SYLLABUS

09.08.15 Introduction | InDesign
Read > Graphic Design Essentials: Skills, Software and Creative Strategies, Chapters 1 & 2

09.15.15 App Design | Type & Layout | InDesign
Read > Graphic Design Essentials, Chapters 3 & 5

09.22.15 Images & Visual Themes | Project Critique
Read > Graphic Design Essentials, Chapter 4 & 6

09.29.15 Video & Sound I
Premier

10.06.15 Video & Sound II & App Design
Project Critique
Complete > iPad app drafts and micromark prior to next week

10.13.15 No Class | Monday Substitute Schedule

10.20.15 Midterm Project Presentations @ 12:30
Present > iPad App screen designs including video & sound, micromark and state the social media strategy

10.27.15 Website Design & Digital Interface Design Strategies Using HTML, CSS, Dreamweaver, Illustrator & Photoshop
Complete > the introduction to HTML and CSS on Code Academy | http://www.codecademy.com/tracks/web

11.03.15 Website Design & Development HTML & CSS
Complete > Website HTML & CSS pages prior to the next class

11.10.15 Website Critique | HTML & CSS
Revise > Website HTML & CSS pages prior to the next class

11.17.15 Website Design & Development | Photoshop, Illustrator, Dreamweaver
Project Critique & Workshop HTML, CSS, Dreamweaver & slices from Illustrator or Photoshop
Complete > Website homepage designs prior to the next class

11.24.15 Website Project Critique | Embed video in website
Revise > Website home and secondary pages using HTML, CSS and slices prior to the next class

12.01.15 Final Project Critique | Development & ftp sites to server
Complete > Debug and load the website to the server prior to the next class

12.08.15 Final Project Presentations @ 12:30
Present > Your website, including the iPad App screen designs micromark, social media strategy and video.

OBJECTIVES

Students will learn:

- Design strategies for effectively engaging audiences and enhancing communication in emerging media.
- Advanced graphic design skills by participating in lectures & critiques, completing design projects, homework & in-class assignments.
- Students will develop their projects using Adobe Creative Cloud software on their own lap tops.
- Graphics software to produce the projects. The software includes but is not limited to:
  Adobe Creative Cloud: Acrobat, Bridge, InDesign, Illustrator, Photoshop, Dreamweaver & Premier
- To develop an effective creative process for solving design & multimedia projects.
- Analytical skills and improve their verbal communication of visual concepts.

CONTACT

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Website | http://people.bu.edu/joycew | Office Hours Drop-in: Wed 3-5 | By Appointment: Mon 10-12 & Thurs 3:30-5:30
Teaching Assistant: TBD | Lab Hours: TBD

INSPIRATION • INGENUITY • INVENTION • INNOVATION
READING

TEXTBOOK

Graphic Design Essentials: Skills, Software and Creative Strategies, Joyce Walsh Macario | Required

09.08.15 Introduction to Design

* Graphic Design Essentials: Skills, Software and Creative Strategies, Chapter 1 | Introduction
* Graphic Design Essentials, Chapter 2 | Elements of Design
* Joyce Walsh website | people.bu.edu/joycew
Steven Heller’s Website and Blog | imprint.printmag.com/daily-heller/
BU Library ejournal: Read online pdf of research articles on digital design issues:
Human-Computer Interaction Series, 2009, (Re)Searching The Digital Bauhaus, Thomas Binder, Jonas Löwgren. Lone Malmborg

09.15.15 iPad App Design, Typography and Layout

* Graphic Design Essentials, Chapter 3 | Typography
* Graphic Design Essentials, Chapter 5 | Layout
Apps for Inspiration | designinstruct.com/visual-inspiration/web-design-inspiration/mobile-app-website-design-inspiration/

09.22.15 Images and Design

* Graphic Design Essentials, Chapter 4 | Digital Images
* Graphic Design Essentials, Chapter 6 | Logo Design
Communication Arts | www.commarts.com
How Designers Can Help Developers | mattgemmell.com/2012/02/02/how-designers-can-help-developers/

09.29.15 Video
Robin Berghaus, Video Production Principles | Access on the CM529 file server
Film Studies Journal Articles (free access) | filmstudiesforfree.blogspot.com/p/fsff-online-film-media-studies-journals.html

10.27.15 Website Design & Development

* Graphic Design Essentials, Chapter 7 | Visual Themes
Complete the introduction to HTML and CSS on Code Academy | http://www.codecademy.com/tracks/web
The Web Designer’s Guide to iOS Apps, Kristofer Layon, New Riders
Website pixel dimensions chart | http://www.websitedimensions.com/
The New Defaults (rules) of Web Design | www.smashingmagazine.com/2013/05/06/new-defaults-web-design/
Search YouTube for tutorials | Confirm the video’s accuracy by evaluating the likes vs. dislikes before playing.
User Experience Design | www.youtube.com/watch?v=v36CKj9tJl
BU Library ejournal: Read online pdf of research articles on web site design issues:
Website Experience Analysis: A New Research Protocol for Studying Relationship Building on Corporate Websites
How Magazine Designers’ resource for creative inspiration and technology | www.howdesign.com

* Required Reading
**COURSE GUIDELINES**

**REQUIREMENTS**

Students will:
- Design and produce projects using Adobe Creative Cloud software.
- Complete in-class assignments, develop projects independently outside of class time, be prepared & participate in critiques.
- Use a notebook/sketchbook for class notes, assignments, sketches and samples of design, this will become a visual diary of the semester.

**GRADES**

The presentation, the quality of the components, their design, functionality and adherence to the project specifications all contribute to the grade.

Late project grades are reduced 10 points for missing the presentation and an additional 10 points for each week past the due date.

Attendance is required. One missed class will significantly affect your final grade. No late class work is accepted for credit to class grade.

Projects are presented for critiques, be prepared (or it will adversely affect your class grade). Projects are graded at the midterm and final.

**POINTS PROJECT**

- **20** Class work | Analyses, Attendance, Critiques, Discussions, Homework, Lab work & Quizzes
- **40** Midterm Presentation | App design: images, text, video and sound, social media strategy concept
- **40** Final Presentation | Website: images, text, embed video and social media strategy

100

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

**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.

**UNIVERSAL ACADEMIC CONDUCT CODE**

Be sure to read and comply with Boston University’s Universal Academic Conduct Code for undergraduate students. Read @ bu.edu/academics

**MAC LAB COURTESY**

Phones, food and drinks should not be on the desks, please put them away.
There is absolutely no texting, email or internet browsing allowed during class, doing so will adversely affect your ability to learn and your class grade.

**STRATEGIES FOR SUCCESS**

- Attend every class, take notes & ask questions. Create a folder for CM529 and save all files into this folder.
- Read the book and online recommended readings.
- 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 may even 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.
- Strive for excellence in every assignment: in class and projects.
- Treat everyone with courtesy.
- Enjoy the process.