Course Syllabus

Jump to Today
Term: Winter 2020
Location: 1570 NUB

Instructors:
Vadim Besprozvany | vbesproz@umich.edu
Elena Godin | yelena@umich.edu | 734.945.1940 (emergency only)

Instructional Aids:
Rhea Kulkarni | rkulk@umich.edu (TA)
Shriya Hardikar | shriyah@umich.edu (Lab assistant)
Angela Chih | ahchih@umich.edu (Grading)

Office Hours:
Open session (Google Hang-out): Mondays, Wednesdays 12 -2 pm
(UMSI Loft, 201 D - 715 N. University Ave., 2nd floor)
By appointment (check our Google cal before requesting your time slot of 15 min)
There will be no office hours during the first week of classes, and for the Spring break.

Course Description
This course supports students’ professional development by exploring principles and practices of visual communication. The conceptual part of the course covers the graphic design theory discourse. Students will reinforce the practical application of critical thinking, analyze and process of making and conceptualizing, learn how to "read" designs and how to apply them into 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 print and web production, and select the right tools, media, and budget for their projects. Students will improve their aesthetic sensibilities and design skills through mastering visual language vocabulary, understanding ways of establishing effective visual communications, solving multifaceted problems, and developing analytical thinking, promoting thus their ability to respond professionally to rapidly changing needs of the modern world. While studying the elements and principles of layout, typography, illustration, color, and web design, students will expand their portfolio.

Course Objectives
- To define and investigate visual design concepts and practices
- To gain graphic design skills to effectively visualize and present design solutions and concepts in a clear and concise manner
- To understand the graphic design process
- To know how cultural and social factors play a vital role in shaping visual design solutions.
- To build professional portfolio

Software
Adobe Creative Cloud (Photoshop, Illustrator, Acrobat, XD and/or InDesign)
Note: you can use Adobe CS 6 or Adobe Creative Cloud. Some assignments can be completed with Sketch or other tool of your choice (TBA)
**Sketches & Process Notepad**

Sketches are a required part of concept development, discussion and brainstorming sessions. Please use them for all projects. You will be asked to attach your sketches to homework submission package.

**Textbooks**

There is no textbook required for this class. You may use Visual Quick Start Guides (available via ProQuest) or other resources (like Adobe Help (Links to an external site.)) for your reference while mastering the software. Required reading materials (articles, manuals, etc.) will be available on Canvas.

**Lab and Homework Submission**

**Homework**

- Homework is due at the beginning of the class. Due date is listed on the homework checklist.
- Submit printed copy and upload the optimized version (.pdf) to Canvas.
- Late homework are accepted, however, late submission will result in lower grade (-10% per week).
- Submit your homework in a plastic sleeve. Not having the sleeve will result in the lower grade (-5%).
- Homework containing inappropriate images or language will receive no credit.
- We encourage you to make corrections/revisions to your work (refer to 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

**Labs**

- 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
- Labs are uploaded to Canvas only (no need to print these).
- Labs can be finalized/polished at home and uploaded before the beginning of the next class.
- Late labs are accepted while the assignet is still open (2 weeks), however, late submission will result in lower grade (-10%).

**Naming Files**

Use the following pattern: week_assignment_variant (for example: week_01_facebookad.pdf)
Revisions / corrections
Homework revisions are essential part of your learning and creative process. There are optional and mandatory revisions (will be indicated on the checklist/gradebook notes).

How to submit revisions for your homework:
- Due date for round 1 revisions resubmission: two weeks after the grade has been posted.
- Post the updated file to Canvas.
- Print your updated design and attach it to the previous version of your work. Reuse the checklist. Fill and attach corrections checklist (Canvas > Files> corrections_checklist.pdf) with the notes from in-class discussions, and your own observations.
- Submit revisions with your other homework in class. Do not print new checklist - use the one with our comments.
- Revised work without completed corrections checklist are not accepted / will be returned ungraded.

Lab revisions
- Labs can be revised; upload revised file to Canvas, comment on the revisions you have completed.
- Labs without comments will not be re-graded.
- Due date for labs resubmission: two weeks after the due date, while assignment still open.

Projects & Examinations
- Final Project
- Quiz: missed quiz cannot be retaken and will result in the 0 grade unless alternative date is arranged with the instructors prior the quiz scheduled time (this applies to religious holidays, documented illness, or conflicting exam time).

Assessment & Grades
- Students will be evaluated based upon the successful completion of all projects and creative group work and participation.
- Attendance and participation grades are based on your presence in class, discussion involvement, and comments you leave for your classmates. Instructors are reserving right to upgrade or downgrade the course final grade based on participation merit and in-class behavior up to a grade notch.
- Grading rubrics are listed on Canvas > Grades.
- Grades are not discussed via email. Make an appointment with us to go over your grade questions.

Attendance and Participation
• Valid reasons for not attending the class are: illness, conference participation, job interview, family emergency. Notify instructors before the class via email. Provide supportive documentation if you were absent for more than one class.

• Students arriving after 15 minutes from the class start time are considered late (-10% of the grade for a scheduled class).

• Students who attended less than 70 percent of any scheduled class, may be considered absent from that class. Students should discuss missing portions of a class with their instructor to determine how their grade may be affected.

• It is your solely responsibility to sign up for your attendance at the beginning of the class.

• Do not submit the attendance form without being physically present in the classroom. This is misconduct.

• Instructors reserve the rights to adjust your attendance/participation grade in instances of disruptive behavior (see below).

• Participation is monitored via in-class discussion involvement and discussion comments posts (students are expected to provide valuable comments for the work of their discussion peers). Each discussion comment is 15% of the grade for a scheduled class.

---

**Grading**

("=" - "equal or more...", no rounding)

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 –

**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 ideas 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 someone’s judgment is shaped by personal opinions and feelings instead of outside influences. Since a subject is a person, subjectivity refers to how a person's own uniqueness influences their perceptions.” Example: “Our perception of loudness is subjective, but 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.
Emails & Communication

- Put your **course** and **section** in the subject of your message.
- Use a salutation and signature.
- 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 an assignment is due.
- Ask your homework-related questions in the Announcements or Q&A threads (Canvas).
- Be specific: general question, like "I don't even know how to get started" is better discussed in person: schedule your office hours visit.
- Grades are not discussed via email. Make an appointment with us to go over your grade questions.

Social Media

We will be happy to be your LinkedIn connection or Facebook friends once the semester is over.

Academic Integrity

Unless otherwise specified in an assignment all submitted work must be your own, original work. Any excerpts, statements, or phrases from the work of others must be clearly identified as a quotation, and a proper citation 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 serious penalties, which might range from failing an assignment, to failing a course, to being expelled from the program. Violations of academic and professional integrity will be reported to UMSI Student Affairs. Consequences impacting assignment or course grades are determined by the faculty instructor; additional sanctions may be imposed by the assistant dean for academic and student affairs.

Disruptive Behavior in the Classroom

Disruptive behavior(1) in the classroom negatively affects the classroom environment and the educational experience for students 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 instructor’s assignment), sleeping.
- Inordinate or inappropriate demands for time or attention. Repeated requests for special arrangements, such as extension of deadline, with the request(s) filled with emotion.

Students exhibiting these types of 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 instructor or other students; harassment of instructor 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.

## Accommodations for Students with Disabilities

If you think you need an accommodation for a disability, please let us 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 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 help us determine appropriate accommodations. SSD (734-763-3000; ssd.umich.edu/) 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.

## Student Mental Health & Wellbeing

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, or through its counselors physically located in schools on both North and Central Campus. You may also consult University Health Service (UHS) at (734) 764-8320 and www.uhs.umich.edu/mentalhealthsvcs (Links to an external site.). For a listing of other mental health resources available on and off campus, visit: umich.edu/~mhealth (Links to an external site.)

*Instructors reserve the right to change the Syllabus and Schedule on as-needed basis

## Course Summary:

<table>
<thead>
<tr>
<th>Date</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wed Jan 8, 2020</td>
<td>Assignment <a href="#">01 Lecture: Intro</a> due by 3pm</td>
</tr>
<tr>
<td>Mon Jan 13, 2020</td>
<td>Assignment <a href="#">01 Lecture: Intro Cont</a> due by 4:30pm</td>
</tr>
<tr>
<td>Mon Jan 20, 2020</td>
<td>Calendar Event <a href="#">MLK Day</a> and Assignment <a href="#">01 Lab: &quot;Quick Facts&quot;</a> due by 3pm</td>
</tr>
</tbody>
</table>
Wed Jan 22, 2020
Assignment 02 Lecture: Text & Images due by 3pm
Assignment 02 Lab: Layers, Food Pyramid due by 5pm

Mon Jan 27, 2020
Assignment Homework 01: Images curation due by 2:55pm
Assignment 03 Lecture: Color due by 5pm

Wed Jan 29, 2020
Assignment 03 Lab: Color due by 5pm

Mon Feb 3, 2020
Assignment Homework 02: Web Banners due by 2:55pm
Assignment 04 Lecture: Composition due by 3pm

Mon Feb 10, 2020
Assignment Homework 03: Composition / Collage due by 2:55pm
Assignment 05 Lecture: Gestalt due by 4:30pm

Wed Feb 12, 2020
Assignment 04 Lab: Masking due by 5pm
Assignment 05 Lab: Geons & Gestalts due by 5pm

Mon Feb 17, 2020
Assignment 06 Lecture: Typography due by 5pm

Mon Feb 24, 2020
Wed Feb 26, 2020

Assignment 06 Lab: Postcard due by 3pm

Mon Mar 9, 2020

Assignment 07 Lecture: Grids, Typography cont. due by 3pm

Wed Mar 11, 2020

Assignment Homework 05: Modular Grid due by 2:55pm
Calendar Event BlueJeans Meeting: Lecture 08: Logo 3pm to 4:30pm
Assignment 07 Lab: Practicing Baseline, Persona due by 3pm
Assignment 08 Lecture: Branding - Logo due by 3pm

Mon Mar 16, 2020

Assignment Homework 06: Logo - Ideation due by 2:55pm
Assignment 09 Lecture: Branding and Identity due by 3pm

Mon Mar 23, 2020

Assignment 10 Lecture: Branding and UI due by 3pm

Wed Mar 25, 2020

Assignment 08 Lab: Vector Tracing due by 3pm
Assignment 09 Lab: Logo Guide Elements due by 5pm
Wed Apr 1, 2020
Assignment  Homework 06 Part 2: Logo / Identity Guide
due by 5pm

Mon Apr 6, 2020
Assignment  10 Lab: UI assets  due by 5pm
Assignment  Homework 07 Part 1: Inventory  due by 2:55pm
Assignment  11 Lecture: UI Hierarchy and Grids  due by 3pm
Assignment  12 Lecture UI: iOS and MD  due by 3pm

Wed Apr 8, 2020
Assignment  11 Lab: App Layout  due by 3pm
Assignment  12 Lab: App Icons  due by 5pm

Mon Apr 13, 2020
Assignment  13 Lecture: Portfolio  due by 3pm

Wed Apr 15, 2020
Assignment  Homework 07 Part 2: Mockups and UI Guide  due by 2:55pm
Assignment  13 Lab: Resume  due by 5pm

Mon Apr 20, 2020
Assignment  14 Final Project Preparation  due by 3pm
Assignment  Quiz  due by 3pm
Mon Apr 27, 2020

Assignment Final Project due by 11:59pm