Course Syllabus

SI 320 // Graphic Design & Visual Communications

Estimated reading time: 15 min

Term: Winter 2021

Location: Online - synchronous

Units/time dedicated per week

Lecture - Section 001, Lab - Section 002: Mondays, 1-5 pm

Contact time: 4 hours // @Home time: 8 hours

Teaching team

Vadim Besprozvany | vbesproz@umich.edu
Elena Godin | yelena@umich.edu | 734.945.1940 (emergency only)
Jessie Zhou | zzexi@umich.edu | lab assistant for 320 and 520

Runa Morioka | runam@umich.edu | instructional aide for 320
Evy Lai | evylai@umich.edu | instructional aide for 320

Xuan Huang | huangxu@umich.edu | instructional aide for 520
Xiaoshan He | xshe@umich.edu | instructional aide for 520

Office hours

Monday & Thursday: 10.30 am -12.00 pm
Tuesday 12.00 pm -2.00 pm
Friday 4.00 pm -6.00 pm

See our Google calendar with classes/office hours listed: goo.gl/yhJFB (Links to an external site.)

Book your office hours visit here (Links to an external site.)

About the course

This course supports students’ professional development by exploring principles and practices of visual communication. The conceptual part covers the graphic design theory discourse. Students will reinforce the practical application of critical thinking, analysis, and master conceptualizing and making. They will learn how to "read" designs and apply them to a broader cultural, technological, and social context. In the hands-on part of the course, students will gain software skills necessary for the practical application, learn how to follow or establish brand/identity guidelines, prepare work for production, and select the right tool for their projects. Students will improve their aesthetic sensibility and design skills by mastering visual language vocabulary, understanding ways of establishing effective visual communication, solving multifaceted problems, and developing analytical thinking and promoting, thus responding professionally to the modern world’s rapidly changing needs. While studying the elements and principles of layout, typography, illustration, color, and UI design, students
will learn how to organize and/or enhance their portfolios. Students will get a chance to incorporate projects they work on for the class into their portfolios.

Goals and learning objectives

In this course, students will:

• investigate and define visual design concepts and practices
• gain graphic design skills to effectively visualize and present design solutions and ideas in a clear and concise manner
• study the graphic design process
• learn how cultural and social factors play a vital role in shaping visual design solutions.
• develop high fidelity prototyping skills

Ethical Considerations

Inclusion and justice

We work together to cultivate a learning community that is respectful and inclusive. We will not tolerate any demonstration of hate speech or humiliations of others because of their race, origin (xenophobia), sexual identity, gender, age, socioeconomic status, and religious beliefs.

We acknowledge our students' different identities and experiences. In this course, students will have a range of background preparation; this is normal and expected. We have high expectations, yet we believe that all students can succeed in this course.

We draw our course examples from various social or cultural domains that may not align with our students' past experiences. We are happy to share our cultural background with our students and are eager to learn about theirs. We aim to develop students' sense of connection to our course and a broader community of designers.

We value critical thinking, self-reflection, open-mindedness, and imagination.

Creativity

Creativity, as Wikipedia defined it, is a phenomenon whereby something new and somehow valuable is formed. The created item may be intangible (such as an idea, a scientific theory, a musical composition, or a joke) or a physical object (such as an invention, a literary work, or a painting). Sharing and supporting this idea, we believe that before creating something new and valuable, students first should learn what concepts and principles form the creativity in Graphic Design. Graphic designers create, but it doesn't necessarily mean they're creative. The role of creativity is vital, especially for designers, whom most people consider creative simply by virtue of their work. While creativity is subject to multiple definitions, it must work in tandem with other concepts before it can be taken advantage of (Johnny Kilhefner, *Role of Creativity in Graphic Design*).

Subjectivity

Subjectivity refers to how personal opinions and feelings shape someone's judgment instead of outside influences. Since a subject is a person, subjectivity refers to how a person's uniqueness influences their perceptions. Example: Our perception of loudness is subjective, but the sound has an intensity, independent of our hearing, that is measured in decibels (dB). —Jennifer Barone, *Discover*, 2009 (from www.merriam-webster.com)
In our class, the absolute majority of the judgments are based on principles of Graphic Design, not on personal opinions. In some instances, though, we have to rely on our professional background and expertise.

The learning environment

Course meeting medium: Zoom

Course materials, grading, assignment submission: Canvas. All homework, lab, and activity/participation assignments are described in the corresponding section on Canvas. Course materials are shared via Canvas > Files. You will get weekly Canvas announcements with the to-do list.

Google forms, calendar, docs for collaborative work

Textbook? There is no textbook required for this class. You may use Visual Quickstart Guides (available via ProQuest) or other resources (like Adobe Help center) for your reference while mastering the software. Required reading materials (articles, manuals, etc.), if assigned, will be available online (Canvas, Safari Books).

Sketches & Process Notepad

Sketches are a required part of concept development, discussion, and brainstorming sessions. Please use them for all projects. You will attach your sketches to the homework submission package. Obviously, you will need a pencil or a pen and an eraser.

Hardware

Laptop or desktop (learn more about [Adobe requirements here](https://helpx.adobe.com/))

Do you have a 2nd screen? Use it!

External mouse or stylus

Software

Adobe Creative Cloud is automatically available to all active students. [Download Creative Cloud](https://helpx.adobe.com/) from Adobe. Once you download the Creative Cloud app, you can select which products to download onto your computer. Before using it for the first time, see [How to Log In to Adobe Products](https://helpx.adobe.com/).

Zoom

We use Zoom for class lectures, group works, and labs. Please [configure your U-M Zoom account](https://helpx.adobe.com/) to be able to join our Zoom meetings. These meetings are listed in the syllabus, in the Attendance & Participation Assignments, and on your Canvas calendar.

Communication & Emails

We aim to learn and use students’ names and personal pronouns and encourage them to learn and use one another’s, accurately pronounced and spelled (that also applies to the teaching team’s names).

- Please send an email to our UMICH addresses (we prefer not to use the Canvas mailbox)
- Put your course and section number in the subject of your message ("SI 5320 Section 01, Lab 02")
Use a salutation and signature ("Hi, Elena," "Nicole Gordon, School of Education"). Many people have strong feelings about what you do to their names and how you address them: including their name in the salutation is an easy way to show that you recognize them as fellow human beings — dehumanizing hurts.

We may not be able to help you at the last minute. We reserve the right not to respond to emails about an assignment on the day it is due; this is also true for late-night emails the day before a project is due.

Ask your homework-related questions in the Discussion Q&A threads (Canvas)

Be specific: a general question, like "I don't even know how to get started," is better discussed in person: email to schedule your office hours visit.

Grades are not discussed via email except the simple math or entry errors. Please make an appointment with us to go over your grade questions.

Schedule*

- Week 1- Intro. About the course. Hands-on, Lab. Homework 00 - Intro slide

Graphic Design Core Concepts:

- Week 2 - Text & Images. Hands-on, Lab. Homework 01 assigned
- Week 3 - Color. Hands-on, Lab. Homework 02
- Week 4 - Composition. Hands-on, Lab. Homework 03 - Part I (research, ideate, sketch)
- Week 5 - Gestalts. Hands-on, Lab. Homework 03 - Part II
- Week 6 - Typography. Hands-on, Lab. Homework 04
- Week 7 - Hierarchy. Hands-on, Lab. Homework 05 - Part I (research, ideate, sketch)
- Week 8 - Grid Systems. Hands-on, Lab. Homework 05 - Part II

Branding & Identity

- Week 9 - Logo. Hands-on, Lab. Homework 06 - Part I (research, ideate, sketch)
- Week 10 - Identity Guidelines. Hands-on, Lab. Homework 06 - Part II

Design for Digital and User Interface (UI)

- Week 11 - Identity Guidelines and User Interface (UI). Hands-on, Lab. Homework 07
- Week 12 - Design Systems. Hands-on, Lab

Portfolio

- Week 13 - UX/UI portfolio

Quiz

Final Project

* See the date-based course outline below the syllabus or view Canvas Course Calendar

Course organization and requirements
Students will be evaluated based upon the successful completion of all projects and creative group work and participation. Attendance and participation grade is based on your synchronous presence, discussion involvement, group work, and comments you leave for your classmates’ projects.

Assessments

- Attendance & Participation - 15%
- Labs - 15%
- Homework -55%
- Quiz - 5%
- Final Project - 10%

Course Grading Scale

(“=” - "equal", no rounding, 93.95 is A-, not A)

99 –100 = A +
94 – 98 = A
90 – 93 = A –
87 – 89 = B +
86 – 84 = B
80 – 83 = B –
77 – 79 = C +
74 – 76 = C
70 – 73 = C –

COVID-19 grading adjustments. For the Fall 2020 and Winter 2021 semesters, our course uses a modified version of traditional grading:

- The regular A+ through C- grading system will be maintained.
- Students who earn D or E grades will receive a "No Record COVID (NRC)." Students receiving an NRC will be able to request that it be converted to a letter grade. Details will be forthcoming about the process to convert to letter grades.

Landmark events

Quiz

The quiz will take place in Canvas and consist of 20-25 essay-type (short answers) and multiple-choice questions that address your knowledge of graphic design key terms, concepts or ask you to describe what principles are used in a given layout. These questions will include visual material. There might be a hands-on component that will test your understanding of the software use and principles of the layout (TBA).

The quiz is usually scheduled during the last class meeting. We will notify you in case of changes.

The missed quiz cannot be retaken and will result in the 0 grade unless an alternative date is arranged with the instructors before the quiz scheduled time (this applies to religious holidays, documented illness, or conflicting exam time).

The quiz is not subject to revision/resubmission.

Final Project
Attendance and Participation

Students are expected to participate in class sessions synchronously. If the course is remote, having your camera on is part of your participation score (10%). Think of this class as part of our professional life and keep in mind that we would not fail to report to work without giving appropriate notice. Students are responsible for finding out what they missed in a class by referring to the syllabus and their peers. In-class group activities and your class participation grade both rely on attendance. We will do individual and group activities in class each week.

- Valid reasons for not attending the class are illness, conference participation, job interview, and family emergency. Notify instructors before the class meeting time via email.
- One absence will be excused; the rest will result in a 0 grade for a given class unless supportive documentation is provided and necessary arrangements are made with the instructors.
- Students arriving/registering after 15 minutes since class start time are considered late (-10% of the grade for a scheduled class). Students who are not in attendance for at least 70 percent of any scheduled class may be considered absent. Students should discuss missing portions of a class session with their instructor to determine how their grade may be affected.
- Participation is an essential part of a class. It includes reading the assigned texts, meaningful contribution to in-class discussions, and active participation in group work or other in-class activities.
- It is your sole responsibility to sign up for your attendance at the beginning of the class via the Google form link provided in the corresponding Attendance & Participation assignment.
- You can upload your in-class group work/hands-on anytime before 11.59 pm on a date it is due - we will not count it as "late." We will manually remove the Canvas markup for that.
- Do not submit the attendance form without being present in the classroom - this is misconduct.
- Participation is monitored via in-class discussion involvement, and activities work submission, and via Canvas analytics.
- Based on a student's participation merit, instructors reserve the right to upgrade or downgrade the course's final grade up to a notch.

In the case of emergency/asynchronous participation, email us once you complete the Zoom lecture review, and post your answers to the lecture questions asked (if any) to the corresponding Attendance & Participation assignment. We may look at your Canvas analytics - it shows your engagement with the material. We may help you make up for a group activity by connecting you to another student/s in the same situation. We cannot guarantee that you will complete the missed class activity in the group, though.

Small group discussions - 3-4 participants per group. Discussion time: 15-20 min. During the discussion, the presenter of the work will keep notes and use the feedback received toward improving the work. Discussion notes count toward peers' Attendance & Participation grade (20%)

Zoom Policy

Zoom Policies apply to online behavior as well as in-person or classroom behavior. That means when you are attending class on Zoom, you are expected to be professional and respectful, use language thoughtfully, wear appropriate clothing, and avoid inappropriate surroundings. Please do your best to join the class from a suitable, quiet location, with a device that permits full participation in the class activities.
1. Our class is synchronous. We expect you to be in the class on-time. If you are regularly not in the class synchronously, your class participation grade will be reduced because you are not able to participate in group activities and discussions.

2. Class meetings on Zoom (including video, audio, and chat text) will be recorded to accommodate those who may happen to lose connection or miss a class. The recordings are stored on the UM Zoom cloud storage and are available for 180 days after the recording date.

3. During the first or second course meeting (lab time), we will ask you to update your Zoom and Canvas profile images for better identification and communication using one of your recent photos.

4. You will join the class with your camera on (again, be professional - and use zoom background if needed). During the breakout rooms' time or discussion, you are expected to turn on your microphone and be ready to share your screens. Having your camera on eases the burden of online teaching, simulates the traditional classroom environment, and shows that you are actively involved with the learning process. Having a camera on is part of your participation score. You can turn off your camera during the lab time only if you are experiencing technical difficulties.

5. Zoom Chat is the best way to ask questions or post answers to questions asked during the lecture, yet if there is a discussion moment, let us know via chat what you want to speak up about: your microphone will be unmuted. Depending on the lecture/lab flow, your questions will be answered either right away or later on. We are committed to providing relevant and prompt answers to all your requests, so if for some reason you did not get the answer or are not happy with it, please reiterate your question.

6. Do your best to stay focused. Please stay engaged in in-class activities. Close any apps on your device that are not relevant and turn off notifications.

7. **Emergency 1 – on your side:** if you lost your Zoom connection, do not panic and try to rejoin. If your problem persists, email instructors, review the recording once your connection is restored.

8. **Emergency 2 – on the teaching team's side:** host (instructor) lost his/her connection. We will try 1) reopen or create a new Zoom meeting – and you will get a communication from Canvas about that 2) use an alternative platform – our choice one would be Google meet. You will get an invite via UMICH email. 3) we lost our internet connection altogether and for a long time: we will make asynchronous lecture recording and share it with you.

**Religious/Cultural Observance**

Those who have religious or cultural observances that coincide with this class should let us know in writing by email within the second week from the class start. We encourage you to honor your cultural and religious holidays. However, if we do not hear from you by the end of the second week, we will assume that you plan to attend all class meetings.

**Disruptive Behavior in the Classroom**

Disruptive behavior negatively affects the classroom environment, and students’ educational experience enrolled in the course. Examples of disruptive behaviors include, but are not limited to:

- Failing to respect the rights of other students to express their viewpoints. Classroom discussion should be civilized and respectful to everyone, and relevant to the topic discussed.
- Entering the class late or leaving early. Packing up your belongings prior to the end of class is disruptive to others around you and to the instructor.
- Constant interruptions, which interfere with the instructor’s presentation
- Creating excessive noise. Talking when the instructor or others are speaking
- Overt inattentiveness: use of cell phones in the classroom, text messaging, listening to music, gaming, checking emails, Facebooking, browsing the web (excluding instances when it is a part of the instructor’s assignment), sleeping
• Inordinate or inappropriate demands for time or attention. Repeated requests for special arrangements, such as an extension of the deadline, with the request(s) filled with emotion
• Students exhibiting these behaviors can expect a warning from the instructor and/or 0 grade for attendance/participation for a given class. Failure to correct such behaviors will be reported to OSA.
• More extreme examples of disruptive behavior include, but are not limited to: use of profanity or pejorative language; intoxication; verbal abuse of instructors or other students; harassment of instructors or other students; physical violence.
• Students exhibiting these more extreme examples of disruptive behavior may be dismissed from the lesson or the entire course.

[1] The description of disruptive behavior and listings of examples of disruptive behavior are taken from the Web sites of James Madison University, the University of Delaware, the University of West Florida, and Virginia Tech.

Study habits during COVID

• See comprehensive guide (Links to an external site.) from the UM Office of Academic innovation.
• We like Pomodoro (Links to an external site.) (the Italian word for tomato), and it works, too. Use it as a simple time management tool: TomatoTimer (Links to an external site.)
• Try Trello for personal productivity (Links to an external site.) or Google Calendar and Tasks (Links to an external site.).
• Feed your Canvas calendar (Links to an external site.) to your Google or Ical

Homework Assignments

Homework is due at the beginning of the class. The due date is listed on Canvas > Assignments. Each homework assignment will have a corresponding checklist that must be uploaded together with the submission. Late homework is accepted; however, late submission will result in a lower score (-10%). A submitted project that contains inappropriate images or language will receive no credit. We encourage you to make corrections/revisions to your work (refer to the Revisions / Corrections section below). Homework graded on the following criteria:

• applying graphic design concepts learned in the class
• technical accuracy, and craftsmanship
• effective use of skills developed in labs
• following instructions
• fulfillment of the assignment objectives

Lab Assignments

Labs are graded on the following criteria:

• applying graphic design concepts learned in the class
• following instructions
• technical accuracy, and craftsmanship
• fulfillment of the assignment objectives
• late labs are accepted while the assignment is still open (2 weeks); however, late submission will result in a reduced score (-10%).
• the due time for labs is 11.59 pm on the next day of the class (= Tuesday at 11.59 pm). We are doing that to accommodate those students who are joining from different time zones.
Time estimates for the homework projects:

easy: 1.5 - 4 hrs  
medium: 5 - 7 hrs  
hard: 8 - 9 hrs

HW 00 – Intro slide – very easy  
HW 01 - Text & Images - easy  
HW 02 - Promo Banners - medium  
HW 03 Part I - Geons. Sketches - easy  
HW 03 Part II - Geons. High-Fi Layout (app) - hard  
HW 04 - Typographic Collage (isolations + mask) – medium/hard  
HW 05 Part I - Grid-Based Layout Ideation - easy  
HW 05 Part II - Grid-Based Layout (Alphabet poster) - medium/hard  

HW 06 Part I - Logo Ideation - medium  
HW 06 Part II - Logo Guide - medium  
HW 07 - High-Fi Mockups - hard

In-Class Hands-on & Activities

In-Class Hands-on and Activities will be outlined in the Attendance & Participation Assignments. Their completion is part of your grade for this rubric. Submit these at the end of the class.

In case of asynchronous participation, post your answers to lecture questions to the corresponding Lecture assignment on Canvas; email <yelena@umich.edu> and ask if you still complete the group work - we will try to connect you to another fellow student/s in the same situation.

Revisions & Corrections

In this class, we cultivate a "growth" mindset: risk, struggle, and failure are essential parts of the learning process. Thus, revisions are a necessary part of your learning and creative process. There are optional and mandatory revisions (which will be indicated on the checklist/grade book notes). Revising your homework allow you to improve your grade, to polish your design skills and to enhance your portfolio.

Final Project, and the quiz are not subject to revision/resubmission

Revisions for the Homework:

- You can resubmit all the homework revisions except for the Ideations, until the last day of classes (April 21, 2020).
- Post the updated file to Canvas.
- Fill and attach the corrections checklist (Canvas > Files > _corrections_checklist.pdf) with the notes from in-class discussions and your own observations.
- Apply your newly gained skills to revised works.
- Revised work without completed corrections checklist is not accepted / may be returned ungraded.
- Homework resubmissions are allowed while the assignment is still open.( check the assignment closing date)
- Two rounds of resubmissions are allowed (3 attempts)

Lab Revisions
Labs can be revised; upload the revised file to Canvas, provide comments on the revisions you have completed.
Labs without comments may not be re-graded.
The due date for lab resubmission: two weeks after the due date, while the assignment is still open.
One round of revisions for the labs (2 attempts)

Missed Assessments

Missed assessments can be submitted as late work until the last day of the class (April 21, 2020) unless there are other arrangements with the instructor. They are marked as "late" unless they were missed due to special reasons like emergency or illness.

Ideation homework, Labs, hands-on, and class activities work have to be submitted in the two weeks past the due date.

Assignment Grades Posting

- Grades are posted via the Canvas grade book.
- Attendance & Participation is graded within 48 hours of class time. Initially, you will get the credit that marks your in-time presence. Once you submit your activities or group work, your grade is adjusted.
- Lab works are graded ASAP after the deadline; grades are released within 48 hours.
- Homework is graded within a week after the due date.
- Resubmissions of any kind are graded once a week. Each Grader will have a specific time during a week to go over your revisions.

Student Mental Health and Wellbeing:

We do our best to respond and adapt to students' changing and diverse circumstances; we aim to engage empathetically with student needs, both emerging and persistent; we are ready to provide accommodations for equitable learning. Students are invited to attend our office hours if they need to share their concerns and/or identify how to get help and support.

The University of Michigan is committed to advancing the mental health and wellbeing of its students. If you or someone you know is feeling overwhelmed, depressed, and/or in need of support, services are available. For help, contact Counseling and Psychological Services (CAPS) at (734) 764-8312 and caps.umich.edu (Links to an external site.) during and after hours, on weekends and holidays. You may also consult University Health Service (UHS) at (734) 764-8320 and uhs.umich.edu/mentalhealthsvcs (Links to an external site.), or for alcohol or drug concerns, see uhs.umich.edu/aodresources (Links to an external site.). Since many students are remote during fall 2020, CAPS COVID-19 (Links to an external site.) Support features SilverCloud (Links to an external site.), an online, self-guided, interactive mental health resource that provides cognitive-behavioral interventions. For a listing of other mental health resources available on and off-campus, visit uhs.umich.edu/stressresources (Links to an external site.). Accommodations for Students with Disabilities If you think you need an accommodation for a disability, please let me know at your earliest convenience. Some aspects of this course, the assignments, the in-class activities, and the way we teach may be modified to facilitate your course participation and progress. As soon as you make me aware of your needs, we can work with the Office of Services for Students with Disabilities (SSD) to determine appropriate accommodations. SSD (734-763-3000; ssd.umich.edu (Links to an external site.)) typically recommends accommodations through a Verified Individualized Services and
Accommodations (VISA) form. We will treat any information that you provide in as confidential a manner as possible.

COVID-19 Pandemia

The Maize and Blueprint website (Links to an external site.) shares the university's outline for protecting the entire U-M community and emphasizes how individuals can stay safe and reduce the spread of COVID-19 on campus.

You can assist by following these essential safety measures to protect yourself, your family, your friends, and your community:

- Complete a daily ResponsiBLUE (Links to an external site.) health screen before arrival on campus.
- Wash your hands frequently with soap and warm water for at least 20 seconds. If unable to wash hands, use hand sanitizer.
- Maintain a physical distance of at least 6 feet between yourself and others.
- Wear a face mask that covers the nose, mouth, and chin when anywhere on campus, including indoors, outdoors, and on university transportation.
- Seek medical attention if you develop a fever, other symptoms (Links to an external site.), and/or test positive for COVID-19. Do not come to campus until you receive further instructions.

One of the most important safety measures you can take today is to make sure you are signed up to receive UM Emergency Alerts (Links to an external site.). The quickest way to receive an alert is through the U-M Public Safety App (Links to an external site.), which is available in the App Store and Google Play. For redundancy, you can also receive an emergency alert through the Michigan App (Links to an external site.). In addition, make sure you are registered for UM Emergency Alerts on Wolverine Access (Links to an external site.) to receive a text and/or voice alerts.
**Academic Integrity**

Unless otherwise specified in an assignment, all submitted work must be your original work. Any excerpts, statements, or phrases from others' work must be identified as a quotation, and a proper citation is provided. Any violation of the School's policy on Academic and Professional Integrity (stated in the Master's and Doctoral Student Handbooks) will result in penalties, which might include failing an assignment to failing a course and being expelled from the program. Violations of academic and professional integrity will be reported to UMSI Student Affairs. The faculty instructor determines consequences impacting assignment or course grades; additional sanctions may be imposed by the assistant dean for academic and student affairs.

**Syllabus Updates**

The instructional team reserves the right to modify the syllabus anytime. We will notify you via Canvas if we update the syllabus during the term.

**Course Summary:**

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<tr>
<th>Date</th>
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<tr>
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<td>Assignment <a href="#">Final Project</a></td>
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</tbody>
</table>