Art 221 Introduction to Design
Spring 2019
Classroom: ART 403, 802
Instructor: Adream Blair
Office: 430B
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Office Hours: Office Hours By Appt.

Catalog Description
Introduction to computer as design and production tool for graphic design, use software to create graphics, edit images and design complex layouts.

Course Description
Introduction to Design is designed to introduce students to effective design practices and dynamic digital tools, and to examine how technologically-driven processes relate to and influence visual communication. The course will emphasize the development of conceptual skills, formal sensibilities, research skills and technical proficiency; expertise which allows designers to effectively and meaningfully communicate.

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 and the ability to revise ideas, 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

Upon completion of the course, students should be able to:
• Use the Adobe Creative Suite software (Photoshop, Illustrator, InDesign) with confidence
• Create and compile final files suitable for printing
• Confidently present and critique their work

Coursework
Coursework will consist of exercises and projects. Class time will consist of a combination of lectures, presentations, critiques, collaborative opportunities and project work time. You are required to take notes during class critiques and presentations. This includes feedback from your classmates and information and directions from me.
There will never be opportunities to print or assemble work during class. Homework must be completed prior to the beginning of class on the day it is due. All printing and mounting must be done before class begins.

We will use D2L as an online augmentation to our class time. You will be required to use D2L to retrieve your project briefs, turn in compiled documents of your work for each assignment, check your grades, post information for your classmates and to check for announcements. It is recommended you check your email and D2L site daily.

**Workload Statement**

In 221 Introduction to Design, you can expect the following workload:

<table>
<thead>
<tr>
<th>Class Time</th>
<th>5 hours/week, 75 hours overall: lecture, presentation, discussion, collaboration, critique, idea sharing, progress reviews</th>
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<tbody>
<tr>
<td>Outside Studio Work</td>
<td>5 hours/week, 75 hours overall: project/problem active research, idea development, reading/written components, planning, exploration, process, prototypes, production, and finished product(s) developme</td>
</tr>
<tr>
<td>Tutorial Help Sessions</td>
<td>5 hours/week, 7.5 hours overall</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>168.75 hours (11.25 hours/week)</td>
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This estimated workload is, of course, only an estimate, and time investment will neither be evenly distributed throughout the semester nor will everyone’s time investment be equal. It is also important to understand that you will be evaluated on the quality of the work you turn it, and not on the number of hours you spend on that work, although there is a correlation between time investment and successful outcomes.

**Writing**

The ability to write and speak about your work to clients and colleagues is crucial to effective design practice. Your skill level in this area will have a large impact on where you can work and how far you can go in professional practice. Verbal and written articulation will be evaluated with each project, thus impacting your overall grade for the class. It is strongly recommended that you utilize the UWM Writing Center for assistance if you need in-depth assistance with writing.

**Taking Notes**

You are required to take notes during class on lectures, discussions and critiques, and the course readings. These notes will help you refine your work, strengthen your ideas and understand the course material, as well as study for exams. Students learn most when they take notes by hand.

**Course Readings**

*ANY* recommended readings will be available via PDF on D2L.

**Project Deliverables**

You must hand in your completed projects as follows:

- process book and final work
- Identify each project properly.
- Project Label
  Affix a project label to both the back of the project and the front of all process book(s). If you have multiple process books, be sure to number them (book 1 of 3, etc)
- All projects need to be turned in as compiled digital and PDF files to the D2L project drop box at the time the project is due.

**Process Books and Project Labels**
A separate brief will describe the requirements for Process Books and Project Labels, which are required for each project.

**Required Tutorial Site Use:**
There is a link to the lynda.com 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.

**Required Materials**
technical pens, illustration markers in permanent black
Pencils, #2 okay
white vinyl eraser
Bienfang Graphics 360 marker paper pad 9” x 12” (suggested)
x-acto knife and blades for cutting prints
cutting surface at least 12 x 18”
18” cork backed steel ruler
spiral sketchbook of good quality drawing paper
masking tape
3m Super 77 Multipurpose Adhesive (use spray mount only in vent hoods or outdoors, NEVER in hallways or classrooms) or use rubber cement pick-up (works to clean-up spray adhesives)
sturdy portfolio to safely transport and turn in projects
external hard drive
black foam core
3-hole tab paper/poly folders for process books
Tabs for process books (write-on or sticker tabs, NOT paper insert tabs)
Adobe Creative Cloud

**Laptop Requirement**
All students enrolled in ART 221 are required to own a laptop and specific software (https://uwm.edu/arts/apply/laptop/). You will use your laptop for all of your projects, although there will be many times when substantial hand-drawing is required.

Students are not required to purchase a printer. However, access to printing is required, and investing in an inexpensive printer for in-progress/preliminary printouts can save time and hassle.
Out-of-class Requirements

Students will need to have access to all necessary computer technology, printers, and software to complete all assignments. Adobe software and desktop computers are available in UWM’s computer labs, although you will probably use your laptop for most, if not all, of your coursework.

You will need to print in-process designs for critique, revised designs, and your final work. For black and white preliminary designs, you can print through the campus services (using your e-panther card). For higher-quality prints, please choose from the following vendors:

Students will need to either purchase a printer for their high-quality digital output, or they will need to use a local vendor to output their work. The faculty of DVC has compiled this useful list of printers and vendors (as of August 2018).

PRINTERS (for high-quality output/Amazon pricing 8/2018)
13 x 19 wide-format inkjet printers
- CANON PIXMA iX6820 Wireless Business Printer $136.00
- CANON Pixma Pro Inkjet Printer $299.28

PRINTING RESOURCES
On Campus
- Bolton 225
- Library Learning Commons
- Union W199
- Union Marketing (75% off)
- Sandburg C280 (24 hrs. for Sandburg residents)

Off Campus
- Digital Edge
- Digi Copy
- Clark Graphics
- FedEx/Kinkos (might try others 1st)
- Office Depot
- Walgreens
- Overnight Prints (postcards)

3D PRINTING
- Shapeways [www.shapeways.com](http://www.shapeways.com) (3D printed Objects)
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 and other hand-held electronics. You must also be willing and able to collaborate with your classmates, and share your knowledge with others. There will be many opportunities to use your laptop during class time, but you may not be engaged in any non-class activities using your laptop, or work on projects for other courses.

Laptops and phones are "banned" during lectures unless the lecture specifically requires you to engage software along with the instructor. You should put your phones away and close your laptops during lectures. Numerous studies prove that they do not enhance learning, and that they distract your classmates. Unless you have a VISA that stipulates that you need technology to take notes or communicate, you must take notes by hand.

Classroom Protocols

Water, coffee, tea, and soda in appropriate containers is allowed. Eating and snacking in class is prohibited. Should you spill any beverage, you must clean it up thoroughly. Be careful of others’ laptops, design work and personal belongings if you choose to drink during class.

You must never cut paper, matte board or anything else without using a self-healing cutting surface to protect our tables. Please do not write or scratch into the surfaces for any reason. These are expensive pieces of equipment and we do not have the budget to replace them.

Attendance

As stated in the student handbook, student absences are not expected to exceed more than 10% of the number of the classes scheduled for the semester (3 classes), after which the instructor may elect to lower the student’s grade for the course.

The allotted absences are to accommodate routine illness, weddings, car trouble etc. Doctor appointments, advisor conferences, trips to supply stores and employment, etc., should not be scheduled to conflict with class when at all possible. Faculty cannot and will not be placed in the position of determining which absences are excusable and which are not.

All students are expected to attend class on a regular basis. Prolonged illness should be verified by a physician and may require the student to withdraw from class if they cannot complete work in a comprehensive and timely manner.

If you are unavoidably late or absent, it is up to you to contact your classmates and get the information you missed. If you contact me ahead of time, I will make every effort to apprise you of the information you will be missing, but I will not give individualized lectures for absentees or latecomers. Do not email me asking "what did I miss today?"

Do not attend class if you are ill. This is what your "free" absences are for. Recent research suggests that influenza is spread through simply breathing (not only coughing or sneezing). You will recover more quickly if you stay home
and rest. If you must go out and about, wear a face mask over your nose and mouth to reduce transmission, and alert others to avoid contact with you.

I will begin class promptly. Do not be late! Three late arrivals, or early departures, will be counted as one full absence.

Attendance for ART 221 will be calculated into students' final grade. You have a total of 30 class periods, every absence you will lose one point. Every late or early departure counts as an additional reduction of .5 point. At the end of the semester your total point score will be averaged and count towards 10% of your final grade.

*Example: 3 absences and 4 late arrivals = 25/30 = 10% of your final grade.*

**Plagiarism Policy**

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.

Students are expected to do research and view examples of art and design work as part of the learning process and as inspiration. However, it is crucial to distinguish design solutions which are merely “inspired” by other examples, and those which copy from examples. The easiest way to avoid plagiarism is to avoid relying on internet image searches, particularly at the beginning of your design process. The required design process (working through sketches through revisions towards final design solutions) helps to weed out work that relies too heavily on others’ designs.

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. See the UWM Academic Misconduct Policy: https://uwm.edu/deanofstudents/conduct/conduct_procedures/academic-misconduct/

**UWM Statement Regarding Copyright:**

*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:

http://www4.uwm.edu/ltc/copyright/getting-permission.cfm

**Evaluation**

Each project will receive a score 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 one letter grade per day it is late unless otherwise indicated by the professor.

Your final grade will be determined as follows

<table>
<thead>
<tr>
<th>PROJECT</th>
<th>TOTAL POSSIBLE POINTS</th>
<th>COURSE VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project 1 - Icons</td>
<td>100</td>
<td>20%</td>
</tr>
<tr>
<td>Project 2 - Threadless T-Shirt</td>
<td>100</td>
<td>20%</td>
</tr>
<tr>
<td>Project 3 - Campaign</td>
<td>100</td>
<td>35%</td>
</tr>
<tr>
<td>Attendance</td>
<td>30</td>
<td>10%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EXERCISES</th>
<th>TOTAL POSSIBLE POINTS</th>
<th>COURSE VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photoshop</td>
<td>5</td>
<td>5%</td>
</tr>
<tr>
<td>InDesign</td>
<td>5</td>
<td>5%</td>
</tr>
<tr>
<td>Illustrator</td>
<td>5</td>
<td>5%</td>
</tr>
</tbody>
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**Project Resubmission**

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 by the last day of classes. Resubmissions 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 “Resubmission” and document all your resubmission work. You must also write a new critical reflection that explains the work you have done, what you have learned, etc. Project resubmission will not necessarily ensure a higher grade. Our final project of the semester is not open for resubmission.

**Design and Visual Communication Intended Majors**

A grade of B- or better in this class is necessary to apply for the Design and Visual Communication program’s Portfolio Review. Achieving the B- prerequisite for the DVC program does not ensure your acceptance into the program. There is a variety of scored work for this course, and evaluations include professionalism, organization, good quiz scores, class participation, and successful, well-presented project solutions. Students who are taking ART 221 in the Spring Semester of the Portfolio Review will not know their final grade, and should apply to the review. If students have questions about their grade and the Portfolio Review criteria, please discuss them with the instructor.
Project Evaluation Criteria
Projects will be evaluated according to the specific requirements and criteria outlined on the project brief. The criteria will include aspects of Process, Realization and Professionalism, as defined below:

**PROCESS**

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 visual 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, composition, choreography of media, and hierarchy of data, well articulated?

**REALIZATION**

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 data visually in a manner that was convincing and professional? Was the audience effectively considered in the choice of visual language used to deliver the data?

Color
Does the application of color support the message and satisfy aesthetic concerns? Does the use of color show evidence of an understanding of color theory?

Drawing
Does the drawing exhibit technical and conceptual development?
Typography
Is typography effective in terms of structure, legibility, readability, expression and function?

PROFESSIONALISM
Attendance
Was the student punctual, and exhibit a responsible attitude?

Deadlines
Was the process work prepared and were projects turned in on time?

Verbal Articulation
Was the student able to critically address his/her work clearly, concisely, and accurately? When required, did the student clearly, concisely, and accurately verbally articulate pertinent data in a convincing and professional manner? Was the audience effectively considered in the choice of language used to deliver the data?

Written Articulation
When required, did the student clearly, concisely, and accurately articulate in written form pertinent data in a convincing and professional manner? Was the audience effectively considered in the choice of language used to deliver the data?

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

General Grading Criteria in Design and Visual Communication

**Grade A – An Outstanding Student**
Demonstrates leadership abilities
Demonstrates mastery of design process
*Exceeds required number of solutions for stated problem continually*
Exhibits outstanding technical and conceptual abilities consistently
Respects, yet creatively challenges and pushes the boundaries of assignments
Engages in classroom
Takes initiative
Maintains perfect or near perfect attendance
Exceeds course goals and objectives continually

**Grade B – An Above Average Student**
Engages in the design process
Exceeds the required number of solutions for a stated problem
Exceeds the requirements of assignments both technically and conceptually
Engages in classroom discourse
Takes initiative
Maintains perfect or near perfect attendance
Exceeds course goals and objectives
**Grade C – An Average Student**
Engages in the design process
Produces the required number of solutions for a stated problem
Meets the requirements of assignments both technically and conceptually
Participates in classroom
Meets attendance requirements
Meets course goals and objectives

**Grade D – A Below Average Student**
Shows no particular level of commitment
Does not follow the design process
Produces less than the required number of solutions
Lacks enthusiasm
Rarely participates in classroom discourse
May or may not meet attendance requirements
Does not meet all course goals and objectives

**Grade F – An Unsatisfactory Student**
Shows no level of commitment
Does not follow the design process
Does not produce the required number of solutions
Lacks enthusiasm, motivation and an ability to work independently
Does not meet the requirements of assignments both technically and conceptually
Does not participate in classroom discourse
Does not meet attendance requirements
Lacks initiative in taking responsibility for their education
Does not meet all course goals and objectives

**Final exam time will be posted on your D2L site**
The final critique will be held during the official University final exam time schedule.

**University Policies**
Please see supplemental PDF document on the course D2L site with live links to University Policies.
https://uwm.edu/secu/syllabus-links/

**Health Insurance**
It is strongly recommended that all students have health insurance that includes emergency room and hospitalization coverage. The UWM Student Association offers a Student Health Insurance Plan which covers most major medical illnesses or injuries. The University does not provide blanket medical coverage to students. Students are strongly encouraged to secure their own health insurance, either through their parents, the Student Health Insurance Plan or some other program.
Students with disabilities.
Students with a documented disability that requires course accommodations, must provide either a VISA or the new electronic accommodation letter from the Accessibility Resource Center. There are no exceptions - this is a University policy. Students are encouraged to get accommodations when they are needed; instructors cannot make accommodations without official documents from the ARC.

https://uwm.edu/arc/