Graphic Design Program Standards

Professionalism

Professional communication is critical to projecting a professional image, establishing positive, professional relationships and is an expected element within the curriculum. All projects, as well as written and verbal correspondence, should be appropriate for a professional setting in content, tone, and format. Professional expectations include timeliness, respectfulness, preparation, attentiveness, and compliance.

Late Work

As in Professional Practice, NO late work is accepted. Assignments turned in after the due date will receive a zero. Incomplete assignments will be graded as is. Exceptions to this policy for family tragedy or medical emergency are decided by the instructor on a case-by-case basis. Late submissions or deadline extensions will typically carry a grade deduction. No incompletes will be given for this course.

Project Resubmission

The syllabus will outline the resubmission opportunities for this specific course.

Plagiarism

Plagiarism of imagery, copy (text) or layout of any kind will result in a grade of zero and you will be reported to the University for academic review. Plagiarism is the presentation of the work of another as one’s own work.

Studio Work Time

We share BH 234 with a number of other classes. This studio is scheduled in the room for 6 hours per week. You are required to stay in class until the end of each class to work on your projects unless dismissed by the instructor. There is very little opportunity to work outside of class in BH 234. Therefore, you must make the most of your time in the studio. The Think Tank is also available with 5 computers. Corpus Christi Hall 209 is equipped with mac computers and Adobe Creative Cloud. A schedule of availability for this lab will be posted and provided at the start of the semester.

Attendance

Class begins promptly at the scheduled time. If you walk in late, please remind me to count you present. If you know you need to miss a class, please let me know as soon as possible.
Attendance is mandatory for your success, will be recorded during each class session and is considered as part of the professionalism element of your final grade.

- You will lose a single letter grade on your fourth (4) absence.
- Five (5) absences will result in the drop of another letter grade.
- Six (6) absences will result in the failure of the course.
- Three (3) late arrivals or early departures will result in the recording of one (1) full absence.
- Students are required to attend class for the duration of the scheduled time or until the Professor dismisses the class.
- Attending critiques are mandatory.

Cell Phones
You MUST TURN OFF your cell phones when entering the classroom. Never answer your cell phone in class. You are only allowed to use cell phones outside of the classroom during break times. Please do not text message in class or put your phone on vibrate.

Email Addresses
You must now use the University assigned email address. If you have not activated this email, please see the help desk to do so immediately.

Social Networking
Accessing social media as well as email is not allowed during lecture or studio work time, only on breaks.

College of Liberal Arts Standards

Disabilities Accommodations
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

Academic Advising
The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. Degree plans are prepared in the CLA Academic Advising Center. The University uses an online Degree Audit system. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses and requirements specified in the final degree plan audit must be completed before a degree will be granted. The CLA Academic Advising Office is located in Driftwood #203. For more information please call 361-825-3466.

Dropping a Class
I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with your academic advisor, the Financial Aid Office, and me, before you decide to drop this course. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. NOVEMBER 8 is the last day to drop a class with an automatic grade of “W” this term.
Grade Appeal Process
As stated in University Procedure 13.02.99.C2.03, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Procedure 13.02.99.C2.03, Student Grade Appeals. These documents are accessible online at:
http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.C0.03_student_grade_appeals.pdf

For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean’s office in the college in which the course is taught. For complete details on the process of submitting a formal grade appeal in CLA, please visit the College of Liberal Arts website, http://cla.tamucc.edu/about/student-resources.html.

Course Description
This studio course is a practical, introductory course to the world of interactive and digital media design. This fast-paced studio focuses on creating interactive experiences that are both functional and engaging.

Course Objectives & Purpose
- To introduce students to communication through digital media
- To learn the process and basics of coding in HTML5/CSS
- To create and prototype well-designed website UI layouts, with usability and experience in mind
- To explore alternative website creation with DIY Website Builders
- To explore time-line animation
- To explore character animation

Course Pre-Requisites
Prerequisites: GRDS 1301, 1302, 2301, 2302, 3301, 3302
Must have software experience in Adobe Creative Cloud

Required Text
None
You will need a skillshare subscription instead.

Suggested Texts
- Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability by Steve Krug
- UI is Communication: How to Design Intuitive, User Centered Interfaces by Focusing on Effective Communication 1st Edition by Everett N. McKay

Possible Costs
Squarespace.com subscription 1+ months
Skillshare.com subscription 3+ months

Required Materials
- Portable media: Jump drive/USB drive. (At least 1 GB)
• Dropbox account (Back up your files to cloud storage, always!)
• Personal Adobe CC subscription recommended, not required.

About Course Projects
The majority of the course grade points will be derived from student projects. The design artifact(s) produced within the project parameters and deliverables will show evidence of a student’s understandings of obtained/mastered knowledge, abilities or skills.

Full project details including assignment details, assignment grading rubric, assignment submission instructions and assignment resources will be provided on Blackboard.

Each project will be graded on three overall factors:
1) discussions, critiques, and other class participation;
2) your creative process;
3) the final artifact.

Project grades will foremost be based upon the excellence of the project work which include but are not limited to: research, creativity, response to the given problem, execution, how completely instructions were followed, deadline accountability and presentation. Final grade evaluation for creative projects will be determined by the Professor or instructor using the project’s outlined grading rubric.

Project Critiques & Discussion
The Graphic Design Program uses a formal in-person criticism model for all feedback and evaluation. This process is born out of the fine arts tradition and allows students to learn by viewing other approaches to projects in addition to their own, hearing multiple perspectives during criticism and participating in the critical analysis of peer work. During discussions of their work iterations, the student is expected to request relevant feedback and consider the comments of the classmates and the instructor to ensure their work is appropriate and successful.

Emerging Tech Project Resubmission Policy
• Project 1: Website UI Design (Mobile Version of Website Prototype15 pts.) -OR-
  • Project 4: Animated Character (10 pts.)
may be resubmitted for a new grade(s) at any time prior to the last regular class meeting (before finals week). Resubmitted projects must show evidence of improvement. The new grade(s) will replace the old grade(s). In the unlikely event that the new grade is lower than the old one, the higher of the two grades will be counted. Original project submissions must be included with new project submissions. The new grade(s) can elevate the student’s final grade a maximum of one complete letter grade higher. Arrangements for resubmission must be made with the instructor in advance of submission.

Emerging Technologies Graded Activity

Grading Point Scale
100–90 A, 89–80 B, 79–70 C, 69–60 D, below F

Graded Activity
• Projects and assignments will total 90 points of your final grade.
• Smaller assignments will total 10 points of your final grade.

Projects
Each project is broken down into a point system based on process and outcome. You will receive a
grading rubric for each project that will outline the points break down for that specific project.

**Project 1: Website UI Design :: 30 pts.**
- Part 1: Competitor Websites Evaluations :: 2.5 pts
- Part 2: Web Design Brief :: 2.5 pts
- Part 3: Site Map & Wireframes :: 2.5 pts
- Part 4: UI Design Systems and Kit :: 5 pts
- Part 5: Designing & Prototyping in XD :: 17.5 pts

**Project 2: Website Builder (20 pts.)**
Using Squarespace, the student will create a small (6-8 pg) website for their company from Project 1. They will retain the determined styles, themes and tone from their developed layouts as closely as possible. Students will incorporate an e-commerce offering into their working site. In addition to the final live site, the student will be presenting screenshots of their Squarespace site on mockups.

**Project 3: Animated Song (15 pts.)**
Using Adobe After Effects, the student will animate a song of their choice.
- Part 1: Storyboard & Digital Elements :: 5 pts
- Part 2: Animation :: 10 pts
- **BONUS :: up to 5pts for quality**

**Project 4: Animated Character (10 pts.)**
Using Adobe Character Animator, the student will create an animated character.
- Part 1: Character Brief & Digital Assets :: 5 pts
- Part 2: Animation :: 5 pts

**Project 5: App (15 pts.)**
Using Adobe XD, the student will design and prototype an app micro-experience.
- Part 1: App Design Brief & Wireframes :: 5 pts
- Part 2: App Screen Design & Prototype :: 10 pts

**Assignments**
Small assignments will be given between projects or in-class.

- **HTML/CSS QUIZ :: 5 pts.**
- **Emerging Tech Resource Report :: 5 pts.**
  Check-out a resource from the library on an emerging technology topic of your choice OR find a robust resource online (blogs are acceptable) Summarize your findings in a discussion forum post. Respond to 2 student’s posts.

**Design Resources**

Links to helpful resources and tutorials
Found on Blackboard in Content >> Resources (Folder)
Class Schedule
This schedule is tentative and may change at any time. Always check Blackboard for any schedule revisions or updates.

WEEK 1 AUG 26/28 Introduction, Syllabus, Course Overview.

Monday
- Introduction :: Syllabus, Course Overview, Required Materials
- Lecture :: What is a website? HTML5/CSS, Content Management Systems & DIY Platforms
- Read Online Resources :: See Blackboard
  Assignment :: Post 1 paragraph on your top 3 takeaways from each resource on BB discussion forum

Wednesday
- DUE :: Online readings takeaway discussion post
- Demo/Workday :: HTML/CSS
- Assignment HTML/CSS W3schools Crash Course :: Review Tutorials & Exercises
- Homework :: HTML/CSS W3schools Crash Course :: Review Tutorials & Exercises

WEEK 2 SEPT 4 (SEPT 2 Labor Day Holiday)

Wednesday
- QUIZ :: HTML/CSS
- Lecture :: Designing for Web, Inspirational & Functional Design
- Lecture :: UI Design
- Lecture :: Adobe XD
- Assignment :: Project 1: Website UI Design
- Homework :: Project 1: Choose your client/company
  Project 1: Part 1: Competitor Websites Evaluations

WEEK 3 SEPT 9/11

Monday
- DUE :: Project 1: Part 1: Competitor Website Samples, Class Discussion of Examples
- Lecture :: The Web Design Brief
- Assignment :: Project 1: Part 2: Web Design Brief
- Guest Lecturer :: Professional Digital Designer “Design has gone digital”
- Lecture :: The Simple Web Style Guide, Choosing Colors, Live Fonts, Image Optimization
- Assignment :: Project 1: Part 3: Sitemap & Wireframes & Part 4: UI Design Systems and Kit

Wednesday
- Lecture :: What is Responsive Design?
- Lecture :: Wireframing and Planning
- Assignment :: Project 1: Part 5: Adobe XD Tutorials & Skillshare Tutorial

WEEK 4 SEPT 16/18

Monday
- DUE :: Project 1: Parts 1-4. Class Discussion Direction (UI Design Systems/Kit and Web Brief)
- Demo :: Adobe XD
• Work Day :: Project 1: Part 5: Designing & Prototyping in XD
• Homework :: Project 1: Part 5: Adobe XD Tutorials & Skillshare Tutorial

Wednesday
• Work Day :: Project 1: Part 5: Designing & Prototyping in XD

WEEK 5 SEPT 23/25
Monday
• Work Day :: Project 1: Part 5: Designing & Prototyping in XD

Wednesday
• DUE/Critique :: Website Presentation & Prototypes in Adobe XD
• Homework :: Watch Squarespace Video Tutorials

WEEK 6 SEPT 30/OCT 2
Monday
• Lecture :: Using Website Builders, Intro to Squarespace
• Assignment Project 2: Website Builder
• Homework :: Select Template, Start Squarespace Trial

Wednesday
• Workday :: Squarespace

WEEK 7 OCT 7/9
Monday
• Workday :: Squarespace
• Demo :: Squarespace e-commerce
• Assignment :: Emerging Tech Resource Report

Wednesday
• Homework :: Mockup Squarespace Screenshots, Project 2 DUE Monday

WEEK 8 OCT 14/16
Monday
• DUE :: Project 2: Squarespace

Wednesday
• DEMO :: Adobe After Effects
• Assignment :: Project 3: Animated Song
• Homework :: Adobe After Effects Tutorials
• Homework :: Project 3: Part 1 Song Storyboard

WEEK 9 OCT 21/23
• Workweek :: Tighten Song Storyboards, Create Digital Song Assets
• Homework :: Animation of Song
WEEK 10 OCT 28/30
Monday
• **DUE**: Project 3 Part 1 Song Storyboard and Digital Assets

Wednesday
• Workday :: Song Animation

WEEK 11 NOV 4/6
Monday
• **DUE/Critique**: Project 3: Animated Song

Wednesday
• Lecture :: Character Animation
• Assignment :: Project 4: Animated Characters
• Homework :: Character Brief and Sketches
• Homework :: Online Tutorials :: Adobe Help X: Adobe Character Animator for new users (series)

WEEK 12 NOV 11/13
Monday
• Workday :: Character Sketch to Digital
• Homework :: Character Digital Prep, Begin Animation

Wednesday
• **DUE**: Part 1: Character Brief & Digital Assets
• Workday :: Character Animation

WEEK 14 NOV 18/20
Monday
• **DUE/Critique**: Part 2: Character Animation

Wednesday
• Assignment :: Project 5 App
• Homework :: Project 5, Part 1&2 App Design Brief & Wireframes
• **DUE 11/22**: Emerging Tech Resource Report Author Post

WEEK 15 NOV 25/27 No Class/Reading Days. (Happy Thanksgiving)
• Homework :: If Needed, work on your App Design Brief & Wireframes & Screen Designs, look ahead to screen designs and prototyping
• **DUE**: Emerging Tech Resource Report Post Responses

WEEK 16 DEC 2/4
Monday
• DEMO :: Adobe XD App Design & Prototyping
• Workday :: Project 5
• **DUE**: Emerging Tech Resource Report Post Responses
Wednesday
- DUE :: Project 5, Part 1 & 2 App Design Brief & Wireframes
- Workday :: App Prototypes

FINAL
- DUE :: Final Presentations :: Project 5