

School of Design
Graphic Design Program

Intro to Graphic Design
DAAT 202-01
Spring 2020

MONDAY'S 7:00pm–9:50pm
Anderson 728
UArts Makerspace

One + ½ credit

Professor: Theresa "Nacho" Montiel
Email: tmontiel@uarts.edu

Office Hours:
Monday 5:30-6:30pm TERRA
Wednesday 5:30-6:30pm ANDERSON
Thursday 4-5pm TERRA
Other times available by appointment

This syllabus is subject to change.

COURSE DESCRIPTION

Throughout this course students will be exposed to efficient techniques for utilizing industry standard programs. This course exists for the purpose of introducing students to Adobe AfterEffects, Illustrator and how it can be worked with in a makerspace, and Dreamweaver and approaches to optimize workflow and asset organization. Students can expect technical knowledge and workflow methodology from this course and will supplement projects in other related courses.

OBJECTIVES

1. Build basic familiarity with best practices within the field of digital design and become familiar with industry standard production techniques
2. Gain a familiarity with Adobe Suite Program's GUI (Graphical User Interface) of each software program covered in the course
3. Organize and structure production files to industry standards
4. Integrate/dynamically link assets from one production file into another while making live updates
5. Create files that can be shared and translated in collaborative environments

ACADEMIC PROGRAM

This is a required course for the Graphic Design program, typically taken in the sophomore year, and is an elective for students of all other programs at the university.

CLASS FORMAT

This is a studio class that meets regularly once a week in Anderson 7th floor, Room 728, with a section being held in the UArts Makerspace. The format will include lectures, group work in class, student presentations, critiques, and guest speakers. Students will be expected to participate in class discussions, share knowledge and methodology, work together when solving problems, follow instructor examples, provide feedback and work diligently throughout each class. Short exercises and in-studio work will be interspersed with longer term, outside the classroom homework projects.

STUDENT LEARNING OUTCOMES

Students will be prepared with the communication skills for success in the department:

EFFECTIVE WORKFLOW MANAGEMENT

- Organizing content through file management and efficient handling of production assets
- Labeling project assets
- Distinguishing file types and protocol for exporting projects

AFTER EFFECTS

- Overview of GUI
- Setting up workspace and document structures
- DRAWING: pen tool, shapes, scaling
- ANIMATION: basic positioning, key frames, organizing layers
- IMAGES + FOOTAGE: linking, embedding, editing
- SOUND EFFECTS + MUSIC: linking, embedding, editing
- EXPORTING AND OUTPUTS: .ae + mp4

ILLUSTRATOR + LASER CUTTING

- Overview of GUI of both Adobe Illustrator and the Lasercutters in the UArts Makerspace
- Setting up vector files
- DRAWING: pen tool, shapes, scaling, creating silhouettes, image tracing
- OUTPUT DERIVATIVES: .ai, pdf

DREAMWEAVER

- Overview of GUI
- Setting up workspace for browsers
- HTML: standard coding calls, dividers, classes,
- CSS: standard calls, how to change colors, fonts, positioning, and insert images
- JAVA: standard coding calls, dividers, classes,

HOW TO BE SUCCESSFUL IN THIS CLASS

Coming to class on time, prepared, and meeting all deadlines are the basic keys to success. Beyond that, a willingness to explore, to experiment, and to push yourself and your classmates creatively will take your work to a higher level.

FACULTY CONTACT

Office hours by appointment. Contact Theresa "Nacho" Montiel at tmontiel@uarts.edu -- I will respond only on weekdays, I will generally reply within 24 hours.

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EXPECTATIONS

Students are expected to come to studio completely prepared for the day's assignments and to work diligently through the duration of class. A positive evaluation for the course will depend on: prompt and productive class attendance, active participation in group critiques and discussions, thorough execution of outside assignments (i.e. research, research documentation, up-keep of sketch book, etc.), consistent weekly progress, successful time management, the overall quality and presentation of work, as well as a clear design vision and an empathetic understanding of one's audience.

Student performance will be evaluated after individual end-of-semester reviews/critiques and will be detailed on the Student Evaluation Form. Important note! In order to receive a grade for the course, students must upload final project materials and required files to the Graphic Design Department Archive before the end of Final Crits. All course work must be the student's own. Plagiarism is unacceptable. University policy on Academic Progress and Student Responsibility can be found in the UArts catalog: <http://catalogue.uarts.edu/>

CLASS PARTICIPATION

On top of physically attending class, to be considered for class participation you need to also engage with the class by asking questions, providing feedback and engagement with materials. Show an eagerness to collaborate and share knowledge with your colleagues. Also join in class discussions and give group feedback and critiques.

RECREATIONAL COMPUTING DURING CLASS

No recreational computing during class is permitted during class-time or within the classroom. That means, NO SOCIAL MEDIA during class or texting. Computers are not to be used for outside coursework during class-time. Cell phones or other personal communication devices are not to be used during class time unless given specific permission by the instructor. PLEASE TURN YOUR PHONE TO VIBRATE before every class begins. Students caught texting or using other social media platforms instead of engaging with class materials and discussions will be marked absent for that day. Students are responsible for the security of their own equipment. The DAAT department will not be held accountable for student-owned technology.

REQUIRED TECHNOLOGY

Although there is not any required texts, there will be, throughout the course of the semester, references the students will be required to read or view. These will be available on-line or through the library. The instructor may suggest additional materials as necessary. Students can expect to read and reflect on 2-3 articles throughout the semester. If reading is an issue for you or you have a learning/reading disability, please refer to Tutoring and/or Office or Educational Accessibility sections.

This course is digitally intensive. Students are expected to know how to use both the GSuite and Adobe software programs: *Illustrator*, *AfterEffects*, *DreamWeaver*. You are responsible for your access to a working computer -- be it your own or a communal computer through UArts computer labs, along with access to your programs (through your UArts Credentials) and program files (through cloud back up or an external thumb or hard drive) for each class.

ABSENCES, IRREGULAR ATTENDANCE AND LATENESS

If you are absent, I expect to be contacted via e-mail. This correspondence should include any materials that were due that day, and it should occur no later than noon on the day of class. Should a student need additional help, or further exposure to key concepts, the student is responsible for communicating this need to the instructor.

THE SCHOOL OF DESIGN HAS A THREE (UNEXCUSED) ABSENCE POLICY.

Think about like this class was your job and the class time was your shift, if you were going to be late or not able to cover your shift in a professional setting, you would let your manager/job know in advance. An "excused" tardy or absence is very similar. If you give 30 minutes advance notice, via email, that you will be late or absent, you can receive an excused absence/tardy (as long as this is not chronic). However, if you are a "no call, no show," do not give either advance notice, and/or follow up after class if you were unable to email before class about the extreme circumstance that made you late, I will mark this down as an unexcused absence or tardy. Tardies can also include, lateness at the beginning of class, lateness returning from breaks, or extended periods of absence during class -- and can lead to a half or whole unexcused absence. **After three UNEXCUSED absences**, I will send a deficiency notice and submit a CARE report. After the fourth absence, **YOU WILL NOT PASS THE COURSE**. It is **your responsibility** to keep track of absences and tardies.

In the event that absences are the result of extraordinary, documented circumstances and are numerous enough that it is impossible for the student to qualify for advancement, the student may be advised to with-

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draw from the course. If the course is required for the degree, the student will also be required to repeat the course in a subsequent semester.

All students are expected to attend classes regularly and promptly, and for the duration of the scheduled instructional time. Individual instructors will decide the optimum time for taking attendance and may penalize for habitual lateness or absence. Repeated absences may result in a grade of "F" for a course.

ACADEMICS

Standing

All students who enrolled at **UArts in 2014** or earlier must achieve a grade of C or better to earn credit for any major required course. This includes Discipline Histories required in the degree program. Failure to do so will require that student to repeat the course for credit and obtain a C or better grade.

All students who enrolled at **UArts in 2015** or later will earn credit in any course taken at the University with a grade of D or better. However, the student must maintain a Semester CUM of 2.33 in their required major courses to avoid Academic Probation. The Semester CUM within the major includes an average of the grades in all major required courses attempted in a given semester.

Good Standing

To maintain academic good standing, students must have a cumulative grade point average of 2.0 for undergraduates and 3.0 for graduate students. Undergraduate students in degree programs in the College of Art, Media, and Design must maintain a cumulative grade point average of 2.33 in their major program.

Probation

Academic probation is a serious matter. To clear academic probation the student must achieve academic good standing. Students who do not clear academic probation by the end of the following semester (fall or spring) of enrollment will be subject to dismissal by the University. Students should meet with an Advisor to understand their academic status and discuss their plan to return to academic good standing.

ASSESSMENT

Each project is introduced with a brief that refers to individual project goals and overall course goals as they pertain to the project. The success of the student in meeting these goals is assessed by the presentation of ideas and sketches through finished work during group and individual critiques and mid-semester and end-of-year reviews. Class participation and presentations, creative process, clear understanding of the principles set forth in class, communications skills, personal initiative, time management and attendance are all considered as well.

At the course level, the professor will evaluate student work through critique and written feedback. Students will be evaluated on:

- Overall quality of finished design work. To be assessed through critique, one-on-one meetings, small group discussions, formal presentations, user testing, and written feedback.
- Thoroughness and richness of process, including an ability to: conduct appropriate research, establish a clear problem definition, exhibit extensive ideation and iteration, refine the work based on feedback from users and critics.
- Development of a personal vision
- Initiative: showing independent thinking, follow-through, willingness to seek improvement by testing boundaries
- Ability to manage time and resources, and deliver work on due date.
- Attitude: Students should be positive, professional, and invested in improving the quality of their work and the work of their peers.
- Participation: Students should participate actively, professionally, and thoughtfully in class discussions and critiques.
- Attendance and preparedness: Students should attend all class meetings and arrive fully prepared and ready to engage
- Should be able to demonstrate good time management and meeting all assignment deadlines
- Completion of a steps/sketches/working steps and submit in an organized fashion

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GRADING

Assignments not handed-in on the day they are due will result in a 25% reduction of credit for that given assignment. After one week from the deadline, that assignment will no longer be accepted, unless you have a CARE ticket, a Student Affairs notification is received, or have a doctors note. Communication with instructor and completing assignments on time is critical for achieving success in this course.

OVERALL SEMESTER GRADING BREAKDOWN

30% After Effects Assignment(s) | 30% Illustrator Assignment(s) | 30% DreamWeaver class assignment(s)
10% Classroom Community Assignments + General Class Participation

GRADING RUBRIC

- A** 4.00 Work is of exceptional quality and beyond the stated goals of the class.
- A-** 3.67 Work is of very high quality.
- B+** 3.33 Work is of high quality and exhibits significantly better than average ability.
- B** 3.00 Work is very good and satisfies the goals of the course.
- B-** 2.67 Good work.
- C+** 2.33 Above average work.
- C** 2.00 Average work that demonstrates understanding of class material.
Satisfactory completion of the course.
- C-** 1.67 Passing work that demonstrates below average ability and understanding of course material.
- D+** 1.33 Below average work that demonstrates limited understanding of goals and assignments and lack of effort.
- D** 1.00 Below average work that demonstrates poor understanding of goals and assignments and severe lack of effort.
- F** 0.00 Failure, no class credit.

MIDTERM GRADING

You will receive both a midterm and final grade in this course. The midterm grade will show up in student self-service but will not become part of your permanent academic record or factor into your GPA. Rather, the purpose of the midterm grade is to provide you with an indication of your progress in meeting course requirements and objectives and to allow you, with the help of your instructor and your advisors, to take any necessary steps to improve your learning and performance. University Grading Policy can be found in the UArts Catalog (catalog.uarts.edu).

The midterm grade will be determined based on the grades received from only SECTION 1 as well the attitude and participation grades through the 6th week of class.

Final grades will be determined based on the points received on all assignments and your class participation and attitude throughout the semester.

ACADEMIC INTEGRITY POLICY

Be creative. Be original. Also give credit when other resources are used that are not your own.

Academic Integrity is a commitment to the core values of honesty, trust, fairness, respect, and responsibility and their role in ensuring the health and vigor of the academic and creative community. Intellectual property is the basis of professional practice in design, and we should act in an accordingly respectful manner. Please note that students are encouraged to contact their instructors and/or the University librarians for guidance in maintaining academic integrity in their work.

Students may, and are encouraged to work collaboratively in this studio course. It is the student's responsibility to understand and document his/her own contribution to each project. If a student desires to apply any materials or content generated in one class toward another class for a grade, the students **MUST** alert all involved faculty ahead of time. All faculty must sign-off on a project of this kind prior to its due date.

Violations of academic integrity are considered to be acts of academic dishonesty and include (but are not limited to) cheating, plagiarizing, fabricating, denying others access to information or material, and facilitating academic dishonesty. Violations are subject to the policies and procedures on Academic Integrity noted within the University of the Arts College Catalogue/Handbook.

If you are not clear about what constitutes plagiarism, review A Guide to Research and Documentation available on the University Libraries website (www.uarts.edu/libraries/index.html).

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ACCESS + SUPPORT

NOTICE OF NONDISCRIMINATION

The University expressly prohibits any form of discrimination and harassment on the basis of race, color, national origin, religion, sex, gender identity, age, mental or physical disability, veteran status, or any other protected classification in accordance with Federal, state, and local non-discrimination and equal opportunity laws. If you have encountered any such form of harassment or discrimination, we encourage you to report this to the Title IX Coordinator and Diversity Administrator, Lexi Morrison, at lmorrison@uarts.edu.

Sexual violence, sexual harassment, intimate partner/dating violence, and other forms of sexual misconduct are considered forms of sex-based discrimination and are prohibited by University policy and by law. We encourage students to report any incidents of sexual misconduct by contacting the Title IX Coordinator at titleix@uarts.edu. For more information about options and resources available to those who may have been impacted by sexual misconduct, please visit www.uarts.edu/titleix.

OFFICE OF EDUCATIONAL ACCESSIBILITY

UArts values diverse types of learners and is committed to ensuring that each student is afforded an equal opportunity to participate in all learning experiences. If you have or think you may have a learning difference or disability – including a mental health, medical, or physical impairment – that would impact your educational experience in this class, please contact the Office of Educational Accessibility (OEA) at 215-717-6616 or access@uarts.edu to register for appropriate accommodations. Faculty can provide course accommodations/modifications only after receipt of an approved accommodations letter from OEA.

BASIC NEEDS CLAUSE

Any student who has difficulty affording groceries, accessing sufficient food to eat every day, or living in a safe and stable environment – and believes this may affect their performance in this course – is urged to contact Student Services in Gershman Hall (room 311) or email studentaffairs@uarts.edu. Student Services will provide students with any available resources.

WELLNESS STATEMENT

UArts students have access to free, confidential wellness services via the Counseling Center and Health Services offices. For counseling services, please visit walk-in hours (Monday - Friday, 11:00am - 1:00pm) in Gershman Hall (room 307). Counseling provides trained staff interested in supporting you through your academic journey as artists. Visit our website – www.uarts.edu/counseling – for more information. Students with medical concerns or in need of help from the campus nurse should visit Health Services in Gershman Hall (room 306), call 215-717-6652, or email healthservices@uarts.edu. To learn more about medical services, please visit our website: www.uarts.edu/health. We are here to help.

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Tutoring

Treat the classroom as a collaborative environment. Be generous: compliment each other's skills, when possible. Be willing to teach/share each other. But also advocate for yourself, if you feel you are putting extra pressure on your fellow students or falling behind on projects/process, tutoring can help. And tutoring can help with all kinds of things, including technical instruction, language, or other skills. If you have questions about tutoring or think you might benefit, contact:

Advising Center, Academic Achievement Program, and Tutoring:
1500 Pine Street, Suite 102
Mondays through Thursdays, 9 am – 5 pm

Christy Gonzalez, Director
E-mail: cgonzalez@uarts.edu
215.717.6820

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CLASS VOCABULARY

MAKING (or DESIGNING): learning by doing or creating

DESIGNER: someone who creates to share and educate (and motivate)

(GRAPHIC) DESIGN: Creative problem solving with the use visuals

CLASSROOMS: a safe space to design and create

EXPLORATION: design/art is not about "right" answers, it is about creative solutions through technique and iteration, how do you get to the "unknown"? We experiment (and explore)

ITERATION: Sometimes you make magic the first time, sometimes not. Sometimes you have to

make 10 to realize that X version was the best. The only way to get there is to explore thru multiples

COLLABORATION: Classrooms are a place to share tools, share space, share ideas, and share expertise: allow opportunities to do those things

GROWTH EDGE: Growth is not staying still and it is not comfortable. You enrolled in this class and came to the first day, so you have signed up to be pushed to new places and accepted the responsibilities included

CLASSROOM VALUES

As students and collaborators, **you have responsibility for YOUR OWN...**

Ownership of YOUR learning + YOUR product / project: All students should be able to describe their project in detail and what they learned in the process

STAYING YOURSELF: we need your unique creativity

STAYING CURIOUS: Even if you think you know something really well, stay curious about what you can learn from this class and/or this university

PRESERVING: Not every project is successful on the first try, iteration, exploration, and simply trying again can lead to learning and better products

DESIGN DIFFERENTLY: art and design is all about using rules and pushing boundaries -- try making something you haven't seen yet.

BEING MATURE: You are in an adult space, lets treat eachother like adults. Golden Rule applies.

RESPECTING EACH OTHER'S INTEREST(S): we all like different things, and we may all not know or like it, but we need to stay respectful and stay positive. "Don't yuck anyone else's yum."

RESPECTING EACH OTHER'S PERSONAL/PROJECT SPACE: ask the person if they are ok with help/contact and wait for confirmation if they are ok with the physical touch or advice.

EMPOWERING EACH OTHER: Stay positive while encouraging eachother.

OFFERING COMPLIMENT SANDWICHES: If you have a critique, ask the person if they would like feedback first: "I have a critique about your project, would you like to hear it? If they accept, offer a "compliment sandwich" -- something "I like ____ about it, but"...the thing you see that needs improved upon/you have concerns about, then a positive thing you see they learned or achieved.

ADVOCATING FOR YOURSELF AND OTHERS (WHEN YOU ARE SAFE TO): we are not all born sensitive or "woke," but we can all learn to be better. If you see/find/experience an issue, I would encourage you to advocate for better or more knowledgeable behavior.

LEADING BY EXAMPLE: "Be the change you want to see in [your] world"

COLLABORATING: Universities are a place to share tools, share space, share ideas, and share expertise: allow opportunities to do all these things -- TOGETHER!

COMMUNICATING: If something is going right, please let us/me know directly. We can do our best to make changes in live time if we know if there are issues -- which will make this semester better for everyone

Having fun: learning + making should be fun!

As fellow students and co-collaborators, **we should allow people...**

- freedom to experiment and to feel comfortable with failing
- the opportunity to progress and iterate
- provide shared access to equipment + programs
- to be cooperative / collaborative
- improve/ grow from where they started

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January 27
Week 1

CLASS INTRODUCTION:

Including syllabus as a contract for academics + class community.
Think creatively + collaborate in teams through the game of "Super Fight."

February 3
Week 2

SECTION 1: ADOBE AFTEREFFECTS ANIMATION

INTRODUCTION + TRAINING

After Effects Demonstration on ball bounce

HOMEWORK: One Ball to Box Animation

February 10
Week 3

IN-PROCESS CRITIQUE + TUTORIAL

Ball to Box Peer Review + AfterEffects Tutorial

HOMEWORK: Add text or image to animation

February 17
Week 4

IN-PROCESS CRITIQUE + TUTORIAL

Peer Review of Bounce + Tutorial on Open Source Music

HOMEWORK: Selected music or sound-scape for animation

February 24
Week 5

IN-CLASS WORK TIME

Peer Music Review + In-class work time

HOMEWORK: Final Animation + create Final Project Presentations

March 2
Week 6

CRITIQUE

Presenting Google Slide presentations documenting making process with mp4 of your final animation in your presentation.

March 9
Week 7

SPRING BREAK

No class! Enjoy your break!

March 16
Week 8

SECTION 2: ADOBE ILLUSTRATOR + MAKERSPACE

INTRO + TOURS

Project introduction, laser cutting training and in class work time.

HOMEWORK: 3 unique lantern option sketches (either digital or hand sketches) on provided templates

March 23
Week 9

MID-CRITIQUE

Peer review of homework, laser cutting training recap, + in-class work time. **HOME-**

WORK: Digitize the selected mid-crit sketch + make machine reservation(s)

March 30
Week 10

PHOTO CLINIC + OPEN STUDIO

Photo demo, then open studio for digital file/project production or modification

HOMEWORK: Digitize + finalize the mid-critique selected sketch for peer reviews

April 6
Week 11

CRITIQUE

Presenting Google Slide Presentations documenting making process with mp4 of your final animation in your presentation.

April 13
Week 12

SECTION 3: MYO BROWSER GAME IN DREAMWEAVER

INTRO + TRAINING

Project demo + DreamWeaver Demonstration on "Find the Burger Game.

HOMEWORK: Playable Burger Game

April 20
Week 13

"FINDING" IT EASY

Peer Review Find Game + learn about Score Boards + randomizing

HOMEWORK: Add a score board, randomizer

April 27
Week 13

CUSTOMIZE

Peer Review Progress + In-class work time to customize your game to you.

HOMEWORK: Final game, document with video + create Final Project Presentations

May 4
Week 14

CRITIQUE

Presenting Google Slide Presentations documenting making process screen shots or cell phone video for your presentation