GD105
Introduction to Visual Design

Fall
2022

Tuesday
10:00 am—1:15 pm
Daley 213

Barbara Raidl
braidl@cdm.depaul.edu

Course Description

This course will provide an introduction to the principles of visual design—including composition, form, counterform, point, line, plane, color, basic image making (analogue and digital) and elements of visual narrative and storytelling. Projects will be completed through integrated use of analog and digital methods. You will be using Adobe Photoshop-and Illustrator.

Course Objectives

> This course will focus on theories of how the mind processes visual information and then practice the application of this learning to achieve effective visual communication.
> This course is designed specifically for the needs of Graphic Design, Game Design, Digital Cinema, Animation, and Interactive Media students (but all majors are welcome).
> Although the class will use some Adobe software, learning software is secondary to our goal of gaining an understanding of the mechanisms of visual perception.
> Practical issues introduced include visual planning, typography, and color palettes.
> Theoretical issues include composition (emphasis, rhythm, contract, unity, balance, scale, hierarchies of information), movement, color and spatial illusion.

Learning Outcomes

> Experience a range of design methods, processes, materials, and context.
> Apply basic elements of visual design.
> Practice iteration [and/or variation] to arrive at successful design projects.
> Use visual design terms and formal language to communicate.
> Analyze the effectiveness of works of art and design, recognizing strengths and citing areas for improvement.
> Identify or integrate methods, processes, and/or materials that are relevant to project development.
> Defend work with reason.

Prerequisites

NONE

Course management

d2l.depaul.edu

Textbook

There will be weekly readings, available on D2L.

Materials

Materials required for this class are listed in another document, available on D2L.

Requesting a laptop

If you don't have a laptop you can request a laptop to use. Use this link to find out more information.
https://www.cdm.depaul.edu/Student-Resources/Pages/Tech-Loans.aspx#:~:text=How%20to%20Request%20a%20Laptop,an%20online%20reservation%20at%20WebCheckout.

Course structure

This class will consist of lectures and class discussions, reinforced by weekly design projects. Other than lecture/discussion time, classes will consist of regular group critiques, as well as studio time.

Course schedule

The weekly course schedule is in a separate document, available on D2L. Please also refer

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to offices.depaul.edu/oaa/academic-calendar/Pages/Full-Year-2017-2018.aspx for drop and withdrawl deadlines.

Attendance

You are expected to show to class prepared and on time. While the university has policies reguarding excused absensces (see above), there's no substitute for being present in class. If you miss class, you (and only you) are responsible for the content you miss when you're absent—make friends with someon early if you anticipate being absent later in the quarter. Failure to attend will result in a lack of participation, a lesser quality of work, and consequently a reduced grade.

Late work

Late work will not be accepted. However I do accept revisions of work for a potentially improved grade. So please turn in your work on time, even if incomplete, and revise it as necessary after it's due. The importance of these two skills cannot be overstated.

Classroom conduct

Given the nature of our work, we'll be having discussions and lectures online. You are expected to participate in these exchanges in a frank and honest yet also respectful manner. Participation in critiques and reviews is not optional. You are expected to both comment on your peers' work as well as offer your work for feedback.

When you're discussing someone else's work, treat them with respect. When someone else is critical of your work, don't take it personally. Our discussions should be challenging while never disregarding the dignity of each one of us.

Projects

There will be two projects in this during this course. You will work on both projects each week.

Variations on the Square is a project that will run all ten weeks of this course. Every week you will be assigned a new part of the project. Each part of this project will build on the previous week's solutions. It is important that you listen to the lectures and read the reading because both will help you to find innovative solutions to each weeks' particular project. Each part of this project presents and explains the Visual Language.

Photographic Narrative on Instagram is a project that will run all ten weeks of this course. There are two parts to this project: Part 1—everyone will take their own photographs and Part 2—everyone will work as a group to design a class Instagram grid/page. Think of this project as a free study—a project where more individual expression or individual freedom is allowed. Along with using individual expression in your free study photographs you'll also use the knowledge you've gained about the Visual Language from the readings, lectures, and critique.

Grading policies Projects

Final grades will be based on your projects, homework, as well as class participation.

> Participation [25%]. Includes contributing to discussions; participating in critiques and design reviews; asking your peers for help, and offering help if you're able. Participation can only happen when you're engaged in the class online. Failure to be an active member of the class will result in a lower grade.

> Projects [75%]. Will be evaluated based on craft (how well something is made), process (the path you took while making it), and concept (does it communicate an idea effectively). Take risks. Attempt things that seem beyond your reach. I'd rather you try and fail than not try at all. Working 'outside your confort zone' is essential to growing as a designer and will have a positive impact on your grade.

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Grading scale

A	100–93	B–	82–80	D+	69–68
A–	92–90	C+	79–78	D	67–63
B+	89–88	C	77–73	D–	62–60
B	87–83	C–	72–70	F	59–0

Grading and Feedback timeline

We have two ongoing projects for this class: Variations on the Square and Photographic Narrative on Instagram.

For project Variations on the Square, I will provide feedback for your project draft in class. I will grade and provide feedback within seven days of the due date.

For project Photographic Narrative on Instagram, I will grade and provide feedback within seven days of the due date.

Participation

What is participation? Participation is attending class, engaging in critiques, engaging in discussion about the readings and lectures, and posting on the google sheets.

Other resources

There are many excellent books about Foundations of Design—and even more rotten ones. Your weekly reading will come from the following books. If you're interested in reading more from the books than the required reading, I'd recommend the following.

> Josef Albers. "Interaction of Color". New Haven: Yale University Press, 1975
> Donis A. Dondis. "A Primer of Visual Literacy". Cambridge: MIT Press, 1974.
> Johannes Itten. "Design and Form". New York: John Wiley & Sons, Inc, 1975.
> Johannes Itten. "The Elements of Color". New York: Van Nostrand Reinhold, 1970.
> Wassily Kandinsky. "Point and Line to Plane". New York: Dover Publications Inc, 1979.
> Wucius Wong. "Principles of Form and Design". New York: John Wiley & Sons, Inc, 1993.
> Wucius Wong. "Principles of Two-Dimensional Form". New York: Van Nostrand Reinhold, 1998.

Also, please sign up for the DePaul Graphic Design Mail List: mailman.depaul.edu/mailman/listinfo/design.

And be aware that DePaul has recently acquired an institution-wide license for lynda.com, which is a wonderful resource for all kinds of technical training. You'll need to sign in with your DePaul user and password using the link found at software.depaul.edu/training.

Computer labs

Computer labs are available for your use outside of class. For schedule information, please check here: www.cdm.depaul.edu/Current%20Students/Pages/Labs.aspx. You'll need to swipe into the rooms with your DePaul ID, so please be sure it's activated.

My schedule

I'll be available on zoom during the week. My office hours are listed on the cdm website and on this syllabus. It's important to realize that I encourage you to make use of my office hours. It's easy to get overwhelmed—don't let this happen to you! Ask for help early, ask for help often. If you're not free during my scheduled office hours, email me and we can probably set up another time.

Communication

I'll make every effort to reply to email in a timely fashion. If you don't get a reply within 24 hours, email again. Keep in mind, I have a different schedule than you—I get up as early as 4:00 am and go to bed as early as 9:00 pm. You're also welcome to text me if you prefer. However, if you have questions about your work, it's always best to schedule a time to meet

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in person via zoom during my office hours. If my office hours don't work for you please schedule a time to meet with me via email or text.

Online Course Evaluations
Evaluations are a way for students to provide valuable feedback regarding their instructor and the course. Detailed feedback will enable the instructor to continuously tailor teaching methods and course content to meet the learning goals of the course and the academic needs of the students. They are a requirement of the course and are key to continue to provide you with the highest quality of teaching. The evaluations are anonymous; the instructor and administration do not track who entered what responses. A program is used to check if the student completed the evaluations, but the evaluation is completely separate from the student's identity. Since 100% participation is our goal, students are sent periodic reminders over three weeks. Students do not receive reminders once they complete the evaluation. Please see resources.depaul.edu/teaching-commons/teaching/Pages/online-teaching-evaluations.aspx for additional information.

Academic integrity
This course will be subject to the university's academic integrity policy. More information can be found at academicintegrity.depaul.edu. If you have any questions be sure to consult with your professor.

Academic policies
All students are required to manage their class schedules each term in accordance with the deadlines for enrolling and withdrawing as indicated in the University Academic Calendar. Information on enrollment, withdrawal, grading and incompletes can be found at: www.cdm.depaul.edu/Current%20Students/Pages/PoliciesandProcedures.aspx

Academic integrity and plagiarism
This course will be subject to the university's academic integrity policy. More information can be found at offices.depaul.edu/oaa/faculty-resources/teaching/academic-integrity/Pages/default.aspx.

Incomplete Grades
An incomplete grade is a special, temporary grade that may be assigned by an instructor when unforeseeable circumstances prevent a student from completing course requirements by the end of the term and when otherwise the student had a record of satisfactory progress in the course. All incomplete requests must be approved by the instructor of the course and a CDM Associate Dean. Only exceptional cases will receive such approval. Information about the Incomplete Grades policy can be found at www.cdm.depaul.edu/Current%20Students/Pages/Grading-Policies.aspx.

COVID-19 Heath and Saftey Precautions
Keeping our DePaul community safe is of utmost importance in the pandemic. Students, faculty, and staff are expected to (1) wear a mask as required at all times while indoors on campus; (2) refrain from eating and drinking in classrooms; (3) keep current with their COVID-19 vaccinations or exemptions; (4) stay home if sick; (5) participate in any required COVID-19 testing; (6) complete the online Heath and Safety Guidelines for Returning to Campus training; and (7) abide by the City of Chicago Emergency Travel Advisory. By doing these things, we are Taking Care of DePaul, Together. The recommendations may change as local, state, and federal guidelines evolve. Students who do not abide by the mask requirement may be subject to the student conduct process and will be referred to the Dean of Student's Office. Students who have a medical reason for not complying with and requirements should register with DePaul's Center for Students with Disabilities (CSD).

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Students with Disabilities

DePaul University is committed to ensuring equal access to its educational and extracurricular opportunities for students with disabilities. The Center for Students with Disabilities (CSD) offers reasonable academic accommodations and services to support our students. We also serve as a resource to the many university departments that have a responsibility to accommodate students. Please see offices.depaul.edu/student-affairs/about/departments/Pages/csd.aspx for services and contact information.

This syllabus is subject to change as necessary during the quarter. If a change occurs, it will be thoroughly addressed during class, posted under Announcements in D2L and sent via email.

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Week 1 – Sep 13   *Lecture*: Class introduction.
Project: VOS—01 PNOI.
Reading: Posted on D2L.
Lecture: Gestalt Balance Stress Positive and Negative Space.
Project: PNOI.
Research: PNOI in class.

Week 2 – Sep 20   *Due:* VOS—01 Draft Due 10:00 am.
Review: VOS—01.
Projects: VOS—02.
Reading: Posted on D2L.
Due: 10:00 am upload 7 photos to the google doc for PNOI.
Due: your group's 6 photos posted to Instagram for PNOI.
Lecture: Preference for the lower left; Harmony and Stability vs Stress and the Unexpected; and Attraction and Grouping.
Project: PNOI.
Discussion: Photos, lecture and readings.

Week 3 – Sep 27   *Due:* VOS—02 Draft Due 10:00 am.
Review: VOS—02.
Projects: VOS—03.
Reading: Posted on D2L.
Due: 10:00 am upload 7 photos to the google doc for PNOI.
Due: your group's 6 photos posted to Instagram for PNOI.
Lecture: Design Elements: Point, Line, and Plane.
Project: PNOI.
Discussion: Photos, lecture and readings.

Week 4 – Oct 4   *Due:* VOS—03 Draft Due 10:00 am.
Review: VOS—03.
Project: VOS—Portfolio.
Reading: Posted on D2L.
Due: 10:00 am upload 7 photos to the google doc for PNOI.
Due: your group's 6 photos posted to Instagram for PNOI.
Lecture: Elements of Design: Direction Scale Dimension Movement.
Project: PNOI.
Discussion: Photos, lecture and readings.

Week 5 – Oct 11   *Due:* VOS Parts 01—03 reworked and put into the portfolio, and uploaded to the submission folder.
Project: VOS—04.
Reading: Posted on D2L.
Due: 10:00 am upload 7 photos to the google doc for PNOI.
Due: your group's 6 photos posted to Instagram for PNOI.
Lecture: Contrast.
Project: PNOI.
Discussion: Photos, lecture and readings.

Week 6 – Oct 18   *Due:* VOS—04 Draft Due 10:00 am.
Review: VOS—04.
Project: VOS—05.
Reading: Posted on D2L.
Due: 10:00 am upload 7 photos to the google doc for PNOI.
Due: your group's 6 photos posted to Instagram for PNOI.
Lecture: Tone.

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Week 7 – Oct 25

Project: **PNOI**.
Discussion: Photos, lecture and readings.
Due: **VOS**—05 Draft Due 10:00 am.
Review: **VOS**—*05*.
Project: **VOS**—06 Marker drawings.
Reading: Posted on **D2L**.
Due: 10:00 am upload 7 photos to the google doc for **PNOI**.
Due: your group's 6 photos posted to Instagram for **PNOI**.
Lecture: Representation Symbolism and Abstraction.
Project: **PNOI**.
Discussion: Photos, lecture and readings.

Week 8 – Nov 1

Due: **VOS** Parts 04—05 reworked and put into the portfolio, and uploaded to the submission folder.
Due: **VOS**—06 Marker drawings. Draft Due 10:00 am.
Review: VOS—*06* Marker drawings.
Project: **VOS**—06 Black paper sketches.
Due: 10:00 am upload 7 photos to the google doc for **PNOI**.
Due: your group's 6 photos posted to Instagram for **PNOI**.
Lecture: Communication Strategies.
Project: **PNOI**.
Discussion: Photos, lecture and readings.

Week 9 – Nov 8

Due: **VOS**—06 Black paper sketches. Draft Due 10:00 am.
Review: VOS—*06* Black paper sketches.
Project: **VOS**—06 Recreate in Illustrator.
Reading: Posted on **D2L**.
Due: 10:00 am upload 7 photos to the google doc for **PNOI**.
Due: your group's 6 photos posted to Instagram for **PNOI**.
Lecture: Color Interactions.
Project: **PNOI**.
Discussion: Photos, lecture and readings.

Week 10 – Nov 15

Due: **VOS**—06 Recreate in Illustrator. Draft Due 10:00 am.
Review: VOS—*06* Recreate in Illustrator.
Project: **VOS**—07.
Reading: Posted on **D2L**.
Due: 10:00 am upload 7 photos to the google doc for **PNOI**.
Due: your group's 6 photos posted to Instagram for **PNOI**.
Lecture: Color Theory and Color Harmony.
Project: **PNOI**.
Discussion: Photos, lecture and readings.

Week 11 – Nov 22

Exam Day: Nov 22, 8:30 am to 1:045 am. Daley 213.
Due: **VOS** Parts 06—07 reworked and put into the portfolio, and upload ed to the submission folder. Also bring to the final exam day your portfolio printed.

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