Introduction to Design | ART 221

Section 803 | course number 33215

Meets PSOA Room ART 403 | 16 Weeks, 3 Credits
Tuesday and Thursday, 5:00 PM - 7:30 PM
FINAL EXAM DATE Thursday, Dec 17th 5:00 PM - 7:00 PM

Instructor Steve Le Mere
Contact E mail ensculpt@uwm.edu
Office PSOA Room ART 449
Mondays and Wednesdays 3:30 PM - 4:30 PM

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 tools 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.

Assessment Weights 20% Quizzes/Exercises (4)
80% Projects/Process Books (4)

Each Project will have a grade weighed by:

33% Process - based on completeness and cleanliness of the process book and participation in the process critiques.

33% Realization - based on the quality of the work done both aesthetically and technically.

33% Professionalism - based on participation in classroom dialogue and critique involvement, the quality of dropbox submission (completeness, correct file naming conventions, compression,) quality of written components of work (critical reflections, project labels,) and adherence to classroom policy.

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.
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 designer’s 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 2015 DVC Portfolio Review need to achieve a B- or better in ART 221 to be eligible.

**Course Workload**

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 tutorial site in D2L and 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 and weigh heavily on project grades.

**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*

Current specifications can be found at:

http://pantherfile.uwm.edu/kbeckman/www/laptop.html
Adobe CC Creative Cloud
Adobe Font Folio Education Essentials

Note:
If you already own CS5 or 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.

The DVC Laptop Requirement is found at:
https://pantherfile.uwm.edu/kbeckman/www/laptop.html

The site is updated as computer specifications and software releases change.

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.

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, 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. 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 he/she cannot complete work in a comprehensive and timely manner.

3 absences are allotted to accommodate the above mentioned situations. 3 late arrivals or early departures are equivalent to 1 absence. Any late arrival beyond 15 minutes after class has begun is equivalent to 1 absence.

If you know you will be missing a class, please contact your classmates for your assignment before the absence. It is your responsibility to get your assignment from a classmate so that you are prepared for the following class session.

A -3.33% adjustment to your final grade will be made for each absence over the three allotted absences. This includes absences caused by an arrival after the first 15 minutes of class.

A -1.11% adjustment to your final grade will made for each incident of tardiness (late within the first 15 minutes of class) over the allotted three.
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 20% from the process portion of your grade for process critiques and 100% for final critique. 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 his or her files. Digital files are due along with every project. All relevant files created throughout the process of each project are to be organized in accordance to the project brief.

Special Needs

Any accommodations must be made through the ARC office. For additional information please go to:

http://uwm.edu/arc/

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 commit 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 that outlines UWM’S academic misconduct policy:

http://www.legis.state.wi.us/rsb/code/uws/uws014.pdf
Syllabus | Fall 2015
ART 221 Introduction to Design
Section 803

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 participates in the community (during critiques and discussions, for example), and supports its ecology.

No cell phones, texting or ipods/headphones 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).

Water and Coffee in appropriate containers are allowed; eating and snacking in class is prohibited.

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 to be marked absent for that day.

If the student refuses to leave:

• They will still be marked absent for that class period.
• They will receive a 0.00% for the professionalism portion of the current project grade making a grade for the project over 66.67% impossible.
• A letter describing the incident will be sent to the Art department Chair, The area heads of the DVC Department, The Dean of Students, and the Art Advising Office.

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, Project Assignments, Instructions, Inspiration and Resources, Material and Supply List, Grading Criteria, Label Guidelines, and Process Book Content Requirements
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 Contract
ART 221 Section 803, Class Number 33215

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