Art 221: Introduction to Design
Spring 2019 | Section: 801, 803 | Classroom: ART 403
Instructor: Adam Hawk
Office: 430B
Email: hawk@uwm.edu
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. Students are required to take notes during class critiques and presentations. This includes feedback from their classmates and information and directions from professor.

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.

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

Workload Statement: In 221 Introduction to Design, students can expect the following workload:
Class Time (5 hours/week, 75 hours overall): lecture, presentation, discussion, collaboration, critique, idea sharing, progress reviews

Outside Studio Work (5 hours/week, 75 hours overall): project/problem active research, idea development, reading/written components, planning, exploration, process, prototypes, production, and finished product(s) development

Lynda Technical Videos (.75 hour/week, 11.25 hours overall)

Tutorial Help Sessions (.5 hour/week, 7.5 hours overall)

Total: 168.75 hours (11.25 hours/week)

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 students will be evaluated on the quality of the work they turn in, and not on the number of hours they spend on that work, although there is a correlation between time investment and successful outcomes.

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

Taking Notes
Students are required to take notes during class on lectures, discussions and critiques, and the course readings. These notes will help refine work, strengthen 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
Completed projects must be submitted as follows:

• Process book and final work
• Identify each project properly (project labels)
• Affix a project label to both the back of the project and the front of all process book(s)
• If there are 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 as well as submitted to the D2L.

Materials:

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
• Grafix Double Tack mounting film (you do not need both spray and dry adhesive; use either/or)
• Rubber cement pick-up (works to clean-up spray adhesives)
• Sturdy portfolio to safely transport and turn in projects
• 1GB minimum flash 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/). All projects in this class will require a laptop, although there will be many times when substantial hand-drawing is required.

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 students will probably use their laptop for most, if not all, of their coursework.

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.

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

Books and Cards
• Zno (lay flat flush mount photo album)
• Lulu (print on demand books)
• Blurb (print on demand books)
• Chatbooks (print on demand books)
• Parabo Press (cards)
• Moo (business cards)
• Overnight Prints (postcards)

3D Printing
• Shapeways www.shapeways.com

The Class Community:
This classroom constitutes 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, students must arrive to class on time, come prepared for the day’s activities, focus their full, undivided attention during all lectures/discussions, and turn off all cell phones and other hand-held electronics. Students must also be willing and able to collaborate with their classmates, and share knowledge with others. There will be many opportunities to use a laptop during class time, but students may not be engaged in any non-class activities using their laptop, or work on projects for other courses.

Classroom Protocols:
Water, coffee, tea, and soda in appropriate containers is allowed. Eating and snacking in class is prohibited. Should any beverage spill, it must be cleaned up thoroughly. Be careful of others’ laptops, design work and personal belongings when drinking.

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

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 there is not a 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.

- 4th unexcused absence will result in 1 full letter reduction of final grade.
- 5th unexcused absence will result in 2 full letter reductions of final grade.
- 6th unexcused absence will result in 3 full letter reductions of final grade.
- 7th unexcused absence will result in automatic failure of class.

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

Students should not attend class if they are ill. This is what the "free" absences are for. Recent research suggests that influenza is spread through simply breathing (not only coughing or sneezing). Individuals will recover more quickly if they stay home and rest. If individuals must go out and about, alerting others to avoid contact as well as wearing a face mask over their nose and mouth can reduce transmission.

Class will begin promptly. Do not be late! Two late arrivals, or early departures, will be counted as one full absence.

Attendance will be calculated into students' final grade. There is a total of 30 class periods, every absence will result in the loss of one point. Every late or early departure counts as an additional reduction of .5 point. At the end of the semester students' total point score will be averaged and count towards 5% of their final grade.

Example: 3 absences and 4 late arrivals = 25/30 = 5% of your final grade.

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</td>
<td>100</td>
<td>20%</td>
</tr>
<tr>
<td>Project 2</td>
<td>100</td>
<td>25%</td>
</tr>
<tr>
<td>Project 3</td>
<td>100</td>
<td>35%</td>
</tr>
<tr>
<td>Attendance</td>
<td>30</td>
<td>5%</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>10</td>
<td>5%</td>
</tr>
<tr>
<td>InDesign</td>
<td>10</td>
<td>5%</td>
</tr>
<tr>
<td>Illustrator</td>
<td>10</td>
<td>5%</td>
</tr>
</tbody>
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**Project Resubmission**

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

During the course, students 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 a student chooses to resubmit a project, they must discuss with the professor the revisions they intend to make (base these on the feedback received on student evaluation). Students must resubmit and add a new section to their process book called “Resubmission” and document all of their resubmission work. Students must resubmit original mounted work along with grade sheet. Students must also write a new critical reflection that explains the work they have done, what they have learned, etc. Project resubmission will not necessarily ensure a higher grade.

**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:

**REALIZATION (Craftsmanship and Design)**
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?

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?

General Grading Criteria in Design and Visual Communication

Grade A – An Outstanding Student
Demonstrates leadership abilities in the following areas:
process, realization and professionalism
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 all assignments consistently
Engages in classroom discourse by thinking beyond the parameters of the assignment
Takes initiative continuously
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 by thinking beyond the parameters of the assignment
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 discourse (critique: verbal and written articulation)
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 for a stated problem
Lacks enthusiasm
May or may not meet the requirements of assignments both technically and conceptually
Rarely participates in classroom discourse (critique: verbal and written articulation)
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 nor demonstrate an understanding of its application
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 (critique: verbal and written articulation)
Does not meet attendance requirements
Lacks initiative in taking responsibility for their education
Does not meet all course goals and objectives

<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
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<tbody>
<tr>
<td>A</td>
<td>94-100</td>
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<tr>
<td>A-</td>
<td>90-93</td>
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<tr>
<td>B+</td>
<td>86-89</td>
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<tr>
<td>B</td>
<td>83-85</td>
</tr>
<tr>
<td>B-</td>
<td>80-82</td>
</tr>
<tr>
<td>C+</td>
<td>76-79</td>
</tr>
<tr>
<td>C</td>
<td>73-75</td>
</tr>
<tr>
<td>C-</td>
<td>70-72</td>
</tr>
<tr>
<td>D+</td>
<td>66-69</td>
</tr>
<tr>
<td>D</td>
<td>63-65</td>
</tr>
<tr>
<td>D-</td>
<td>60-62</td>
</tr>
<tr>
<td>F</td>
<td>&lt; 60</td>
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**Final exam time will be posted on your D2L site**
Resubmission, work return and cleanup will be held during the official University final exam time schedule.

**Plagiarism Policy:**
It is expected that all work will be students’ 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

**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/