# Course Syllabus

## Name of course:
SI 520 - Graphic Design and Visual Communication

## Term:
Fall 2020

## Location
Online - synchronous

## Units/time dedicated per week
**Class time:** Mondays, 1-4 pm  
Contact time: 3 hours  
@Home time: 9 hours

## Prerequisites
none

## Teaching team
- Vadim Besprozvany | vbesproz@umich.edu  
- Elena Godin | yelena@umich.edu | 734.945.1940 (emergency only)
- Chris Kurien | ckurien@umich.edu | Lab assistant  
- Becky Peng | pyurong@umich.edu | Grader  
- Hsin-Yu Yang | hsinyuy@umich.edu | Grader

## Office hours
- Monday: 7-8 pm  
- Tuesday: 7-8 pm  
- Wednesday: 7-8 pm  
- Friday: 1-5 pm

There will be no office hours for the first week of classes and during the Thanksgiving break. Graders are available for discussion of the assignments that they graded only. They can provide software guidance or help with conceptualizing.

- Friday: 1-2 pm, Hsin-Yu  
- Friday: 4-5 pm, Becky

See our Google calendar with classes/office hours listed: [goo.gl/yhJFB](http://goo.gl/yhJFB)
Purpose of the course

This course supports students' professional development by exploring principles and visual communication. The conceptual part covers the graphic design theory discourse to reinforce the practical application of critical thinking, analysis, and master conceptual making. They will learn how to "read" designs and apply them to a broader cultural, and social context. In the hands-on part of the course, students will gain software skills for the practical application, learn how to follow or establish brand/identity guidelines for production, and select the right tools, media, and budget for their projects. Students will enhance their aesthetic sensibility and design skills by mastering visual language vocabulary, ways of establishing effective visual communication, solving multifaceted problems, analytical thinking and promoting, thus their ability to respond professionally to rapid needs of the modern world. While studying the elements and principles of layout, type, illustration, color, and UI design, students will enhance their portfolio.

Course Goals & 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 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
- build a professional portfolio

The learning environment

Course meeting medium: Zoom

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

Google forms, calendar, docs for collaborative work

Software: Adobe CC.

Emails & Communication

- Please send email to our UMICH addresses (we prefer not to use Canvas mailboxes)
- Put your course and section number in the subject of your message ("SI 520-1, "
- Use a salutation and signature ("Hi. Elena." "Nicole Gordon. MSI")
• We may not be able to help you at the last minute. We reserve the right not to re-
about an assignment on the day it is due; this is also true for late-night emails the
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 bet-
person: email to schedule your office hours visit.
• Grades are not discussed via email except the simple math or entry errors. Please:
appointment with us to go over your grade questions.

### Required texts

**Textbook**? There is no textbook required for this class. You may use Visual Quickst-
(available via ProQuest) or other resources (like Adobe Help center) for your referer
mastering the software. Required reading materials (articles, manuals, etc.), if assig-
available online (Canvas, Safari Books).

### Required materials

**Sketches & Process Notepad** Sketches are a required part of concept develop-
and brainstorming sessions. Please use them for all projects. You will be asked to add
sketches to the homework submission package. Do you have a 2nd screen? Use it!

### Provided materials

**Adobe Creative Cloud** is automatically available to all active students. Download (https://creative.adobe.com/products/download/creative-cloud) from Adobe. Once you have downloaded the Creative Cloud app, you can select which products to download onto your computer. If you are using it for the first time, see How to Log In to Adobe Products (https://documentation.its.umich.edu/node/1627).

### Schedule: outline

**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, sket-
- **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)**
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 Ca

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

Assessments & important due dates

Assessments

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

Landmark events

Quiz:

The quiz will take place in Canvas and consist of 20-25 essay-based and multiple-cl that address your knowledge of graphic design key terms, concepts or ask you to de principles are used in a given layout. These questions will include visual material. Ti
principles are used in a given layout. These questions will include visual material. A hands-on component that will test your understanding of the software and principles (TBA).

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

**Final Project: High-Fi Mockups & Guide - December 14**

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### Grading Scale

(“=” - "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 –

### COVID-19 grading adjustments

For the Fall 2020 and Winter 2021 semesters, our course uses a modified version of 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 an NRC will be able to request that it be converted to a letter grade. Details will be about the process to convert to letter grades.

### How your learning will be assessed:

Students will be evaluated based upon the successful completion of all projects and work and participation. Attendance and participation grade is based on your synchronous discussion involvement, group work, and comments you leave for your classmates' attendance. We will do individual and group activities in class each week.

### Attendance & Participation

Students are expected to participate in class sessions synchronously. Think of this as our professional life and keep in mind that we would not fail to report to work without appropriate notice. Students are responsible for finding out what they missed in a class to the syllabus and their peers. In-class group activities and class participation grade attendance. We will do individual and group activities in class each week.

- Valid reasons for not attending the class are illness, conference participation, job...
Valid reasons for not attending the class are illness, conference participation, job 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 documentation is provided, and necessary arrangements are made with the instructor.
- Students arriving/registering after 15 minutes since class start time are considered absent (the grade for a scheduled class). Students who are not in attendance for at least any scheduled class may be considered absent. Students should discuss missing 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, making a contribution to in-class discussions, and active participation in group work or other activities.
- It is your sole responsibility to sign up for your attendance at the beginning of the class.
- Do not submit the attendance form without being present in the classroom - this may result in zero grade.
- Participation is monitored via in-class discussion involvement, and activities work process and via Canvas analytics.
- Based on a student’s participation merit, instructors reserve the right to upgrade the course final grade up to a notch.

In the case of emergency/asynchronous participation, you should email us once you complete the missed class activity in the group, though. You can discuss the missed class session with your instructor to determine how your grade may be affected.

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

Assignments

Homework

Homework is due at the beginning of the class. The due date is listed on Canvas. Each homework assignment will have a corresponding checklist that must be uploaded with submission. Late homework is accepted; however, late submission will result in a deduction of (-10% per week). A submitted project that contains inappropriate images or language credit. We encourage you to make corrections/revisions to your work (refer to Revisions section below). Homework graded on the following criteria:

- Applying graphic design concepts learned in the class
- 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
- late labs are accepted while the assignment is still open (2 weeks); however, late lab result in a reduced score (-10%). The due time for labs is 11.59 pm on the next class.

In-Class Hands-on and Activities will be outlined in the Attendance & Participation rubric. 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 Lecture assignment on Canvas; email <yelena@umich.edu> you still complete the group work - we will try to connect you to another fellow student in case of participation.

Revisions and corrections

Revisions and mandatory revisions (which will be indicated on the checklist/grade book notes)

Homework revisions are an essential part of your learning and creative process. The How to submit revisions for your homework:

- Post the updated file to Canvas.
- Fill and attach the corrections checklist (Canvas > Files > _corrections_checklist notes from in-class discussions and your own observations.
- Revised work without completed corrections checklist is not accepted / may be rungraded.

Lab revisions

- Labs can be revised; upload the revised file to Canvas, provide comments on the have completed.
- Labs without comments may not be re-graded.
- The due date for lab resubmission: two weeks after the due date, while the assig open.

You can resubmit all the homework except for the Final Project and the quiz until the
classes (December 8, 2020). Labs, hands-on, and class activities work have to be two weeks past the due date.

<table>
<thead>
<tr>
<th>Missed assessments</th>
<th>Missed assessments can be submitted as late work until the last day of the class (December 2020), unless there are other arrangements with the instructor. They are marked as they were missed due to special reasons like emergency or illness.</th>
</tr>
</thead>
</table>
| Grade posting     | • Grades are posted via the Canvas grade book.  
• Attendance & Participation is graded within 48 hours of class time. Initially, you will receive a v that marks your in-time presence. Once you submit your activities or group work, your grade will be 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 specified time during a week to go over your revisions. |
| Zoom Policies     | Zoom Policies apply to online behavior as well as in-person or classroom behavior. 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. Do your best to join the class from a suitable, quiet location, with a device that permits full participation in the class activities.  
1. We use Zoom for class lectures, group works, and labs. Please configure your account (https://its.umich.edu/communication/videoconferencing/zoom) to be a participant in Zoom meetings. These meetings are listed in the syllabus, in the Attendance & Assignments, and on your Canvas calendar.  
2. Our class is synchronous. We expect you to be in the class on-time. If you are running late, your class participation grade may be reduced because you will not be able to participate in group activities and discussions.  
3. Class meetings on Zoom (including video, audio, and chat text) will be recorded for those who may happen to lose connection or miss a class. The recordings are stored in Zoom cloud storage and are available for 180 days after the recording date.  
4. The lectures and discussion via Zoom will start at 1.05 pm – use the first 5 minutes to review the agenda and to sign up for your attendance - use the corresponding Canvas Assignment on Canvas.  
5. During the first course meeting (lab time), we will ask you to update your Zoom account profile images for better identification and communication using one of your received profile images.  
6. You will join with the microphone muted. You can turn your camera off if you wish. For breakout rooms' time or discussion, you are expected to turn on your microphone and be ready to share your screens.  
7. Zoom Chat is the best way to ask questions or post answers to questions asked during class. |
lecture, yet if there is a discussion moment, let us know via chat what you want t
microphone and camera will be unmuted. Depending on the lecture/lab flow, you
be answered either right away or later on. We are committed to providing relevar
answers to all your requests, so if for some reason you did not get the answer or
with it, please reiterate your question.

8. Do your best to stay focused. Please stay engaged in in-class activities. Close a
device that are not relevant and turn off notifications.

9. Emergency 1 – on your side: if you lost your Zoom connection, do not panic ar
your problem persists, email instructors, review the recording once your connect

10. Emergency 2 – on the teaching team’s side: host (instructor) lost his/her conn
try 1) reopen or create a new Zoom meeting – and you will get a communication
about that 2) use an alternative platform – our choice one would be Google mee
invite via UMICH email. 3) we lost our internet connection altogether and for a lo
make asynchronous lecture recording and share

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**Creativity**

Creativity, as Wikipedia defined it, is a phenomenon whereby something new and so
valuable is formed. The created item may be intangible (such as an idea, a scientific
musical composition, or a joke) or a physical object (such as an invention, a literary
painting). Sharing and supporting this idea, we believe that before creating somethir
valuable, students first should learn what concepts and principles form the creativity
Design. Graphic designers create, but it doesn't necessarily mean they're creative. 1
creativity is vital, especially for designers, whom most people consider creative simp
their work. While creativity is subject to multiple definitions, it must work in tandem w
concepts before it can be taken advantage of (Johnny Kilhefner, *Role of Creativity ir
Design.*)

**Subjectivity**

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

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**We care**

- See [comprehensive guide](https://ai.umich.edu/wp-content/uploads/2020/03/s
 disruption.pdf) form the UM Office of Academic innovation
We like Pomodoro (https://en.wikipedia.org/wiki/Pomodoro_Technique) (the Italian tomato), and it works, too. Use it as a simple time management tool: TomatoTimer (http://www.tomatotimers.com/).


Feed your Canvas calendar (https://help.suu.edu/article/1598/how-do-i-sync-your-google-calendar) to your Google or iCal.

Student Mental Health and Wellbeing: The University of Michigan is committed to mental health and wellbeing of its students. If you or someone you know is feeling or depressed, and/or in need of support, services are available. For help, contact Coun Psychological Services (CAPS) at (734) 764-8312 and caps.umich.edu (https://caps.umich.edu) during and after hours, on weekends and holidays. You may also consult University Health Services (UHS) at (734) 764-8320 and uhs.umich.edu/mentalhealthsvcs (https://www.uhs.umich.edu/mentalhealthsvcs), or for alcohol or drug concerns, see uhs.umich.edu/aodresources (http://www.uhs.umich.edu/aodresources). Since remote classes are remote during fall 2020, CAPS COVID-19 (https://caps.umich.edu/topic/caps-covid-19) Support features SilverCloud (https://caps.umich.edu/silvercloud), an online, self-interactive mental health resource that provides cognitive-behavioral interventions. For other mental health resources available on and off-campus, visit umich.edu/~mhea (http://umich.edu/~mhealth). Accommodations for Students with Disabilities: If you need an accommodation for a disability, please let me know at your earliest convenience. Modified aspects of this course, the assignments, the in-class activities, and the way we teach will be modified to facilitate your course participation and progress. As soon as you make your needs known, we can work with the Office of Services for Students with Disabilities (SSD) to identify 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 a confidential manner as possible.

COVID-19 Pandemic

The Maize and Blueprint website (https://campusblueprint.umich.edu/) shares the outline for protecting the entire U-M community and emphasizes how individuals can reduce the spread of COVID-19 on campus.

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

- Complete a daily ResponsiBLUE (https://healthscreen.umich.edu/) health screen before arrival on campus.
- Wash your hands frequently with soap and warm water for at least 20 seconds. If soap is not available, 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, indoors, outdoors, and on university transportation.
• Seek medical attention if you develop a fever, other symptoms (https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html), and are 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 receive UM Emergency Alerts (https://www.dpss.umich.edu/content/emergency-preparedness/emergency-alerts/). The quickest way to receive an alert is through the Safety App (https://dpss.umich.edu/content/services/dpss-app/), which is available on the App Store and Google Play. For redundancy, you can also receive an emergency alert through the Michigan App (https://its.umich.edu/computing/web-mobile/michigan-app). In sure you are registered for UM Emergency Alerts on Wolverine Access (https://wolverineaccess.umich.edu) to receive a text and/or voice alerts.

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**Student conduct school policies**

**Academic Integrity:** Unless otherwise specified in an assignment, all submitted work must be original work. Any excerpts, statements, or phrases from others’ work must be identified as quotation, and a proper citation is provided. Any violation of the School’s policy on Academic 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. The faculty instructor determines consequences impacting assignment or course grade. Sanctions may be imposed by the assistant dean for academic and student affairs.

**Religious/Cultural Observance**

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

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**Additional information**

The instructional team reserves the right to modify the syllabus anytime. We will not Canvas if we update the syllabus during the term.

**Last course revision date**

01/09/2020

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**Course Summary:**

<table>
<thead>
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<th>Date</th>
<th>Details</th>
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https://umich.instructure.com/courses/380894/assignments/syllabus
<table>
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<tr>
<td>Mon Aug 31, 2020</td>
<td>Course Meeting (Zoom): SI 520-2 <a href="https://umich.instructure.com/calendar?event_id=777835&amp;include_contexts=course_380894">Link</a> 1pm to 4pm</td>
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<td>Mon Sep 14, 2020</td>
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<td>Mon Sep 21, 2020</td>
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<td>Mon Sep 28, 2020</td>
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<td>Mon Oct 5, 2020</td>
<td>Course Meeting (Zoom): SI 520-2 <a href="https://umich.instructure.com/calendar?event_id=777839&amp;include_contexts=course_380894">Link</a> 1pm to 4pm</td>
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<td>Mon Oct 12, 2020</td>
<td>Course Meeting (Zoom): SI 520-2 <a href="https://umich.instructure.com/calendar?event_id=777840&amp;include_contexts=course_380894">Link</a> 1pm to 4pm</td>
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<td>Mon Oct 19, 2020</td>
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<td>Mon Nov 2, 2020</td>
<td>Course Meeting (Zoom): SI 520-2 <a href="https://umich.instructure.com/calendar?event_id=777843&amp;include_contexts=course_380894">Link</a> 1pm to 4pm</td>
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<td>Mon Nov 30, 2020</td>
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<td>Mon Dec 7, 2020</td>
<td><a href="https://umich.instructure.com/calendar?event_id=777847&amp;include_contexts=course_380894">Course Meeting (Zoom): SI 520-2</a></td>
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