

S Y L L A B U S

Spring 2020 CM529 A1 | Thursday 12:30-3:15 | Room 206

01.23.20 Introduction | Design Strategy | InDesign

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

Homework > Review Chapters 1 & 2, Collect images, quote and copy; draft plan

01.30.20 Design of Media Campaign | Type & Layout | InDesign

Read > Graphic Design Essentials, Chapters 3 & 5

Homework > Review Chapters 3 & 5, Create a media campaign document

02.06.20 Images, Type & Layout | Bridge, Photoshop

Read > Graphic Design Essentials, Chapter 4 & 7, revise images and document

02.13.20 Document Critique | Preparation for Midterm

Homework > Revise the document, save as a pdf, and prepare midterm presentation

02.20.20 *Class cancelled*

02.27.20 Midterm Presentations @ 12:30

Present > Your document including the images, quote and copy.

Provide details about the destination, audience and media strategies.

03.05.20 Website Development HTML & CSS

Homework > Build three linked web pages using client images, quote and copy

Optional Homework > Complete the Intro to HTML and CSS on Code Academy | <http://www.codecademy.com/tracks/web>

03.12.20 No Class | Enjoy Spring Break!

03.19.20 Website Development | Web Development Platform Investigations

Homework > Develop a new website using a development platform with your client images, quote and copy VI

03.26.20 Website Design & Development | Project Critique

Homework > Revise and finalize your client website prior to next week's class

04.02.20 Design Thinking | App Design Strategies | XD

Homework > Download XD to your laptop; Watch the XD video

Suggested: Create a mock up of an app screen using XD

04.09.20 App Design & Development | XD

Homework > Create a first draft of an app for your client VI

04.16.20 App Design & Development | XD | Project Critique

Homework > Revise the client app VI

04.23.20 App Design & Development | Prepare for Final Presentations

Homework > Finalize the app and prepare your final presentation

04.30.20 Final Project Presentations @ 12:30

Present > Your website(s) and app including the media strategy summary

Please note: The topics and schedule are subject to change.

O B J E C T I V E S

Students will learn:

- Design strategies for effectively engaging audiences and enhancing communication in various media.
- The fundamentals of graphic design by participating in lectures & critiques, completing homework, in-class assignments & design projects .
- Graphics software to produce the projects including images, layouts, website and app prototype.
- The creative process used in solving design problems.

C O N T A C T

Professor Joyce Walsh | 640 Commonwealth Avenue, Room 203 D | 617.353.5967 | joycew@bu.edu

Office Hours Mondays 2-5 | Website for syllabus, project plans and book pdf: people.bu.edu/joycew

Grad Assistant: Nora Fan | zxfan@bu.edu Lab hours: Mon 4:30-6:00 | Th 10:30-12

R E Q U I R E M E N T S :

Students will:

- Design and produce projects using Adobe Creative Suite software.
- Complete in-class assignments as well as homework assignments that are designed to be enjoyable reinforcements of the lecture topics.
- Use a notebook/sketchbook for class notes, assignments, sketches and samples of design, this will become a visual diary of the semester.

L A P T O P S | S O F T W A R E

Students use their own laptops in class. Before the first class, apply for free Adobe Creative Cloud software here:

<http://www.bu.edu/tech/services/teaching/digital-multimedia-production/adobe-creative-cloud/request/>

Load and test Illustrator, InDesign, Photoshop and Bridge before the first class.

S U P P L I E S Laptop, Adobe Creative Cloud, external hard drive, flash drive or other backup, sketchbook or notebook

G R A D E S

The midterm and final are weighted equally and account for 80% of the final grade.

Class participation and completion of in-class assignments and homework comprise 20% of the final grade.

Attendance is required. 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

T E X T B O O K

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

Download the pdf version of the book from people.bu.edu/joycew

R E Q U I R E D & 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
- Elements of Design
- * *Graphic Design Essentials*, Chapter 2
- The Complete Color Harmony Pantone Edition*, Leatrice Eiseman, Rockport
- Communication Arts | www.commarts.com/

Class 2 Typography

- * *Graphic Design Essentials*, Chapter 3
- Elements of Typographic Style*, Robert Bringhurst, Hartley & Marks Publishers
- Never Use Futura*, Douglas Thomas, Princeton Architectural Press
- Free Fonts | <https://www.dafont.com/>
- 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 3 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/>
- Visual Themes
- * *Graphic Design Essentials*, Chapter 7 |
- Beauty*, Sagmeister & Walsh, Phaidon

Week 8 Website Design

- * Complete Introduction to HTML & CSS | <http://www.codecademy.com/tracks/web>
- Communication Arts | <http://www.commarts.com/interactive>
- Web Development Sites Comparison | <http://www.websitebuilderexpert.com/website-builders-comparison-chart/>

Week 9 User Experience Design | <https://youtu.be/10-vBdh4sZ8> | <https://www.youtube.com/watch?v=O8zmUJqxrng>

* Required Reading

P L A G I A R I S M P O L I C Y

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*

R E C O R D I N G P O L I C Y

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.

D I S A B I L I T Y S E R V I C E S S T A T E M E N T

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.

P O S I T I V E C L A S S R O O M E X P E R I E N C E

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.

A T H L E T I C S S T A T E M E N T

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.

S E X U A L M I S C O N D U C T

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

U N I V E R S A L A C A D E M I C C O N D U C T C O D E

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

S T R A T E G I E S F O R S U C C E S S

Attend every class, take notes & ask questions. Create a folder for this course and save all of your work in the 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 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 in-class assignment and projects.
 Treat everyone with courtesy & enjoy the process.