

Course Syllabus

Course Title:	Applications & Industry
Course Number:	GWDA101
Class Meetings:	Section A, Thursday 7:30-11:20am, Rm. 224 2900 MAIN Bldg. The quarter begins on Monday, 07/14/2014 and ends on Saturday, 09/27/2014.
Session/Year:	Su14
Instructor Name:	Dr. Pete Markiewicz
Email Address:	pmarkiewicz@aii.edu
Phone:	Comeon, it's the 21st century, dude
Class website:	http://www.plyojump.com/courses
Office Hours:	Wednesday, 7:30-11:30am, in the Tutoring Center, 2950 building Rm. 321 (near Library and Registrar). Monday, Tuesday, Wednesday 11:30-12:30 are available on special request (you MUST send an email to set up and confirm).
Contact me at:	Secondary email: pindiespace@gmail.com
Facebook, LinkedIn	Username: "pindiespace" or Pete Markiewicz

Applications & Industry

Course Description:

Web design and graphic design applications, tools, and industry practices. Includes file management practices, basics of markup language and styling. Introduction to illustration and image manipulation software relevant to the web design and graphic design industries.

Course Focus:

This course is designed to introduce students to the major areas of the industry for Design and related majors (graphic and web design, advertising), industry jobs and positions, industry workflows. In addition, software common to all areas of graphic and web design (e.g. Adobe Creative Suite) will be introduced and used.

Learning Objectives:

Upon successful completion of the course, the student should be able to:

Describe the relationships between the web design and graphic design industries

- Explore the project life cycles and workflows in the web and graphic design fields
- Identify the diverse career opportunities in web and graphic design fields

Identify the visual design tools and technologies commonly used in the web and graphic design fields

- Demonstrate fundamental competency in Adobe Photoshop, Illustrator, InDesign

Create basic designs

- Adapted for specific audiences
- Following basic design principles
- Applying design workflow
- Using best practice for file management

These Learning Objectives contribute in part to overall accomplishment of the following programmatic outcomes:

Graphic & Web Outcomes

- *Design* - Graduates will demonstrate versatile, aesthetic solutions of layout and design. This includes proper understanding and usage of; space, line, color, shape, texture, form and value. Typographic and photographic hierarchy structures will also be considered.
- *Conceptual* - Graduates will demonstrate conceptual thinking through work that reflects historical and contemporary trends by answering design problems with creative visuals and writings.
- *Visual Communication* - Graduates will express a clear message to specific demographics using various mediums.
- *Professional Presentation* - Graduates will articulate their chosen design direction and solution by communicating their mastery knowledge of graphic design, problem solving, ethics and industry standards in a visual presentation.

Graphic Design Specific Outcomes

- *Technical* - Graduates will demonstrate, through a printed and online portfolio, the application of competencies through projects that highlight their mastery of industry software and technology in the print design field. This includes technical aspects of prepress, output, and quality reproduction as well as web design.

Web Design Specific Outcomes

- *Technical* - Graduates will demonstrate, through a live web site, a mastery of interactive design & development using industry software, authoring systems and/or web scripting. This includes the application and integration of advanced functionality within interactive business solutions for clients.

Course Prerequisite(s): *None*

Course Corequisite(s): *None* **Instructional Contact Hours/Credits:**

Course Length:	11 Weeks
Contact Hours:	44
Lecture:	2 Hours per week
Lab:	2 Hours per week
Credit Values:	3.0 Credits

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, practical, studio work, and other academic work leading to the award of credit hours.

Instructional Materials and Reference:

Textbook(s):

Most material for this course will come from online tutorials and guides in your Student Portal. There is no specific eBook assigned, however, the following book may deepen your understanding.

TEXT: (OPTIONAL): White Space is Not Your Enemy, Golombisky & Hagen, Focal Press, ISBN: 978-0-240-81281-6

Method of Instruction:

This course will include (1) lectures on topics in the required textbook and selected documents on the Internet, (2) lab work allowing students to apply concepts introduced during lectures, and (3) homework assignments which allow students to practice software and techniques introduced in class. Homework may include extra-credit options allowing students to go beyond the required programming techniques introduced in class. Homework from the previous week is presented in-class prior to the beginning of the lecture with basic and extra-credit options.

Students receive a weekly grade for their coursework consisting of (1) completed homework, (2) completed in-class assignments, and (3) credit for class participation, in particular researching or answering questions posed by the Instructor during the lecture.

Final Project:

The final project for the class will consist of an individual creative work, authored in Creative Suite, **and** contribution to a group project implementing a more complex design. Students are responsible for joining and participating in a group – they are NOT assigned by the Instructor. **Failure to contribute to a group project may result in a failing grade.**

Materials and Supplies: Backup media (CD-ROMs or thumbdrives)

Estimated Homework Hours: # 4 Hours per week

Technology Needed: Student and/or ISP accounts allowing upload of websites.

Digital Bookshelf & Course eBook:

If your class uses an electronic book, “eBook”, your required textbook for this course is delivered via electronic format. You do not need to purchase a hardcopy textbook. You will be able to access your eBook via eCompanion (<http://myaicampus.com>) beginning no later than the first day of class. Once you have accessed your eBook via eCompanion, you can then also choose to download the eBook to a personal computer using the Digital Bookshelf software (<http://vitalsource.com/downloads>). Please refer to the Ai Digital Bookshelf Student User Guide, available in eCompanion, for specific instructions.

To start using your eBook, enter the eCompanion site for this class. Click on the “Digital Textbook” link on the left-side navigation bar. Then, click on the link for the book.

For support using the Digital Bookshelf, contact Campus Support at 1-866-642-2771 or campus_support@aii.edu. This support group is available SEVEN DAYS A WEEK from 7:00 AM – MIDNIGHT Eastern Time.

Grading Scale:

All assignments must have clear criteria and objectives to meet. All students shall be treated equitably. It will be that student’s right to know his/her grade at any reasonable point that information is requested by that student. The criteria for determining a student’s grade shall be as follows (on a percentage of total points basis):

A	100-93
A-	92-90
B+	89-87
B	86-83
B-	82-80

C+	79-77
C	76-73
C-	72-70
D+	69-67
D	66-65
F	64 or below

Process for Evaluation:

Class Participation	10%
Assignments and Exercises	50%
Mid-Term Project/Examination	15%
Final Project/Examination	<u>25%</u>
Total	100%

***PLEASE NOTE: SHOWING UP TO CLASS AND DOING ALL ASSIGNMENTS, WITHOUT PROGRESS, DOES NOT CONSTITUTE A PASSING GRADE.**

Student Evaluation/Grading Policies:

- Class time will be spent in a productive manner.
- Grading will be done on a point system.
- Points for individual activities will be announced.
- All work must be received by the set deadlines.
- Late work receives a grade of zero.
- On-time projects may be redone with instructor approval.
- ABSOLUTELY NO WORK WILL BE ACCEPTED AFTER THE FINAL CLASS MEETS WEEK 11.

Classroom Policy:

- No food allowed in class or lab at any time. Drinks in re-closeable bottles allowed in classroom.
- Edible items brought to class or lab must be thrown out.
- If student elects to eat/drink outside class or lab door, missed time is recorded as absent.
- Attendance is taken hourly. Tardiness or absence is recorded in 15-minute increments.
- Break times are scheduled by the instructor at appropriate intervals.
- No private software is to be brought to lab or loaded onto school computers.
- No software games are allowed in lab (unless in course curriculum).
- Headphones are required if listening to music during lab. No headphones are allowed in lecture.
- Any student who has special needs that may affect his or her performance in this class is asked to identify his/her needs to the instructor in private by the end of the first day of class. Any resulting class performance problems that may arise for those who do not identify their needs will not receive any special grading considerations.
- Cell phones may NOT be used in the classroom. If you have an emergency that requires you to take a call during class, you MUST inform the instructor before class begins, and step outside the room to take the call or text message.

School-wide Attendance Policy:

Students who do not attend any classes for fourteen (14) consecutive calendar days and fail to notify the Academic Affairs Department will be withdrawn from school. In addition, the student may be involuntarily withdrawn at the discretion of the Academic Director, and with the approval of the Dean of Academic Affairs, at any time.

Course Attendance Policy:

Successful completion of a course is dependent upon regular attendance in the classroom. Critical information is

delivered through lecture, critique and student participation. Students are expected to be on time for each class and to stay for the entire class period. Attendance is mandatory. There are no excused absences. All missed class time must be recorded as such.

- If a student accumulates a total of two (2) full class absences during an academic quarter, his or her grade may be adversely affected.
- If a student accumulates a total of three (3) full class absences during an academic quarter, he or she may receive an F grade for the course.

Veteran Affairs Course Attendance Policy

Students who receive VA educational benefits are required to pursue each of their courses to be eligible for benefits. In order to receive the full benefit allowance the student must attend all classes in which the student is registered throughout the academic term at the campus.

- A student who is absent from a particular course for a period of 14 consecutive calendar days will be considered not pursuing the course.
- At the end of a quarter, a student must complete their final assignment or take their final exam (these dates must be documented) or not receive a grade of W, WF or an unearned F, or their last date of attendance will be provided to the VA.

Withdraw from a Course:

In order to withdraw from a course (that is, receive a grade of “W”), a student must meet with his or her Academic Director before noon on the Friday of week 9.

Academic Dishonesty:

Students are expected to maintain the highest standards of academic honesty while pursuing their studies at The Art Institutes. Academic dishonesty includes but is not limited to: plagiarism and cheating; misuse of academic resources or facilities; and misuse of computer software, data, equipment or networks.

Plagiarism is the use (copying) of another person’s ideas, words, visual images or audio samples, presented in a manner that makes the work appear to be the student’s original creation. All work that is not the student’s original creation, or any idea or fact that is not “common knowledge,” must be documented to avoid even accidental infractions of the conduct code.

Cheating is to gain unfair advantage on a grade by deception, fraud, or breaking the rules set forth by the instructor of the class. Cheating may include but is not limited to: copying the work of others; using notes or other materials when unauthorized; communicating to others during an exam; and any other unfair advantage as determined by the instructor.

Students accused of academic dishonesty will be brought before a Student Conduct Committee. If the committee determines that there has been a violation of the Academic Dishonesty policy, the student will automatically fail the class and, depending on the severity of the infraction, may face further disciplinary action up to and including suspension from classes or expulsion from school.

Disability Policy Statement:

It is our policy not to discriminate against qualified students with documented disabilities in our educational programs, activities, or services. If you have a disability-related need for adjustments or other accommodations in this class see the Director of Student Affairs located on the 3rd floor of Building 2950.

Student Assistance Program:

The Talk One2One is a pre-paid service, provided through The Art Institute of California – Los Angeles, that offers a menu of services and support accessible 24/7 to assist the student in attaining balance and academic success, including: counseling, budget and debt assistance, information and resource referrals, consultations, and new parent coaching. If you are in need of services, contact Talk One2One at 888-617-3362.

Tutoring Center:

Full-time faculty will be available during office hours to share knowledge, engage in dialogue and/or give advice and guidance to our student body in the Student Success Center. Students may meet with full-time faculty during their office hours by scheduling an appointment with the faculty member.

Commitment to Excellence – Reading/Writing/Comprehension:

While the principal goal of this course is the acquisition of knowledge in the subject area, students should be aware that The Art Institute of California requires that research on a particular topic and clear and effective writing be an integral part of the learning process.

Media Policy:

All media (images, videos, audio, etc.) used for assignments must be legally obtained, and use of that media must not infringe on any copyrights. Violations of this policy in any assignment will result in a failing grade for that assignment. Documentation of media sources will be required for each assignment.

Communication:

We will use eCompanion for communication during the term. It is your responsibility to check the system and your email daily and be prepared for possible changes and announcements. Use the eCompanion network to get homework assignments and to contact your classmates for notes and details if you miss a class. Homework will be turned in during class or through the eCompanion dropbox. Late homework must be turned in to the correct dropbox in eCompanion to be graded.

Library Assignment:

All students will need to utilize the Library for research and reference throughout the quarter. The Library is a valuable source for finding design ideas that will be needed for this course, i.e.: inspiration and design fundamentals for mid-term and final projects; locating popular trends in design, illustration and photography; referencing past award winning designs which may be used as a guide; identifying benchmarks or referencing competent design works.

Student Art Work:

All student work, which has not already been returned during the quarter, will be available for pickup no later than 5:00 pm, Monday of the first week of break. Any work NOT picked up by that date and time will be discarded unless other arrangements have been made. Students must take personal responsibility for their work.

Additional Policy notes for this Instructor:

1. **If you don't understand, come to office hours...**
2. **Office hours are not a second lecture** – they are designed to give you additional help for problems you didn't understand in class.
3. **You are completely responsible** for your own performance in class.
4. **Students will complete all work** in the syllabus. If there is a school holiday, you are still expected to complete assignments for that week.

Course Outline:

Monday, Sept 1, Labor Day, is a Campus Holiday. No classes scheduled.

No classes are scheduled.

Week/Day	Topics
1	Introduction, Industry Scope, Media Management. LECTURE: Syllabus review. Homework and grading policy. Tutoring center and office hours. What is design? The scope of graphic and web design (Illustration/Identity, Typography, Interactive/User Experience, Tablet Design and Development).

LAB:
Use of Student Portal in class. Basic computer use. File and folder management. Constructing a simple document (The Acid Test).
HOMEWORK: Find your Dream Job. Personal Statement Moodboard.

Research, Demographics and Jobs

LECTURE:
Review of class grading and homework. How moodboards fit into Art Direction. Doing Project research (stock media, physical search at the library, Google, Social Networks). Demographics of the Design Industry. Why use Computers in Design? Why we don't need lame Designers.

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LAB:
Rapid Visualization exercise I (Phrases). Worldle and Yourdle.

HOMEWORK:
Personal Design Scorecard. Type Explicatives.

Design Workflow, Typography

LECTURE:
Review of homework. Design workflow. Types of design workflow. Job positions in Workflow. Features of Computer Interfaces. The Command Line. Document Basics. Typography.

3

LAB:
Vapid Viz II (Logo). Kern Me (online tool). Image Formats.

HOMEWORK:
Explore Type Families. Photoshop Logo Design.

Color Theory, Rapid Design Process

LECTURE:
Review of homework. Color Theory. Complimentary colors. Color models (additive, subtractive) and color wheels. RGB and CMYK. Transparency. Design Workflow and the "Rapid" or "Agile" Design method.

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LAB:
Rapid Viz III (Interactive). Group (two-member) Rapid Design Project.

HOMEWORK:
Study For Midterm. Business Card Design.

MIDTERM TEST

LAB:
Work on midterm (will take the entire class). Part I – Written, Part II – SWOT.

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HOMEWORK:
Book Cover Design.

Group Projects Start, Photoshop Challenge

LECTURE:
Midterm Review (written, SWOT). Homework Review (Business Cards, Book Covers). Final Projects (Individual and Group). Creative Suite "Challenges."

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LAB:
Group Project Setup. Group Project Research (Goals).

HOMEWORK:
Photoshop challenge.

Images, Prototyping and Critique

LECTURE:
More in images (Vectors versus Bitmap). The dangers of computer-based creation. Paper Prototyping. Design Critique.

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LAB:
Group Project Research (Audience). Individual Project Creative Brief.

HOMEWORK:
Groups prepare for Group Presentation (draft) to entire class next week.

Group Presentations, 1D Layout, Illustrator Challenge

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LECTURE:

Interaction Design and Information Design

LAB:

Groups Present their draft projects.

HOMEWORK:

Group Project 1D Layout. Illustrator Challenge.

User Experience, InDesign Challenge

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LECTURE:

Review of Homework. More on User Experience Ux. Implementing Interactive Design. Interactive Infographics. Data Visualization.

LAB:

User Experience (Ux) Card Sorting.

HOMEWORK:

Group Project 2D Layout. InDesign Challenge

HTML and the Web. Final Project Checklist

LECTURE:

Interactive System. How the web is created (HTML, CSS, JavaScript). Web options for Designers.

LAB:

HTML and the Web. Final Project Checklist.

HOMEWORK:

Code Academy.

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FINAL PROJECT PRESENTATION (Group)

Lecture: Creating a CD file and directory structure suitable for delivery for different media.

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Students present final group project, turn in individual projects. Students also turn in individual final projects.
