Design For Communication 2   CDS266.00

Department of Graphic Design
Mondays 8:30—3:15 Room G310, G106 (lab)

Prof. Mari Hulick
mhulick@cia.edu
mh.thestudio@gmail.com

MyCIA/ Design for Communication
http://www.thestudio-site.com/ed/desforcom2.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, Interactive and Information Design by creating identity systems, responsive graphic user interface designs, and information pieces.

Course Schedule

January 13	Welcome Back!
	Problem/Solution
	Blurb - Online Publishing
	Identity vs. Logos
	Identity
	Side Project - "Bitter Pill"
January 20	**MLK Holiday, no class**
January 27	**Identity 1st Presentation**
	Identity Roughs
	Layout for book

February 3	**Identity 2nd Presentations**
	Iterations and book layout
	E Publications and The Digital Publishing Suite
February 10	**Identity Final Presentations**
	Send books to Blurb, HP Magcloud or LuLu
February 17	**Graphic User Interface and Responsive Design**
	Front-End and Back-End Design
	Side Project - "The Two Things"
February 24	Individual work day
March 3	**GUI Iterations 1**
	Basics of HTML5 and The Responsive Web
March 10	Spring Break (no class)
March 17	Presentation methods for GUI
	Boards
	Acrobat Pro
	Booklets
	Digital Publishing
March 24	**Graphic User Interface and Responsive Design Final**
March 31	**Information**
April 7	Work Day
April 14	**Wayfinding Introduced**
	Spacial Graphics
	Semester Project reviewed
April 21	**Wayfinding Presentation** (Spring Show - Dates TBD)
April 28	**Final Critique**
	All Work From Semester

(Schedule Subject To Change)

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
- CD's for turning in digital files
- Museum Board for Presentation
- Foam Core for Presentation

Required Software: (industry standards - available in the labs)

- Adobe CC (InDesign, Photoshop, Illustrator, Acrobat Pro, Dreamweaver)
- Microsoft PowerPoint
- Microsoft Excel
- Microsoft Word
- iMovie

Recommended Books:

Thinking with Type - Ellen Lupton

The Elements of Typographic Style - Robert Bringhurst

Grid Systems - Kimberly Elam

Typographic Design: Form and Communication - Rob Carter, Ben Day and Phillip Meggs

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:

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.

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 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.