COM 473: advanced design

SPRING 2019 | SECTION D04 | WEDNESDAYS 4:40-7:10PM | MH 174

Dr. Rachael Sullivan
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Office: Bronstein Hall 302
Office hours: Wed. 1:30-2:30P, Fri. 10A-12P, & by appointment
Course website: https://courses.rachaelsullivan.com/473sp19/

class overview

This course focuses on graphic design for both print and digital formats. You will have the opportunity to imagine yourself in real-world scenarios and create work for hypothetical nonprofit and commercial clients. We will read and discuss case studies and produce branding materials, illustrations, posters, and magazine layouts. This project-based class asks you to understand and apply principles of typography, layout, color, visual hierarchy, and contrast. We will also explore the creative process through phases of research, planning, drafting, feedback, revision, and reflection. The primary goal of the course is to produce portfolio-quality design work; it is not a course focusing on learning how to use software. You should have at least a working knowledge of Adobe software products, including Photoshop, Illustrator, and InDesign. Prerequisites: COM 202, MKT 325, or CSC 341.

learning objectives

- Develop skill in graphic communications by following a disciplined design process.
- Learn to effectively communicate design concepts visually as well as verbally.
- Further develop computer design skills in page layout, illustration, and image manipulation software (Adobe CC).
- Reflect on the nature of design and on your own personal design style, voice, and creative process.
- Create a portfolio of original work that is or approaches professional quality.

required materials

- Textbook: *Layout Workbook: A Real-World Guide to Building Pages in Graphic Design* (new 2018 edition) by Kristin Cullen
- 32GB or higher USB flash drive OR subscription to cloud storage like Dropbox.
- 16GB or higher SD card for use in digital cameras.
- Access to Adobe Creative Cloud (CC), either by giving yourself time to work on campus computers or by purchasing a subscription for your laptop
- Sketchbook of your choice, sketching pen/pencil of your choice, and colored pencils and/or watercolors. Bring these items to every class period.

course requirements

- **Final portfolio** // 40% (due in glorious, revised final form during the final exam period)

  - **Project 1** // magazine illustrations (due 2/8 at 11:59pm)
    - Create illustrations to accompany a recent article about a social problem or human rights issue and place the illustrations in a print layout
  - **Project 2** // social action posters (due 3/1 at 11:59pm)
    - Use your illustrations from the previous project to create a series of 3 to 5 posters raising awareness of the social problem.
  - **Project 3** // create your own assignment (due 3/29 at 11:59pm)
    - Write your own project guidelines for a portfolio piece you would like to make—and then make it. The guidelines must include a client brief, assessment criteria, and detailed explanation of deliverables. The assignment you write will be reviewed by me before you begin.
  - **Project 4** // "Touring the Margins" project (due 4/26 at 11:59pm)
    - This project encompasses a feature magazine story about a lesser-known historical site in Philadelphia along with an interactive component mock-up (such as a mobile app). The project will be completed in pairs.

- **Sketchbook** // 15%
  - You should complete a page of your sketchbook at least five days of every week. The dates should be labeled clearly in the top outside corner of each page. The format for dating should be: "week 4 / Feb. 5" etc. Sometimes I will give you a specific assignment to sketch, but most days you'll draw whatever you want.

- **Reading responses** // 15%
  - Complete five during the semester. These are also explained more on the course website.

- **Presentation** // 10%
  - The presentation will be 5 minutes and will focus on the career path, work, and significance of a graphic designer of your choice. Presentations are explained more on the course website.

- **Final exam: portfolio show-and-tell** // 10%
  - We'll meet during the final exam period to share and discuss your portfolios. The final exam will be held in the classroom on May 3 from 3:30 to 5:30pm

- **Participation in discussions, critiques, and peer review** // 10%
  - Practice basic respect and engagement. Don't stare at your laptop during class discussion and presentations. With respect to critiques and peer review, it is essential that the class participates and I keep track of who has actually participated.

grading scale and assessment procedures

A 94-100% A- 90-93%	"A" work exceeds basic assignment criteria in several ways.
B+ 87-89% B 84-86% B- 80-83%	"B" work meets and exceeds basic assignment criteria.
C+ 77-79% C 74-76% C- 70-73%	"C" work meets basic assignment criteria.
D+ 67-69% D 60-66%	"D" work fails to meet some basic assignment criteria.
F 0-59%	"F" work is incomplete, missing, or fails to meet basic assignment criteria.

Major projects: I will provide feedback but no letter grade. A single-point rubric will indicate areas for improvement. Final portfolio grades are based on the grading scale above and will designate work that has exceeded all criteria in all four projects (A), work that has exceeded most criteria in most projects (B), work that has met all criteria in all projects (C), and work that has fallen short of basic criteria in one or more projects (D or F).

Other assignments: Reading responses are complete, partial, or incomplete. A "complete" reading response shows thought, understanding of the reading, editing/proofreading, and includes one or more images. Presentations are graded for content, delivery, and visual aids. The final exam is considered an "A" if the student attends and has a presentation of his or her portfolio work prepared to share with the class.

Grading conferences: Midterm grades will be shown to the student before submission. We will attempt to resolve conflicts between student/instructor expectations during a required grading conference at the mid-term and also (if the student desires) at the end of the course.

late work

Reading responses do not receive credit if they are late. They are due two days before class. "Late" is translated as: "the response is not posted when I check for it." To be safe, post your response by the deadline. You may get lucky and catch me before I check, or you may not. Regarding the major projects: although these are not graded individually, missing due dates for projects will affect your grade on the final portfolio since one of the assessment criteria is "ability to meet deadlines." Extensions are granted on a case-by-case basis, with documentation, in situations of extreme personal or family crisis.

incomplete grades

A grade of "incomplete" (a temporary replacement for a final course grade) is always at the instructor's discretion. I assign an "incomplete" only in the case of a documented disability that justifies class absence, a medical/family emergency that is verified by the Dean's Office, or technical issues that are out of the student's and instructor's control.

attendance

You have two full weeks of "allowed" absences, which are intended to cover illness and emergencies. Missing three classes will result in a one-third-letter reduction of your final grade in the course. (So, if you have a B+ and miss three, you would have a B.) Missing four or more classes will result in failure of the course. I cannot excuse absences beyond two unless I have some substantial documentation from the Dean's Office. A parent's note or note from the health center or a doctor is not enough to excuse absences. Let me know if you need to miss class for religious observation, since those absences are allowed. Athletes: I would appreciate having a copy of your competition schedule with class absences highlighted.

tardiness

Two late arrivals = one absence. Leaving early multiple times may also count as an absence. Make sure I mark you as "present" in my attendance tracker every day you attend, even if you come in late.

gear rental

The COM Studies department has equipment (such as video cameras, DSLR still cameras, tripods, audio recorders, microphones, and more) that students can check out to use for class or personal projects. Gear check-out has a strict late policy of $20 per day. For gear room location and hours, see: https://sites.sju.edu/communicationstudies/

technology problems

Plan ahead for technology problems. Back up your work in more than one location. Constantly save your work (command + S on Mac or CTRL + S on Windows). An external storage drive is required; do not email assignments to yourself back and forth. Do not save assignments on the classroom computers and expect to find them again.

using or adapting other people's stuff

Images circulate freely on social media with no attribution. In this class, using or adapting another person's graphics, images, or photographs is not allowed unless you are permitted by the assignment and by Fair Use and/or an appropriate Creative Commons license. Using or adapting another person's work in your project with no attribution is the same as copying a paragraph from the web and pasting it into a paper. Doing so is an academic honesty violation and I will report it to the university. For all assignments in class, the visual work you submit should be 100% original and created by you. When in doubt, you should include a thorough works cited or works consulted page.

university policies

- **Academic honesty**: In addition to the course-specific plagiarism policy outlined above, you are expected to know and follow the university's full academic honesty policy. Instances of plagiarism will receive a zero for the assignment.
- **Disability support**: Reasonable academic accommodations may be provided to students who submit appropriate documentation of their disability. Students are encouraged to contact Dr. Christine Mecke in the Office of Student Disability Services, Bellarmine, B-10, at cmecke@sju.edu; or at 610.660.1774 for assistance with this issue. The university also provides an appeal/grievance procedure regarding requested or offered reasonable accommodations through Dr. Mecke's office. More information can be found at: www.sju.edu/sds.