COURSE INTRODUCTION

DES 1300 is an introductory course which will focus on the presentation of core design concepts and building a foundation for professional-level skills and a work ethic with which students can use to move forward in the Digital Design, Graphic Design or Web Design programs.

This course will also familiarize students with several types of software that are considered core tools to the accomplished designer. The software used in this class is Adobe Illustrator (vector/object-oriented), Adobe Photoshop (raster/pixels), Adobe InDesign (page layout). There isn’t enough time during the semester to cover each software application in detail, you will be responsible for supplementing your skills outside of class time. Other courses in CIT or ART programs are provided for the purpose of exploring software further.

Design learning is a life-time pursuit as technology and tastes continually change. You must be self-motived and aware of these changes in order to stay relevant. A competent designer will consider the computer and software as tools that you can use to bring your design to fruition. This course is not designed to make you a software expert. You will become an expert through hundreds of hours of trial and error working through design projects.

Course syllabus, calendar, assignment information, examples and communications will be available canvas.dixie.edu. Other information is available on the CIT website at cit.dixie.edu/des/1300/poulsen.

COURSE DESCRIPTION

For students pursuing a degree in Computer and Information Technology. Explores the elements of design from which advertising, computer graphics, and graphic arts are structured by building awareness and skill in creating designs, using the concepts of composition, proportion, alignment, contrasts, white space, typography, eye movement, and element control, emphasizing the value of these concepts to communicate ideas. Course fee required. FA, SP. (Dixie State University Catalog 2015)

SUGGESTED PRE-REQUISITES

There are no prerequisites for this course. However, basic computer skills are essential and an interest in design is a good start. An aptitude for creativity and the ability to communicate through graphics and type are also very helpful.

COURSE OBJECTIVES:

At completion of the course, students should know and be able to demonstrate the following technical skills:

- An understanding of what it means to be a graphic designer
- Be able to relate Basic Design History
- Be able to name the parts of Gestalt theory as it relates to design
- Be able to demonstrate these design principles in completed work
- Proficient in the use of type (and typography) as a design element
- Demonstration of ability to meet deadlines
- Competency in quality of craftsmanship, quality of ideas, and quality of design
- Know the difference and advantages between vector objects and pixel images
- Ability to use appropriate nomenclature when presenting projects
- Illustrator - file formats used
- Illustrator - create primitive shapes, strokes, fills, and gradients
- Illustrator - anchor points, bezier curves, vector paths
- Illustrator - Pantone colors, RGB, and CMYK color management
- Photoshop - use at least three different selection methods
- Photoshop - understand and work with layers
- Photoshop - demonstrate non-destructive ways to alter or enhance images
- Photoshop - cropping, enhancing, retouching
- Photoshop - duo tones and other image effects
- Photoshop - explain resolution, print vs screen
- InDesign - Be able to explain what types of projects should be built in InDesign
- InDesign - use of frames, content management, and links
- InDesign - document setup, multiple pages, project management
- InDesign - kerning, tracking, leading, paragraph styles

REQUIRED MATERIALS

- Textbook: Graphic Design Basics, by Amy E. Arnston ISBN: 0495912077 (There are also two copies of the text on reserve at the library.) [http://www.amazon.com/Graphic-Design-Basics-Premium-Printed/dp/0495912077/ref=sr_1_1?ie=UTF8&qid=1421131708&sr=8-1&keywords=desi6n+basics](http://www.amazon.com/Graphic-Design-Basics-Premium-Printed/dp/0495912077/ref=sr_1_1?ie=UTF8&qid=1421131708&sr=8-1&keywords=desi6n+basics)
- Flash drive for transporting files
- Plain paper or sketch pad(s) for brainstorming/creating thumbnails & comps
- A pencil or pen
- 18 - 24” Metal Ruler with cork backing
- Xacto Blade and replacement blades
- Black, Grey, or White Matte Board (I recommend waiting to purchase this until we need it.)

CIT LAB AND SOFTWARE

We will be using the CC 2015 version of Adobe Illustrator, Photoshop and InDesign. If you are using a version older than CS 6.0 on a personal computer, you will need to update because of incompatibilities. If you are using CS 6.0 you will have issues working in Adobe InDesign between that version and the school’s CC 2015 version. Both Mac and Windows versions of the software are available. Visit adobe.com for more information.

If you do not have your own computer, there is a CIT lab located in Room 151 of the Udvar-Hazy building. Use your CIT login to access these machines. To see the current lab hours go to [http://cit.dixie.edu/facilities/lab_schedule.php](http://cit.dixie.edu/facilities/lab_schedule.php).

ASSIGNMENTS

LATE WORK WILL NOT BE ACCEPTED. —>> Late work is defined as any exercise, assignment or quiz that is handed in after the specified date and time. This date and time will be posted in Canvas™ and announced in class, but may also change at the discretion of the instructor. These changes will be announced in class.

Turning an assignment in on time means turning in every portion of the assignment prepared properly by the due date.

You must prepare the final versions either printed and/or digital version as you would to show a potential client. All parts, including the project profile, thumbnail sketches and comprehensives, must be completed in the manner required and turned in on time. Pay close attention to detail, use the correct materials, cut prints and boards straight. Put your name somewhere on your assignment.

If you have your assignment ready before the due date, I am more than happy to provide feedback prior to turning it in.

Turn in assignments with a descriptive assignment name, including both your name and the assignment name. Examples: “dpoulsen_assign1.pdf”, “daniellepoulsen_artistposterthumbnails.jpg”. This helps me and your grade stay happy.

Helpful Note: Make backups of all your work. (In case you lose your drive or your dog eats it or whatever.) Loss of files or technical/computer problems are not acceptable excuses for late or incomplete work.

ACADEMIC INTEGRITY

“In order to ensure that the highest standards of academic conduct are promoted and supported at the University, students must adhere to generally accepted standards of academic honesty, including but not limited to, refraining from cheating, plagiarizing, falsification, misrepresentation, and/or inappropriately colluding or collaborating. The University shall consistently hold students accountable for instances of academic dishonesty and apply appropriate consequences. For more information, see the Student Academic Misconduct section of DSU policy at [http://dixie.edu/humanres/polstu.html](http://dixie.edu/humanres/polstu.html)

What constitutes plagiarism vs appropriation has been debated in terms of graphic graphic design. With the introduction of the internet, students and professionals face the question of what is appropriate in terms of deriving inspiration from visual sources and what is actual plagiarism or theft of concepts.

Any appropriation or use of other’s design work is considered plagiarism. Review the links below for further
As you continue to develop your visual vocabulary and use of design tools you might have questions about what is appropriate in terms of image use. You should always strive to use your own images but if you need to use images created by others you must find ones that are designated as “fair use” or “public domain” or obtain permission for use of these images.

A good resource to search for images that may be usable is [http://search.creativecommons.org/](http://search.creativecommons.org/). Please consult with the professor if you have questions.

**ATTENDANCE**

Consistent attendance is essential for the successful completion of this course. All students are expected to attend class regularly. The work is intense and therefore absence, for whatever reason, may seriously affect your progress (and grade). A strong attendance record demonstrates a commitment to established goals. You are responsible for all material covered and assigned regardless of absences. You should obtain any missed lecture notes from a classmate and contact the reference the assignments page of the class blog regarding any assignments. It is your responsibility to explain your absence to the instructor. Random attendance will be taken which will affect up to 5% of overall grade in class. Attendance will be taken at the beginning of class and any late students will be counted as absent.

Students are expected to arrive on time for all classes. Students who consistently arrive on time should not have to wait for class to begin because others are chronically late. For this purpose, if a random attendance is taken, a late student will be counted as an absent student. A similar policy will affect those who excuse themselves early.

**GRADING PHILOSOPHY**

Effort exhibited, response to feedback, craftsmanship, creativity and the design of your assignments are significant factors in your evaluation. Adherence to the technical specifications of the assignment will be checked including document size, resolution and color modes. Not responding to feedback from the instructor and in-class reviews and lack of attention to detail (spell check!) are the most-often ignored issues that will cause you to lose points.

If you hand in all assignments on time and score reasonably well on the tests, you will receive at least a “C” grade. A higher grade can be earned on the creative and design components you add to your assignments.

A portion of your grade is also dependent on class participation. If you do not attend class regularly you will be docked points in this area. (You can not participate in class and give or receive feedback without being in class). To do well in this this course expect to do more than the minimum amount of work required complete assignments. You will need to spend time outside of class to successfully satisfy If you have further questions, contact the instructor for clarification.

**CLASS PARTICIPATION**

A successful design must include feedback from other designers and your potential audience. Classroom collaboration, presentation for feedback from your classmates and the instructor is essential. If you are unprepared to show thumbnails, comprehensives or final artwork or miss work days in class it effects your ability to create the best possible solution to a design problem. If you fail to participate in classroom discussion and respond to feedback it will be reflected in your final grade.

**COMPLETED CLASS WORK**

Your completed projects will be judged based on the mastery of basic skills, quality and craftsmanship of your work, ability to meet deadlines, ability to follow direction, attention to detail and the creativity of your design work. Each student begins the semester and works at an individual pace. Your work will not be compared to the work of other students but will be judged on its own merit and the effort put forth. It is important to show progress and growth throughout the semester.

Here is a Sample Grading Rubric:
• Thumbnails 25 Pts
• Comprehensives 25 Pts
• Class Participation/Presentation 25 Pts
• Creativity 25 Pts
• Quality and Craftsmanship 25 Pts
• Follow Assignment Criteria 25 Pts
• Total = 150 Pts

GRADING SCALE

Grades will be issued on a percentage of total points possible as follows:

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COMPUTERS AND OTHER DEVICES

This course is taught in a computer classroom and you will have access to the latest in hardware and design software. If you are using computers or phones disrespectfully (i.e. on social media, causing a distraction, missing instruction) you may lose participation and/or attendance points.

TESTING OUT

This course qualifies for the test-out option according to college policy. Testing out of this course is not a right, but may be extended as a privilege by the instructor. The threshold to qualify is high. If you believe that you already possess the skills and software knowledge used for this course, you may ask to test out. Be prepared to show your instructor some past work and/or portfolio samples to make your case. If after seeing your work and the instructor indicates that a test-out is possible, the test should take place within two weeks of the start of the semester. It will be the student’s responsibility to follow-up with the instructor to ensure this happens within the two-week time frame.

A passing grade on the test means an “A” grade will be posted for you at the end of the semester. If the test-out is successful, no other class work will need to be completed, and class attendance will no longer be required. If the student fails to attain a passing grade on the test, he/she can continue on with the course.

Note: An agreement (verbal or otherwise) between the instructor and student that a test-out is possible does not excuse the student from class attendance or class work between that time and the test.

SPECIAL NEEDS HELP

If you suspect or are aware that you have a disability that may affect your success in this course, you are strongly encouraged to contact the Disability Resource Center (DRC) located in the North Plaza Building. The disability claim will be evaluated and eligible students will receive assistance in obtaining reasonable accommodations. For more information, visit http://dixie.edu/drcenter/ or call 435-652-7516.

CAMPUS RESOURCES

Several campus resources are available to help you succeed. Check out the links for each one to get more information.

For help understanding the content of your courses, go to the Tutoring Center located on the 4th floor of the Holland Centennial Commons in Room 431. You can visit them online at http://www.dixie.edu/tutoring/ (Links to an external site.)

For help writing papers, essays, etc go to the Writing Center on the fourth floor of the Holland Centennial Commons in room 421. You can also visit them online at http://dixiewritingcenter.com/ (Links to an external site.)

If you need to use a computer to do schoolwork on campus, go to the Smith Computer Center or the Holland Centennial Commons on the second, mezzanine, or third floors. For CIT classwork, go to the HAZY 151 computer lab.

If you are assigned to take a test in the Testing Center, go to the North Plaza. You can get information on
their website at [http://www.dixie.edu/testing/](http://www.dixie.edu/testing/) (Links to an external site.)

The Library has all kinds of information and resources. Visit the Dixie State University Library on the 2nd, and 3rd floors of the Holland Centennial Commons, or go to the library website at [http://library.dixie.edu/](http://library.dixie.edu/) (Links to an external site.)

DSU seeks to provide an environment that is free of bias, discrimination, and harassment.

If you have been the victim of sexual harassment/misconduct/assault we encourage you to report this to the college’s Title IX Director, Cindy Cole, (435) 652-7731, cindy.cole@dixie.edu. If you report to a faculty member, she or he must notify the Title IX Director about the basic facts of the incident.

**COMMUNICATIONS AND EXTRA HELP**

Make an appointment to meet with me at cactus.dixie.edu/dpoulsen. Email me at dpoulsen@dixie.edu.

Tips for better communication to make your teachers like you:

Exchange info with other students in the class and review the information in Canvas before asking me to repeat information you have missed.

Do not email a question after 5pm and expect a response before class the next day.

Do not forget to properly format your email. Using proper etiquette with your email communication is important. Clients (and professors) will judge your professionalism based on how you communicate with them and emails can also be used as binding contracts.

Remember to communicate with me regularly if you have issues, questions or concerns that you need addressed.

And do let me know if you are struggling and would like extra help or clarification. I am more than glad to meet with you in the CIT lab outside of class.

**POST SCRIPT**

I reserve the right to make adjustments and changes to the assignments and pace of the course to fit the needs of the class as a whole. You will be notified of changes and updates in class. It is your responsibility to keep aware of due dates and to collect information about the assignments. Danielle Poulsen
dpoulsen@dixie.edu