

syllabus

description

Integration of media processes is an important aspect of how a designer creates coherent statements with images. This course focuses on fundamental conceptual questions regarding image construction. Utilizing various methods, you will explore the making, manipulation, and creation of meaning through image construction. Traditional techniques, such as drawing, printmaking and collage, are intertwined with photography, videography and digital technology throughout the image-making process. This course will challenge your ability to generate inventive images and visual form.

objectives

By the end of the semester you...

- » should be familiar with the tools and techniques of graphic design.
- » should acquire a working knowledge of the software used in graphic design, such as: Adobe Photoshop, Illustrator, and AfterEffects.
- » should acquire a high attention to craft and detail.
- » should be able to translate ideas into form, in a meaningful, dynamic and engaging way.

course structure

This course is a studio based course supplemented by occasional demonstrations, lectures, and readings. This course will require a great amount of commitment on your part. *You will be required to spend at least as much time working outside of class as we spend in class, if not considerably more.* Class meetings will be devoted to:

- » Group critique, demonstrations, reading discussions, and lectures
- » Studio time for developing projects
- » Individual meetings with instructor to discuss work in progress

grading

The course will be divided into several exercises and assignments. All assignments must be finished and ready to be viewed at the beginning of class on their scheduled due date. Any assignment submitted after that date will be considered late and will be graded down a full letter grade each class day it is late. A breakdown of how each project will affect your final grade is below:

- » project 1 30% of final grade
- » project 2 30% of final grade
- » project 3 30% of final grade
- » participation 10% of final grade

Each assignment will receive an alphabetic grade, these translate to the following on a 100pt. scale: A = 95, A- = 92.5, A-/B+ = 90, B+ = 87.5, B = 85, B- = 82.5, B-/C+ = 80, etc. Grading of all assignments is based on the following equally weighted criteria:

Process: *did you do enough work, did you meet intermediate deadlines, did you revise the work...?*

Execution: *is the work formally resolved, does it have good craft, does it meet the requirements, does it achieve the goal of the designer, does it effectively communicate the designer's intent...?*

Idea/Concept/Method: *the creativity of the approach/solution to the project, the appropriateness of the solution, the depth of questioning, does it go beyond the norm...?*

The participation grade is 10% of your final grade. It is earned by making valuable contributions during critiques/class time and participating (posting or commenting) on the blog (emugraphicdesign.com).

Late projects will receive 1/2 letter grade off for every weekday not turned in. All projects turned in on time can be revised for a better grade, revisions are due by the last day of class. Revisions may be turned in at any time prior to that.

Image Making I

attendance

Attendance is required, I do not like mandating attendance, however, the logic holds as follows: if you are not in class you are not able to participate or show progress. Anything, for any reason, beyond 3 absences will significantly reduce your final grade (1/2 letter grade each offense). It is understood that at times a student is faced with extreme circumstances that may prevent a student from attending class, in the event of this and only at the discretion of the instructor an absence may be waived.

course website and blog

The course website, <http://people.emich.edu/mryan7>, is your source for all course handouts and required readings (available in pdf format), it also contains links to inspire and inform you.

The blog <http://emugraphicdesign.com> will serve as a place beyond class to discuss issues related to the projects you are working on in class, design inspiration, design in general, and things beyond the design world. All students are welcome to contribute to the blog both in the form of commenting and making posts. If you wish to make posts please contact me to set up a username and password for you to use.

materials

Materials will vary and be specified with each project. The cost of materials can be effected somewhat by decisions you make. If you are looking to reduce personal costs discuss alternative methods such as resource pooling or bulk ordering with your peers. Be prepared to spend what is required to effectively execute your work.

equipment/classroom/lab

The graphic design computer lab will accommodate most of your software needs. Log-in using your e-mich username and password, log-off when finished. Any computer mistreatment, vandalism, or theft may result in disciplinary actions from the Art Department. Students are not to perform repairs; please report any malfunctions to a faculty member or the lab monitor. **No food or drinks are allowed in the computer lab!**

The Design classroom is to be kept clean at all times. Throw out your trash, your cuttings, etc. If you make a mess clean it up. Take your work home with you. Some items can be stored in the classroom while you are working on a project (ie. screens, inks, etc.), but you are leaving these items there at your own risk, EMU will not held responsible for any damage or loss to your property. Upon the completion of the semester you are expected to remove all personal belongings.

Camera equipment, digital video and digital still, is available for overnight student use. You may check out camera equipment at the Visual Resource Library in Ford Hall. You may also use the copy stand to document your work.

academics

Academic policies can be found in the University Catalogues available through the Office of the Registrar and online at: <http://catalog.emich.edu/>. Be sure to review the University's policy on academic dishonesty if you have not already. Academic dishonesty may result in an 'E' in the course and referral to Student Judicial Services. The policy can be found at the Student Judicial Services web site at: <http://www.emich.edu/sjs/>. In addition to plagiarism as defined by University guidelines, work used or created for other classes will not be counted towards your grade.

Image Making I

student and exchange visitor program

F and J visa students, you have ten days to report any changes in your name, residential address, academic status, program of study, completion date, student level, funding source, intent to transfer to another university, or probation or disciplinary action due to criminal conviction. In accordance with new federal regulations report changes to EMU Office of International Students (229 King Hall, 487-3116). Failure to do so may result in arrest and deportation. You may not drop a course without OIS approval. Any questions or concerns regarding this contact OIS, not the instructor.

subject to change

With the exception of the grade, attendance, and academic policies, parts of this syllabus are subject to change with advance notice, as deemed appropriate by the instructor.

schedule

Detailed schedules and deadlines will be provided on project handouts.

Key Dates:

Sep. 09	assign project 1	Nov. 02	full comp due
Sep. 14	illustrator demo	Nov. 04	work day
Sep. 16	work day	Nov. 09	project 2 due assign project 3
Sep. 21	icons due	Nov. 11	work day
Sep. 23	crit, map prelim due	Nov. 16	poster due AfterEffects demo
Sep. 28	crit, revisions due	Nov. 18	storyboard due, crit
Sep. 30	work day (Brody Condon lecture at 7pm)	Nov. 23	workday
Oct. 05	project 1 due photoshop demo	Nov. 25	no class — Thanksgiving Break
Oct. 07	all images collected, work day	Nov. 30	workday, deskcrits
Oct. 12	workday, deskcrits	Dec. 02	workday, deskcrits
Oct. 14	workday, deskcrits	Dec. 07	full video due
Oct. 19	collages due	Dec. 09	workday
Oct. 20	workday	Dec. 14	project 3 due meet @ Final Exam time
Oct. 26	preliminary comp due		
Oct. 38	workday		