, and TURN OFF all cell phones, hand-held electronics. You must also be willing and able to collaborate with your classmates, and share your knowledge with others. While you may take notes using your laptop, you may not be engaged in any non-class activities using your laptop. You may not work on projects for other courses during class time (class time is to work on projects, exercises, discussions, etc that we are currently engaged in in class). Use class time wisely and efficiently. Use of social media is strictly prohibited while class is in session (i.e. updating your facebook, twitter or any other social media platform).

Water, coffee, tea, and soda in appropriate containers is allowed. Eating and snacking in class is prohibited.

Refusal to follow the classroom policies will result in the student being asked to leave the classroom and to be marked absent for that day.

Attendance:  
Prompt and regular attendance is very important. Attendance is considered part of your work for this studio lab class, and it will be evaluated along with your projects, class participation, etc. You are allowed three absences in this class, with or without a doctors note. Every absence beyond three absences will lower your final grade.

You will lose 1-half letter grade of your final grade for each absence after the allotted three. There will be no exceptions. Be smart about these absences, you may need them. Do not take your absences “just because,” or skip because you did not complete the work due. It is better to come to class not prepared than not come to class at all.
Absences will have a detrimental effect on your progress in class. Prolonged absenteeism may even prevent you from passing the course. If you are unavoidably absent, it is your responsibility to contact your classmates and get the information you missed. If you contact me ahead of time, I will make every effort I can to apprise you of the information you will be missing, but will not give individualized lectures or notes for absentees.

Class will begin promptly... please do not be late! Three late arrivals, or early departures, will be counted as one full absence. If you are in class less than 60 minutes, it will be considered a full absence.

**Evaluation:**

Each project will receive a letter grade, and will be evaluated according to the specific objectives and parameters outlined in the project brief. All work, including work-in-progress, is due at the beginning of class (unless otherwise specified) on its published due date. Extensions are not granted unless there are extenuating circumstances that can be documented. An extension must be negotiated between the student and instructor well before the due date in question. Incomplete or late work (including preliminary work) will be downgraded accordingly.

Your final grade will be based primarily on the average of your project grades, but will also include evaluations of class participation/preparedness and attendance. Effort and intensity go a long way in this class, so be sure to participate actively and “go the extra mile” as you complete your projects. Remember that a ‘C’ represents average and adequate work and performance. Incomplete or inadequate work and performance is below a ‘C’. A’s are only given for work and performance that truly excels in all aspects of content, idea, design, clarity, follow through, efficiency, professionalism, attitude, growth, etc...

**Project re-submission:**

During this course, you will complete three projects. You are invited to continue to improve your projects after they have been evaluated for a grade to further prepare for the Design and Visual Communication program’s entrance portfolio review. I will assist you with these improvements if you request assistance in advance.

During the course, you may resubmit one project to attempt a higher grade. Re-submissions will not be accepted if the project was not presented or completed at the final critique. If you choose to resubmit a project, you must discuss with me the revisions you intend to make (you will base these on the feedback you received on your evaluation). You must add a new section to your process book called “Re-submission” and document all your re-submission work. You must also write a new critical reflection that explains the work you have done, what you have learned, etc. Project re-submission will not necessarily ensure a higher grade. Project 3, our final project of the semester, is not open for re-submission.

**Design and Visual Communications intended majors:**

A grade of B- or better in this class is necessary to be considered to enter in the Design and Visual Communication program. Achieving the B- prerequisite for the DVC program does not ensure your acceptance into the DVC program at UWM. There are many ways to raise your grade to a B-. These include professionalism, organized process books, good quiz scores, well written research paper, class participation, and exceeding project deliverables. These are important strengths to have for consideration in the program, and essential to acceptance, but they do not guarantee a strong portfolio of work. The DVC program selection committee retains the right to assess each portfolio.

Project evaluation criteria:

Project evaluation comprises the following areas of criteria totaling 100% of each assignment’s grade. You are evaluated using the criteria specified in this document. This allows the ability to clearly and accurately pinpoint the strengths and weaknesses of your performance. The criteria are divided into three major categories: process, realization, and professionalism. These categories are defined as follows:

**Process 33%**

**Research**

Are the research methods effectively chosen and implemented to arrive at successful solutions to design problems? Do they cover all aspects of the problem, including, but not limited to, historical background and functional concerns?

**Concept**

Are concepts inventive and appropriate, and do they satisfy the objectives of a stated design problem?

**Motivation**

Did the student stay on task and motivated throughout the entire process? Do required reading and
writing assignments take the form of problem statements, research, and journal entries?

**Communication**
Does the problem solution present a clear message, and is this message appropriate for the audience?

**Organization**
Are all syntactic concerns such as form and composition, well-articulated?

**Realization 33%**

**Craft**
Does the project reflect the appropriate use of tools and materials, and is it presented in a professional manner?

**Synthesis of Critical Feedback**
Did the student engage in synthesizing critical feedback and personal assessment into refined work?

**Visual Articulation**
When required, did the student clearly and accurately represent the work visually in a manner that was convincing and professional? Was the audience effectively considered in the choice of visual language used?

**Professionalism 33%**

**Attendance**
Was the student punctual, and exhibited a responsible attitude?

**Deadlines**
Were both the process work and projects turned in on time?

**Verbal Articulation**
Was the student able to critically address their work clearly, concisely, and accurately?

**Written Articulation**
When required, did the student clearly, concisely, and accurately articulate in written form pertinent data in a convincing and professional manner?

**Participation**
Did the student actively contribute to critiques and topic discussions on a regular basis?

**Required readings:**
Required and recommended readings will be available via PDF in the course’s D2L.

**Required materials:**
Please refer to the Material and Supply List document in D2L.

**Required Tutorial Site Use:**
http://lynda.com
There is a link to this tutorial site in D2L. Membership is free for students.

Assigned participation in lynda.com tutorials will be given throughout this semester with time deadlines. Certificates of completion will be required to be included in process books.

**Supplemental Course Documentation:**
The following additional documents serve as critical supplemental materials to the syllabus. It is only through careful examination of ALL course materials that students can fully understand the expectations of the course and their performance within it. These documents can be found on D2L listed under ART 221.

- Course Calendar
- Project Assignments
- Instructions
- Inspiration and Resources
- Material and Supply List
- Grading Criteria
- Process Book Content Requirements and Project Label Guidelines
University Policies:
Please see supplemental PDF document on the course D2L site with live links to www.uwm.edu/Dept/SecU/SyllabusLinks.pdf

Health Care and Health Insurance:
Norris Health Center www4.uwm.edu/norris/ provides many services, which are prepaid as part of tuition and fees. However, Norris Health Center does not cover hospital inpatient, emergency room, or immediate care treatment provided outside our facility.

We strongly encourage students to have insurance to cover medical expenses outside of Norris Health Center www4.uwm.edu/norris/. You do not need health insurance to use Norris health center and Norris Health Center does not bill insurance.

There are new options for health insurance since 2014. Learn more about the health insurance marketplace at www.healthcare.gov. International Students: http://uwm.edu/cie/students-scholars/students/health-insurance/ (*The University of Wisconsin System Policy requires all international students to have health insurance.)

What is copyright?
Copyright is a form of protection provided by the laws of the United States (title 17, U.S. Code) to the authors of “original works of authorship,” including literary, dramatic, musical, artistic, and certain other intellectual works. This protection is available to both published and unpublished works. Section 106 of the 1976 Copyright Act generally gives the owner of copyright the exclusive right to do and to authorize others to use their materials. You must get permission to use copyrighted original works of authorship if you plan to make your project available to the public in any way. For more on gaining permission see: www4.uwm.edu/ltc/copyright/getting-permission.cfm

Students with disabilities:
Any accommodations must be made through the SAC office. For additional information, please go to: www4.uwm.edu/sac/SACltr.pdf

Religious observances:
Accommodations for absences due to religious observance should be noted.
www4.uwm.edu/secu/docs/other/S1.5.htm

Students called to active military duty:
Accommodations for absences due to call-up of reserves to active military duty should be noted.
www4.uwm.edu/current_students/military_call_up.cfm

Incomplete:
A notation of “incomplete” may be given in lieu of a final grade to a student who has carried a subject successfully until the end of a semester but who, because of illness or other unusual and substantiated cause beyond the student’s control, has been unable to take or complete the final examination or to complete some limited amount of term work.
www4.uwm.edu/secu/docs/other/S31.pdf

Discriminatory conduct (such as sexual harassment):
Discriminatory conduct will not be tolerated by the University. It poisons the work and learning environment of the University and threatens the careers, educational experience, and well-being of students, faculty, and staff.
www4.uwm.edu/secu/docs/other/S47.pdf

Academic misconduct:
Cheating on exams or plagiarism are violations of the academic honor code and carry severe sanctions, including failing a course or even suspension or dismissal from the University.
www4.uwm.edu/acad_aff/policy/academicmisconduct.cfm

Complaint procedures:
If a complaint cannot be resolved between instructor and student, the student may direct complaints to the chairperson of the Art & Design department, Kyoung Ae Cho. If the complaint allegedly violates a specific university policy, it may be directed to the head of the department or academic unit in which the complaint occurred or to the appropriate university office responsible for enforcing the policy.
www4.uwm.edu/secu/docs/other/S49.7.htm
Grade appeal procedures:
A student may appeal a grade on the grounds that it is based on a capricious or arbitrary decision of the course instructor. Such an appeal shall follow the established procedures of Peck School of the Arts. These procedures are available in writing from the Art and Design department chairperson, Kyung Ae Cho, or Dean of Peck School of the Arts.
www4.uwm.edu/secu/docs/other/S28.htm

Student contract
Please PRINT this page, sign and submit (print or PDF) to me by Tuesday, September 12, 2017
I have received and have read through the course syllabus.
I have asked for clarification about sections that were unclear.
I understand the syllabus and agree to meet the standards, directions, and expectations outlined in it.

student signature

____________________________________
print student name

current year

current year