# Design For Communication 2    GDS266.00

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Department of Graphic Design
Wednesdays 8:30am—11:30am and 1:15—3:15,Design Studio

MyCIA/ Design for Communication
http://www.thestudio-site.com/ed/desforcom2_17.html

## Course Description and Key Topics

In the 2nd half of Design for Communication, students investigate projects that follow the various sub-fields of the profession as they deepen their understanding of contemporary design thinking. New ways of exploring Identity (including experience design), Interactive (including the concept of responsive device design), and contemporary publication design (including on-demand publishing and e-publishing) Projects include Identity, Interactive, Information and Wayfinding. The relationship between designer, client and audience is central to all discussions and work created.

## Course Goals and Learning Objectives

By the end of this course, students will have a broad understanding of the field of Communication Design. They will showcase their knowledge of Identity systems through creating a Findings Document and basic Style Guide for the system, Interactive and Information Design by creating identity systems, responsive graphic user interface designs, and information pieces.

## Course Schedule

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|---|---|
| **January 18** | Welcome Back!<br>Problem/Solution<br>Online Printing Options<br>Identity vs. Logos vs Brands<br>**Identity**<br>**Side Project - "Bitter Pill"** |
| **January 25** | **Identity 1st Presentation**<br>**Identity Roughs**<br>Layout for book<br>**WordPress** |

**February 1**          **Identity Roughs and Book Layout**
                        Have publisher and template chosen

**February 8**          **Identity 2nd Presentations -**
                        Iterations and book layout

**February 15**         **Identity 3rd  Presentations**
                        E Publications and alternatives to DPS
                        Print book in b/w

**February 22**         **Identity Work Day**

**March 1**             **Identity Final Presentations**
                        Send books to Blurb, Magcloud, Picture.com or LuLu

                        **Interaction - Graphic User Interface and Responsive Design**
                        Front-End and Back-End Design
                        **Side Project - "Muse"**

**March 8**             **GUI Iterations 1**
                        Basics of HTML5 and The Responsive Web

**March 15**            Spring Break (no class)

**March 22**            Presentation methods for GUI
                        Boards
                        Acrobat Pro
                        Booklets
                        Digital Publishing
                        Muse

**March 29**            **Graphic User Interface and Responsive Design Final**
                        **Side Project - "Wordpress"**
                        **Information Design Introduced**

**April 5**             **Information**

**April 12**            **Information**
                        **Workday**

**April 19**            **Information**

*Design For Communication Course Schedule, cont.*

**April 26**          **Wayfinding Charette**

**May 3**          **Final Critique**
All Work From Semester
Identity - Findings Document + any Printed Materials (boards, etc)
Interaction - Printout of Presentation
Information - Project Complete

All  Finished Digital Files Must Be Uploaded to Google Drive
*(Schedule Subject To Change)*
*(In case of weather cancellation, classes will be rescheduled)*

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## Required Course Materials:

- Sketchbook
- 18 inch ruler
- 12 or 14" right angle
- X-Acto knife and blades
- Utility knife and blades
- #2 pencils, erasers
- Sharpies or other inexpensive permanent black markers
- Tracing paper
- Xerox paper
- Gluestick
- Museum Board for Presentation
- Foam Core for Presentation

## Required Software: (industry standards - available in the labs)
- Adobe CC (InDesign, Photoshop, Illustrator, Acrobat Pro, Muse, Dreamweaver)
- Microsoft Excel
- iMovie or Premier

## Recommended Books:

**Thinking with Type** - Ellen Lupton

**The Elements of Typographic Style** - Robert Bringhurst

**Grid Systems** - Kimberly Elam

# Class Policies

Be on time for all classes, ready to work at start of both sessions (morning and afternoon)

Have all required assignments either hung up or ready for critique in the morning sessions.

Turn off reminders on your computers during class.

Put your phone on vibrate or silent.

Do not use headphones until allowed (this means no music during class until we begin serious work time). In other words, pay attention, take notes and follow along all class demos.

Never watch videos or movies during class.

During critiques it is important to participate. Look at the work of each member of the class as they present their work. Try to think of something positive to encourage them, as well as something to help them understand what they need to work on to make their work better. Give every student the same attention you want in class.

When in doubt about an assignment, try to complete it as best you can. All assignments are at least 2 weeks long, with materials due for critique every week. If you are not sure about something, just do what you think it may be. This will help you develop design chops - thinking with insight and producing rapidly.

When in doubt, turn to the Manifesto of Done - by Bre Pettis and Kio Stark

- There are three states of being; Not knowing, action and completion.
- Accept that everything is a draft. It helps to get done.
- There is no editing stage.
- Pretending you know what you're doing is almost the same as knowing what you are doing, so just accept that you know what you're doing even if you don't and do it.
- Banish procrastination. If you wait more than a week to get an idea done, abandon it.
- The point of being done is not to finish but to get other things done
- Once you're done you can throw it away.
- Laugh at perfection. It's boring and keeps you from being done.
- People without dirty hands are wrong. Doing something makes you right.
- Failure counts as done. So do mistakes.

- Destruction is a variant of done.
- Done is the engine of more.

## Class Trips Policy from the 2012-13 School Catalog:

Faculty may conduct instruction-related trips or tours that require students to travel away from the Institute and be absent from scheduled class times for courses other than the one for which the excursion is intended. Students must notify the faculty of course meetings that will be missed. In addition, all students must sign an approved release form, in advance of the trip, that declares that they will not make a claim against the Institute or its personnel/ representatives for injury or damage sustained while on the trip. Release forms should be returned to your faculty member at least a week before the trip. All CIA policies are in effect during sponsored excursions away from campus.

## CIA Attendance Policy from the 2012-13 School Catalog:

It is in your best interest to attend all sessions of the classes in which you are registered and to attend all associated lecture programs and meetings. Your progress as an artist depends not only on completion of assignments but also on full participation in dialogue with studio and academic classes. Each faculty member has discretion in taking attendance and penalizing habitual absences or tardiness, and will advise the class about what will be considered acceptable attendance for the purpose of grading.

More than three weeks of class absences may result in failure. Four weeks of absences will result in failure. You must notify your faculty member if you will miss a class, and Academic Services if you will miss more than one class. If you have a problem with missed classes, meet with an Academic Services staff member to discuss your options.

Individual faculty members may require written documentation of your illness or injury. Note that Student Health Services (SHS) does not provide documentation for class excuses. Under certain circumstances, SHS will give you written verification of the date of your visit to their office. If you are hospitalized or have an extended illness, you should give permission to a staff member in Academic Services so they can communicate with SHS and the hospital regarding your illness and assist you.

You should contact your instructor(s) as soon as possible after an unavoidable absence. An unexcused absence from a final critique or exam will result in automatic failure of the course. You are required to notify a staff member in the Office of Academic Services prior

to missing a final exam or critique.

## CIA Grade Descriptions and Grading Policy from the 2012-13 School Catalog:

### Policy on Minimum Grade in Studio Major Courses:

Consistent with CIA's long-standing tradition of excellence in all levels of art and design education, effective Fall 2014, all students must earn a grade of at least "C" in all studio and core courses required by the major in which they are enrolled. This minimum requirement does not pertain to Liberal Arts, Foundation, or studio electives taken in another major. Any student earning a "C-" or lower will be required to repeat that course at CIA and attain a "C" or better grade.

Letter grades are a means by which the faculty member communicates his/her professional assessment of your performance. The primary purpose of assigning grades is to provide you with a realistic standard of reference by which you can measure your progress while enrolled at CIA.

Grades are reported twice each semester: mid-term grades after the first eight weeks and final grades at the close of the term. The mid-term grade is a preliminary indication of your progress to date. Only the final grade is entered into your official record. A dual grading system permits faculty to measure your accomplishment and effort separately.

Semester and cumulative grade point averages are reviewed by Academic Services each term to determine each student's academic status. Each transcript includes the semester Grade Point Average (GPA) and the cumulative GPA.

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Letter grades have the following meaning:

A, A-: Work of consistently outstanding quality, which displays originality, and often goes beyond course requirements

B+, B, B-: Work of consistently good quality, demonstrating a high level of proficiency, knowledge and skills in all aspects of the course

C+, C, C-: Satisfactory work that meets the requirements of the course and conforms to the standards for graduation

D+, D, D-: Work deficient in concept or execution but acceptable for course credit

F: Work unacceptable for course credit and does not meet the standards for graduation

*Additional Grading Policy:

## CIA Course Evaluation Policy

Your evaluation of this course is extremely important to the Institute and will help improve the course content and instruction. Your thoughts matter.  Please take a moment to respond to the evaluation at the end of the semester.

Remember:

- Faculty use information from course evaluations to improve their courses and teaching methods, and to determine whether course content is meeting the needs of their students.
- Department chairs review course evaluation data to assess both their faculty, and the value of courses offered in their department.
- University committees include course evaluation data as part of faculty reviews, to determine promotion and tenure.

## CIA Policy on Plagiarism and Academic Dishonesty from the 2011-12 Student Handbook:

All acts of academic dishonesty diminish the integrity of the Institute and are taken very seriously by the school. Students being accused of Academic Dishonestly will participate in our judicial process and if found responsible, will be subject to appropriate sanctions. Sanctions may include, but are not limited to any one or a combination of the following:

• Formal warning/censure/academic alert.

• Reduced grade including a failing grade for the assignment.

• Reduced grade including a failing grade for the entire course.

• Forfeiture of student leadership positions, and/or restrictions on participation in Institute activities.

• Academic probation

• Suspension

• Expulsion from the Institute.