Introduction to Design | ART 221

Course Section

802 | Course number 12298

Meets

PSOA Room ART 403 | 16 Weeks, 3 Credits
Tuesday and Thursday, 12:30 PM - 3:00 PM
FINAL EXAM DATE Wednesday, May 14th 12:30 PM - 2:30 PM

Instructor

Steven Le Mere

Contact Info

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Office PSOA Room ART 449
Office Hours Tuesday and Thursdays 3:00 - 4:00PM*

*by prior appointment only

Course Prerequisites

Art Majors need to have completed Foundations -ART 101(P), 102(P), 106(P), 108(P), & 118(P)

Students who are IAT students (Peck School Inter-Arts Technologies majors) need to be designated IAT students, and have had taken 119(P).

Course Overview

The purpose of this course is to introduce and incorporate selected software as a tool into the design process. Bridge, Adobe Illustrator, Adobe Photoshop, and Adobe InDesign will be taught. While studying the design software, you will apply your conceptual and analytical thinking skills. Design vocabulary, color theory, file management and additional skills imperative to developing a well-rounded knowledge of the basics of design will also be covered.

Assignment Weights

15% Quizzes (3)
60% Projects/Process Books (4)
15% Student Presentation and Paper
10% Participation
(includes in-class exercises, critiques and class discussions)

Course Objectives

The goal of this course is to develop a skill set of basic design principles and software knowledge as a foundation for working in the graphic arts field or application in a related industry. We will be having organized group critiques of all projects on the scheduled due dates. These critiques will serve to strengthen the designers ability to verbally articulate ideas and designs. As the semester progresses, we will become more familiar with the software tools used for art and design, as well as develop proficiency with the computer interface.

Please note - students who plan on applying for the Spring 2014 Graphic Design Portfolio Review need to achieve a B- or better in ART 221 in order to be eligible.
University guidelines require that a homework load of 2 hours for every hour in class be required for an average student to earn a C. The student must expect to spend a minimum of 10 hours on class related homework in order to meet minimum requirements for a satisfactory grade.

**Required Tutorial Site**  
http://lynda.com  
There is a link to this site in D2L and membership is free for students enrolled in this course. Assigned participation in lynda.com tutorials will be given throughout this semester. Certificates of completion may be required to be included in process books.

**Recommended Readings**  
The Graphic Design Exercise Book by Carolyn Knight & Jessica Glaser  
Meggs’ History of Graphic Design by Philip B. Meggs & Alston W. Purvis  
Design Writing Research by Ellen Lupton & Abbott Miller  
Careers in Design by Roz Goldf  
The Designer’s Lexicon by Alastair Campbell  
Illustrator CS6 for Windows and Macintosh: Visual Quickstart Guide by Elaine Weinmann & Peter Lourekas  
Photoshop CS6 for Windows and Macintosh: Visual Quickstart Guide by Sandee Cohen  
InDesign CS6 for Windows and Macintosh: Visual Quickstart Guide by Sandee Cohen

**Hardware Requirements**  
MacBook Pro 15” 2.3GHZ  
2.3GHz quad-core Intel Core i7  
Turbo Boost up to 3.3GHz  
4GB 1600MHz memory  
500GB 5400-rpm hard drive  
Intel HD Graphics 4000  
NVIDIA GeForce GT 650M with 512MB of GDDR5 memory  
Built-in battery (7 hours)  
MagSafe power port  
Gigabit Ethernet port  
FireWire 800 port (up to 800 Mbps)  
Two USB 3 ports (up to 5 Gbps)  
Thunderbolt port (up to 10 Gbps)  
Audio line in  
Audio line out  
SDXC card slot  
Kensington lock slot  
Stereo speakers with subwoofer  
Omnidirectional microphone  
Audio line in (digital/analog)  
Audio line out (digital/analog)  
Support for Apple iPhone headset with remote and microphone
Software Requirements

Adobe CS6 Master Collection
Adobe Font Folio Education Essentials

Note:
If you already own CS4 or CS5 you may upgrade or you may continue to use the older software for ART 221. Demonstrations will focus on CS6, however, and the work-flow may be different. If you already own Photoshop, Illustrator and InDesign, you do not need to upgrade to CS6 Master Collection for ART 221, but the Graphic Design area recommends that students buy all the software at one time, rather than piece-by-piece as courses demand. Students will save money in the long run.

The Graphic Design Laptop Requirement is found at https://pantherfile.uwm.edu/kbeckman/www/laptop.html and is updated as computer specifications and software releases change.

Evaluation & Grading Criteria

It is the basic expectation that students participate in class critiques and discussions. Outstanding participation will result in additional points on project grades. Lack of alertness in class and/or non-participation will result in negative points on project grades.

25% Design process: Idea generation, progress, ability to integrate feedback.

25% Critical awareness: Ability to critically reflect on, write, and speak about your own and others design work.

50% Quality: Addresses the work itself and is determined by your ability to translate the principles conveyed in class to compelling work that effectively meets all course and assignment criteria.

See attendance and Grading Policies. For additional University Policies affecting students please go to:
http://www.uwm.edu/Dept/SecU/SyllabusLinks.pdf

Attendance

You are required to come to every class on time and fully prepared. Attendance and participation is critical to success in this class due to the wide variety of conceptual and technical information covered. You are allowed 3 absences. Unless there is legitimate documentation, any absence beyond 3 will lower your final grade by one full grade. 3 instances of tardiness, excessive breaks, or leaving class early will be counted as an absence. Faculty are not responsible for determining which absences are excusable and which are not, or for warning you. If you come in late to class you must inform your instructor that you are in attendance. If you know you will be missing a class, please contact your instructor for your assignment before the absence. If you miss due to unexpected reasons, it is your responsibility to get your assignment from a classmate so that you are prepared for the following class session.
Deadlines

To better prepare you as a professional designer, we will require you to meet deadlines. All assignments are due at the beginning of the specified class period, without exceptions. Late projects will suffer a penalty of one letter grade for each class period late. If you feel that you have a consistent problem with meeting deadlines, we can help you to determine methods for increasing your efficiency.

Digital Back-up and Archive

Each student is to maintain a daily backup of their files. A CD or DVD of your digital Archive is due with each process book. All relevant files created throughout the process of each project are to be organized as discussed in class. Please label you CD/DVD with your name and project title.

Special Needs

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

Religious Observance

Students will be allowed to complete examinations or other requirements that are missed because of religious observance.

Academic Misconduct

The University has a responsibility to promote academic honesty and integrity and to develop procedures to deal effectively with instances of academic dishonesty. Students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for respect of others’ academic endeavors.

A more detailed description of Student Academic Disciplinary Procedures may be found in Regents Policy Statements, UWS Chapter 14 and UWM Faculty Document #1686.

Plagiarism Policy

It is expected that all work will be the students’ original creations (or creations in acknowledged collaboration) in accordance with the specifications laid out in project briefs. The Graphic Design program will not tolerate plagiarism in any form. 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 paraphrased) without citation or with incorrect citation, submitting the same work for multiple courses without prior consent (self-plagiarism), or using images, video or audio that are not original without proper permission and acknowledgment.

If a student has been found to have 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://www.legis.state.wi.us/rsb/code/uws/uws014.pdf
Links on Plagiarism

Indiana University Writing Tutorial Services:
http://www.indiana.edu/~wts/pamphlets/plagiarism.shtml

Bates College Plagiarism Resources:
http://abacus.bates.edu/cbb/quiz/intro/integrity.html

UWM Libraries:
http://www4.uwm.edu/libraries/guides/style/plagiarism.cfm

University Policies & Procedures

Students are required to visit the following link to view a complete list of University Policies and Procedures:
http://www.uwm.edu/Dept/SecU/policies.html

Class Room Policies

You and your classmates constitute a community. It is crucial that everyone participate in the community (during critiques and discussions, for example), and support its ecology.

No cell phones, texting or ipods/earphones will be allowed in class.

Internet access will be restricted to sites that are relevant to assignments, discussions and research while class is in session.

Use of social media is strictly prohibited while class is in session (i.e. updating your facebook, twitter or any other social media platform).

Students are not to work on outside projects in class. Class time is to work on projects, exercises, discussions, etc that we are currently engaged in class. Use class time wisely and efficiently.

REFUSAL TO FOLLOW THE CLASSROOM POLICIES WILL RESULT IN THE STUDENT BEING ASKED TO LEAVE THE CLASSROOM AND BE MARKED ABSENT FOR THAT DAY. THIS IS NON-NEGOTIABLE. LOOKS OF INCREDULITY MAY BE MET WITH SARCASM.

Supplemental Documents

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 confidently understand the expectations of the course and their performance within it. These documents can be found on D2L listed under ART 221.

Course Calendar (a tentative overall course schedule with important due dates and assignment timetable information)
Under Calendar in the D2L Navigation Bar

The following documents can be found under Content in the D2L navigation bar:
Project Assignments, instructions, inspiration and resources.
Material and Supply List
Grading Criteria
Label Guidelines
Process Book Content
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 [http://www4.uwm.edu/norris/documents/Student_Insurance_Info.pdf](http://www4.uwm.edu/norris/documents/Student_Insurance_Info.pdf) 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.

DUE FOR CLASS 2:

Student Questionnaire & Contract
ART 221 Section 802, Class Number 12298

(A signed acknowledgment and agreement that you have read and understand the course syllabus and supplemental materials)