CM323 | SYLLABUS
DESIGN STRATEGY & SOFTWARE
PROF JOYCE WALSH | SUM 1 2019 | MON/WED 1-4:30

D A T E S | T O P I C S | R E A D I N G S | A S S I G N M E N T S

05.22.19 **Introduction to Design &**
Introduction to Photoshop
Graphic Design Essentials: Skills, Software and Creative Strategies, Joyce Walsh, Required
Homework due next class: Read Chapter 1, Environmental Graphics Sketches (p 18)

05.27.19 **No Class | Enjoy the Holiday | Required makeup is Friday May 31**

05.29.19 **Elements of Design &**
Introduction to Illustrator
Homework due next class: Read Chapter 2, Elements in Designs (p 37) Hue Analysis (p 57)

05.31.19 **Typography 1**
Homework due next class: Read Chapter 3, First draft Project 1 Layout 1 (p 83 | Project Plan 1)
And Slang type (p 96)

06.03.19 **Typography II &**
Advanced Illustrator
Critique Project 1 First Layout | Critique Slang Type
Homework due next class: First draft Project 1 Layout 2 (p 96)

06.05.19 **Creative Process &**
Concept Development & Gallery Visit
Critique Project 1 Second Layout
Homework due next class: Final revisions and prepare presentation for Project 1

06.10.19 **Illustration and Photography & Photoshop**
Submit Project 1
Homework due next class: Read Chapter 4, First draft Project 2 (p 129 | Project Plan 2)

06.12.19 **Layout | Illustrator & Photoshop**
Critique Project 2
Homework due next class: Read Chapter 5, Final revisions and prepare presentation for Project 2

06.17.19 **Visual Themes &**
Introduction to InDesign
Submit Project 2
Begin Project 3
Homework due next class: Read Chapter 7, First draft Project 3 cover (p 171 | Project Plan 3)

06.19.19 **Logos & Advanced Illustrator & InDesign**
Homework due next class: Read Chapter 6, Revise Project 3 cover and design first draft of the poster

06.24.19 **Digital Interface Design Strategies | Advanced Software**
Critique Project 3 poster
Homework due next class: Final revisions and prepare presentation for Project 3

06.26.19 **Presentation of Final Projects**

C O N T A C T
Professor Joyce Walsh | 640 Commonwealth Avenue, Room 203 D | 617.353.5967 | joycew@bu.edu
Website for the syllabus and project plans and book pdf: people.bu.edu/joycew
Teaching Assistant: TBD

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DESCRIPTION | HUB OUTCOMES: AE CI DME

DESCRIPTION
Design Strategy & Software, CM323, provides knowledge and practice for effective graphic design for all media. Develops a foundation in design principles and software skills including Adobe Illustrator, Photoshop, and InDesign. Students create projects demonstrating how design strategies are used to engage audiences, and enhance comprehension of all forms of mass communication from traditional print to digital media.

LAPTOPS | SOFTWARE
Students use their own laptops in class. Before the first class, apply for free Adobe Illustrator, InDesign and Photoshop here: http://www.bu.edu/tech/services/teaching/digital-multimedia-production/adobe-creative-cloud/request/
Load and test Illustrator, InDesign and Photoshop before the first class.

BU HUB LEARNING OUTCOMES
AESTHETIC EXPLORATION {AE}
1| Students will demonstrate knowledge and appreciation of notable works in literature and/or the arts, including the cultural contexts in which those works were created, and be able to identify their ongoing significance and relevance.

2| Students will demonstrate the reasoning skills and vocabulary necessary to interpret a work of art (literature, music, visual arts, etc.).

3| Students will produce evaluative, analytical, or creative works that demonstrate an understanding of the characteristics—such as genres, modes, styles, and cultural history– of at least one literary or artistic medium.

CREATIVITY/INNOVATION {CI}
4| Students will demonstrate understanding of creativity as a learnable, iterative process of imagining new possibilities that involves risk-taking, use of multiple strategies, and reconceiving in response to feedback, and will be able to identify individual and institutional factors that promote and inhibit creativity.

5| Students will be able to exercise their own potential for engaging in creative activity by conceiving and executing original work either alone or as part of a team.

DIGITAL/MULTIMEDIA EXPRESSION {DME}
6| Students will be able to craft and deliver responsible, considered, and well-structured arguments using media and modes of expression appropriate to the situation.

7| Students will be able to demonstrate an understanding of the capabilities of various communication technologies and be able to use these technologies ethically and effectively.

8| Students will be able to demonstrate an understanding of the fundamentals of visual communication, such as principles governing design, time-based and interactive media, and the audio-visual representation of qualitative and quantitative data.

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OBJECTIVES | REQUIREMENTS | GRADES

COURSE OBJECTIVES & REQUIREMENTS
Students will learn:

1 Design strategies for effectively engaging audiences and enhancing communication in all forms of media. {AE, CI, DME}

2 The fundamentals of visual communication by participating in lectures & critiques, completing design projects, homework & in-class assignments. {AE, CI, DME}

3 The creative process and concept development strategies used in solving design problems. {CI}

4 Analytical skills emphasizing the use of objective criteria, design vocabulary and technical terminology. {AE}

5 To improve verbal communication of visual concepts and terminology during slide lecture discussions and critiques. {AE}

6 How to design and produce communication for all media using creative software. {AE, CI, CME}

7 Effective and ethical use of creative software including Photoshop, Illustrator and InDesign. {DME}

8 The capabilities of Adobe Photoshop, Illustrator and InDesign. {DME}

9 While completing four design projects using creative software independently, outside of class time. {AE, CI, DME}

PROJECTS
The four projects are designed for students to demonstrate their developing knowledge of principles governing design, strategies for effective visual communication, and to build a strong foundation in creative software skills.

Projects become more complex as we progress through the semester.

P1 The first project will emphasize typography and color knowledge while learning Illustrator skills.

P2 The second project will add images and layout strategies while learning Photoshop and Illustrator skills.

P3 The third project creates logos using typography, color and symbol design while using Illustrator. NA Summer.

P4 The fourth project involves visual themes, which includes all of the topics students have learned: color, type, images, layout, and graphic elements. Students establish visual themes throughout multiple formats for this final project while developing InDesign, Illustrator and Photoshop knowledge.

DISCUSSIONS & READINGS
In addition to project work, slide lecture-discussions and required readings introduce students to many notable works in the arts, both historical and contemporary. These works reveal graphic design history and their cultural contexts. Examples include the Caves at Lascaux, the history of the development of the symbols of the western alphabet, and Müller-Brockmann's application of the Golden Section with the emergence of International Style.

IN-CLASS & HOMEWORK ASSIGNMENTS
In-class and homework assignments reinforce design principles, strategies and understanding of contemporary and historical design, while learning new software. As students develop software skills, they reiterate design knowledge in a variety of ways, deepening their understanding of both areas. For example, throughout the semester, students design and write evaluative analyses using design vocabulary, while developing new software skills. Class participation and completion of in-class assignments and homework comprise 20% of the final grade.

PRINTING
To print in the lab: http://www.bu.edu/comtech/students/laptop-information/how-to-print-from-a-laptop/

GRADES
Attendance is required. The three projects are weighted equally and account for 75% of the final grade.

Class participation and completion of in-class assignments and homework comprise 25% of the final grade.

No late class work or homework is accepted. Late projects will be penalized 10% for each class past the due date.

Letter grade numeric values:

A 100-94 | A- 93-90 | B+ 89-88 | B 87-84 | B- 83-80 | C+ 79-77 | C 76-74 | C- 73-70 | D 69-60 | 59-0 F

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R E A D I N G S | W E B S I T E S | V I D E O S | P O D C A S T S

R E Q U I R E D
Graphic Design Essentials: Skills, Software and Creative Strategies, Joyce Walsh
Download the pdf version of the book from people.bu.edu/joycew

A D D I T I O N A L R E A D I N G S
Week 1 Introduction to Design
* * *Graphic Design Essentials: Skills, Software and Creative Strategies,* Chapter 1
* * Joyce Walsh website for syllabus, project plans, and book pdf | people.bu.edu/joycew

Week 2 Elements of Design
* * *Graphic Design Essentials,* Chapter 2
* *Color Messages and Meanings,* Leatrice Eiseman, Grafix Press
* Communication Arts | www.commarts.com/

Week 3 Typography
* * *Graphic Design Essentials,* Chapter 3
* *Elements of Typographic Style,* Robert Bringhurst, Hartley & Marks Publishers
* *New Typographic Design,* Roger Fawcett-Tang, Laurence King Publishing
* Typography Timeline | http://www.counterspace.us/typography/timeline/
* Free Fonts | https://www.dafont.com/

Week 5 Concept Development and the Creative Process
* Debbie Millman | Podcasts about design | https://www.designmattersmedia.com/designmatters
* Abstract | Documentaries about Creativity in Design | https://www.netflix.com/title/80057883
* *Andy Goldsworthy, A Collaboration With Nature,* Harry N. Abrams, Inc. Publishers

Week 6 Illustration and Photography
* * *Graphic Design Essentials,* Chapter 4
* *The Picture Book,* Angus Hyland, Laurence King Publishing
* Image banks | www.masterfile.com/ | Free Hi-res photography: https://unsplash.com/

Week 7 Layout
* * *Graphic Design Essentials:,* Chapter 5
* *Making and Breaking the Grid,* Timothy Samara, Rockport
* *Grid Systems in Graphic Design,* Josef Müller-Brockmann
* About.com for graphic designers | graphicdesign.about.com/

Week 8 Logos
* * *Graphic Design Essentials,* Chapter 6
* *Logo,* Michael Evamy, Laurence King Publishing
* Pentagram Design Identities | https://www.pentagram.com/work/discipline/brand-identity
* Evolution of Logos | www.fastcodesign.com/1672666/the-worlds-most-famous-logos-organized-by-visual-theme#1

Week 9 Visual Themes
* * *Graphic Design Essentials,* Chapter 7
* *One Hundred at 360˚,* Liz Farrelly and Mike Dorrian, Laurence King Publishing

Week 12 Digital Interface Design Strategies
* Communication Arts | http://www.commarts.com/interactive
* Website Builders Comparison Chart | http://www.websitebuilderexpert.com/website-builders-comparison-chart/
* User Experience Design | https://youtu.be/I0-vBdh4sZ8 | https://www.youtube.com/watch?v=O8zmUJqxrng

   * *Required Reading*

S U P P L I E S
Sketchbook, black marker, Flash drive, X-acto knife, rubber cement, three 11"X14" display boards

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ACADEMIC CONDUCT CODE | POLICIES
Be sure to read and comply with Boston University's Academic Conduct Code: www.bu.edu/academics/policies

PLAGIARISM POLICY
Plagiarism is the act of representing someone else's creative and/or academic work as your own, in full or in part. It can be an act of commission, in which one intentionally appropriates the words, pictures or ideas of another, or it can be an act of omission, in which one fails to acknowledge/document/give credit to the source, creator and/or the copyright owner of those works, pictures or ideas. Any fabrication of materials, quotes or sources, other than that created in a work of fiction, is also plagiarism. Plagiarism is the most serious academic offense that you can commit and can result in probation, suspension or expulsion.
Boston University College of Communication Plagiarism Policy

RECORDING POLICY
Please note that classroom proceedings for this course might be recorded for purposes including, but not limited to, student illness, religious holidays, disability accommodations, or student course review. Note also that recording devices are prohibited in the classroom except with the instructor's permission.

DISABILITY SERVICES STATEMENT
If you are a student with a disability or believe you might have a disability that requires accommodations, please contact the Office for Disability Services (ODS) at 617-353-3658 to coordinate any reasonable accommodation requests.

POSITIVE CLASSROOM EXPERIENCE
At your discretion, please alert me to anything related to preferred pronouns, preferred name or nickname, or any extenuating circumstances or trigger warnings (personal, medical, etc.) that might affect your classroom experience. I want to make sure you have the most positive experience in the classroom as possible.

ATHLETICS STATEMENT
All student-athletes should be provided with a sheet from the athletics department regarding absences throughout the semester. These sheets should be handed in as soon as possible. As exams and due dates for papers will generally be on Fridays, student-athletes should be cognizant of any days which they will be missing, and make arrangements to hand in assignments and take exams early.

SEXUAL MISCONDUCT
Boston University is committed to fostering a safe, productive learning environment. Title IX and our school policy prohibit discrimination on the basis of sex, which regards sexual misconduct — including harassment, domestic and dating violence, sexual assault, and stalking. We understand that sexual violence can undermine students' academic success and we encourage students who have experienced some form of sexual misconduct to talk to someone about their experience, so they can get the support they need. Confidential support and academic advocacy resources can be found with the Center for Sexual Assault Response & Prevention www.bu.edu/safety/sexual-misconduct

PRESENTATIONS
Make a neat, professional presentation as it will effect the project's grade. Projects are due at the beginning of class.
You will experience pure psychic torture if you try to print projects in room 206 after 12:00 on the day they are due.
This is the classic set up for Murphy's Law: *If anything can go wrong, it will.*

STRATEGIES FOR SUCCESS
Attend every class, take notes & ask questions. Create a software folder for this course and save all of your work in the folder.
Read the book. Prepare your work for critiques and complete each project by the suggested completion date.
During presentations, if a software process is unclear, ask to see the process demonstrated again, your question will likely help others in the class.
Refer to your syllabus to plan ahead for supplies and suggested project due dates. Save all of your related files into project folders.
Spend a few minutes after every class reviewing notes, handouts and new software processes.
Prepare what you will say, test drive your presentation, and adjust for any malfunctions before the day of class presentations.
Phones, food and drinks should not be on the desks, please put them away.
Texting or browsing will adversely affect your ability to learn (and make me sad).
Strive for excellence in every assignment: in class and projects.
Treat everyone with courtesy & enjoy the process.