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***Communication Design***

**Syllabus | BA233 A | 3 credits**

Winter 2012 | Tuesday, 8:00 am – 11:45 am | Room 203

Instructor: Cyn Roberts

**Contact Information**

Preferred contact email: [croberts@aii.edu](mailto:croberts@aii.edu)

**(Do not attach assignments or other documents to an email without permission)**

Alternate contact: 503-382-4868 (follow up with an email)

**Office Hours**

Monday, Tuesday, Thursday, 11:45 – 12:45; Wednesday 4:30 – 6:00 pm (or by appointment)

**Final exam: Tuesday, March 20, 2012, 8:00 – 10:00 am**

**Required Texts**

*The Information Design Handbook,* by Jenn + Ken Visocky O’Grady, F+W Publications/HOW Books. ISBN: 9781600610486

*Layout* by Ambrose & Harris, AVA Books. ISBN: 9782940373345

**Course Description**

Using graphic design tools and technology, students will develop skills working with text and images as they create internal and external communication materials. Students will develop skills in all aspects of the design process, including the use of grid systems, typography and design principles, creative brainstorming, conceptualizing, critical thinking, and presentation.

**Course Outcomes**

Upon successful completion of this course, the students will be able to:

* Apply design principles to create digital layouts of collateral materials
* Develop strategies and concepts for solving design problems
* Propose design solutions that meet communication objectives
* Apply typographic rules and principles to design projects
* Recognize basic type families
* Make final evaluations and critiques of designs
* Manage design projects from beginning concept stages through printing process
* Demonstrate excellent craftsmanship and professional skills
* Utilize effective file management techniques
* Create effective graphic messages

**Required Materials**

* 1 sketchbook – any size (bring to class each week)
* USB or other Portable storage device (bring to class each week)
* Estimated $35-55+ for color printing
* Mounting supplies (black mat board, adhesive, cutting blades, cork-backed rulers, etc.)
* Internet access, Microsoft Word, Adobe CS5.5 design suite (all available in computer labs at school)

**Grading**

Attendance & Participation = 10% | Midterm exam = 5% | Final exam = 10%

* Individual assignments = 50% as follows: Identity assignment = 5% | Poster assignment = 5% | Symbol redesign = 10% | Digital Graphic Journal = 10% | Final project = 20%
* Team assignments = 25% as follows: Symbol design/company description = 5% | Four-page manual = 10% | Design brief = 5% | Brochure design = 5%

*Letter Grade Number Grade Rating*

*A = 95 – 100 Excellent*

*A- = 90 – 94*

*B+ = 87 – 89*

*B = 83 – 86 Good*

*B- = 80 – 82*

*C+ = 77 – 79*

*C = 73 – 76 Satisfactory*

*C- = 70 – 72*

*D+ = 67 – 69*

*D = 62 – 66 Marginal*

*F = Below 62 Failure*

*A gradebook is maintained at* [*www.myeclassonline.com*](http://www.myeclassonline.com)*. You are encouraged to check this often. If you have grade concerns at any time during the term, it is highly recommended that you make an appointment to individually discuss your progress and plan for success in this class.*

**Assignment Submission Requirements & Late Work**

**Assignments**

* Assignments are due **before** class begins on the due date specified.
* Only one late assignment will be accepted per term. It must be submitted before **week 9**. The late assignment will receive a 10% reduction in possible points**.**
* **DO NOT** email an assignment directly to your instructor. It will not be graded.
* Presentations, exams, and quizzes cannot usually be made up, see “documented emergencies and/or illnesses.”
* **Documented emergencies and/or illness:** In these extreme cases, the instructor may allow an absent student to make up an assignment or exam. Documentation is required.

**Attendance and Participation**

You are expected to come to class on time, participate in exercises, discussions, critiques, and remain for the entire class to receive full attendance points.

**Campus Email Policy**

Email communication will be through eCompanion. Be sure to check your Profile in eCompanion to update your email address so that you will receive course communications in a timely manner.

**Plagiarism**

Presenting the writings, images or paraphrased ideas of another as one’s own, is strictly prohibited at the Art Institute of Portland. Properly documented excerpts from other’s works, when they are limited to an appropriate amount of the total length of a student’s paper, are permissible when used to support a researched argument.

**Attendance Policy for the Art Institute of Portland**

Students who are absent from all scheduled classes over a 14-day period (2 weeks) are subject to automatic attendance suspension—from the Institute, not just from this course. This means the student is administratively withdrawn from all courses and cannot attend classes or continue in the current quarter unless he/she successfully appeals for reinstatement. *Students who anticipate violating the attendance policy should contact their Academic Advisor or Academic Department Director immediately* to discuss options such as withdrawing from the Institute or navigating the appeals process.

**Absences Policy**

Regular attendance is required for successful completion of this course. A student who misses the equivalent of three (3) classes will not pass this class. Exceptions for extenuating circumstances will be considered at the discretion of the instructor.

**Quarter Credit Hour Definition**

A quarter credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than:

(1)    One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for 10-12 weeks, or the equivalent amount of work over a different amount of time; or

(2)     At least an equivalent amount of work as required in paragraph (1) of this definition for other academic activities as established by the institution including laboratory work, internships, practice, studio work, and other academic work leading to the award of credit hours.

**Adding, Dropping and Withdrawing from courses**

Schedule Adjustment period: The schedule adjustment period runs through the first week of the quarter (ending at 5 pm on Monday of Week 2). To add or drop a course, the student must complete a schedule adjustment form, available from the Registrar’s Office. The signature of the student’s academic advisor is required to make any changes to the student’s schedule.

**Withdrawal (W/WF):**  The student who withdraws from a course or from the program during the first nine weeks of the quarter will be assigned a “W” code for each course.  The “W” code is not used in computation of the student’s grade point average; however, “W” credits are counted toward total credits attempted.  The student who withdraws from a course or from the program after the ninth week of the quarter will be assigned a “WF” code for each course.  The “WF” code is the equivalent of a grade of “F” and is used in computing the student’s grade point average.  Students wishing to withdraw from The Art Institute of Portland must file an official status change form with the Registrar.

**Tutoring**

Free, one-on-one tutoring is available to you across all subjects through the Tutoring Center.  The goal of tutoring is to help you learn and master skills so you can then confidently apply them on your own.  Tutoring is helpful for students at all levels—freshman through senior, whether you want to move from a failing to a passing grade or whether you want to cement an “A.”  Our tutors are faculty or, most often, fellow students who have excelled in the subject.  You may find a tutor by visiting aidepartments.com or dropping by the Tutoring Center in Room 328 inside the Education Department.  You may also contact Kathleen O'Brien ([kpobrien@aii.edu](https://email.edmc.edu/OWA/redir.aspx?C=4e4d2087db624236a262f6fd7f28b5e2&URL=mailto%3akpobrien%40aii.edu)) for tutoring.

**Students with Disabilities**

“It is AiPD policy not to discriminate against qualified students with a documented disability in its educational programs, activities or services.  If you have a disability-related need for adjustments or other accommodations in this class, contact Daynia Flynn, Disabilities Services Coordinator, 503-382-4836, djflynn@aii.edu.

**Evacuation Procedures**

Please proceed to the nearest exit when the strobe lights flash and an audible alarm occurs. AiPD’s evacuation location is 10th and Davis; wait there for further instructions.

\*\***ALWAYS ASSUME ANY EVACUATION IS REAL\*\***

**Course Calendar**

\*This Course Calendar is subject to change in order to accommodate guest speakers and/or special topics of interest. Please refer to eCompanion announcements for updates to schedule.

**Week 1 - Typography essentials | Illustrator review**

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| Delivery method/s: | Demonstration | Practice |
| Reading assigned: | Information Design Handbook, ch 4 |
| Assignment/s introduced: | Identity assignment  Digital Graphic Journal *(ongoing due dates – weekly)* |

**Week 2 – Typography cont. | Cognitive Principles** *(IH ch 4)*

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| Delivery method/s: | Demonstration | Practice |
| Assignment due: | Identity |
| Reading assigned: | Information Design Handbook, ch 5 |
| Assignment introduced: | Poster |
| Assignments in progress: | Digital Graphic Journal *(ongoing due dates – weekly)* |

**Week 3 – Communication Principles** *(IH ch. 5)* **| Introduction to InDesign**

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| Delivery method/s: | Demonstration | Practice | Student presentations |
| Assignment due: | Poster *(5%)* |
| Assignment introduced: | Poster critiques/modifications *(optional)*  Final individual project |
| Assignment/s in progress: | Digital Graphic Journal *(ongoing due dates – weekly)* |

**Week 4 – Symbol design | Critical analysis of design**

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| Delivery method/s: | Demonstration | Practice | In-class critiques |
| Assignment due: | Poster critiques/modifications *(optional)*  Individual project concepts & content *(ungraded)* |
| Reading assigned: | Layout, pages 85 - 159 |
| Assignment Introduced: | Symbol redesign |
| Assignment/s in progress: | Digital Graphic Journal *(ongoing due dates – weekly)*  Final individual project |

**Week 5 – Exploring creative options** *(L. pp 85-159)* **| Creative team processes**

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| Delivery method/s: | Demonstration | Practice | exam |
| Assignment due: | Symbol redesign *(10%)* |
| Reading assigned: | Information Design Handbook, ch 6  Layout, pages 1 - 85 |
| Assignment Introduced: | Team project – symbol design |
| Assignment/s in progress: | Digital Graphic Journal *(ongoing due dates – weekly)*  Final individual project |

**Week 6 – Hierarchy | Aesthetic Principles** *(IH ch 6)* **| Layout principles & grid systems** *(L. pp 1-85)*

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| Delivery method/s: | Demonstration | Practice |
| Assignment/s due: | Team project - symbol design *(5%)* |
| Assignment Introduced: | Team project – four page manual and design brief |
| Assignment/s in progress: | Digital Graphic Journal *(ongoing due dates – weekly)*  Final individual project |

**Week 7 – The design process | Introduction to design briefs**

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| Delivery method/s: | Demonstration | Practice | In-class team critiques |
| Assignment due: | Final Individual Project draft *(ungraded)* |
| Assignment/s in progress: | Digital Graphic Journal *(ongoing due dates – weekly)*  Final individual project |

**Week 8 – Using images in layout**

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| Delivery method/s: | Demonstration | Practice | Team activity |
| Assignment due: | Team project – four page manual and design brief *(10%)* |
| Assignment introduced: | Team project – brochure exchange |
| Assignment/s in progress: | Digital Graphic Journal *(ongoing due dates – weekly)*  Final individual project |

**Week 9 – Professional presentation skills**

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| Delivery method/s: | Demonstration | Practice | Team activity |
| Assignment due: | Brochure concepts/drafts *(ungraded)* |
| Assignment/s in progress: | Digital Graphic Journal *(ongoing due dates – weekly)*  Final individual project |

**Week 10 – Brochure presentations | Interactive design**

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| Delivery method/s: | Demonstration | Practice | Presentation |
| Assignment/s due: | Team project – brochure *(5%)*  Digital Graphic Journal due at end of class *(10%)* |

**Week 11 – Final Exam**

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| Delivery method/s: | Practical Exam |
| Assignment/s due: | Final project *(20%)* |
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