DTC 336: Design and Composition

Summer 2020
3 units
Tuesday/Thursday 2:30pm - 5:50pm, VMMC 111
Professor Brenda Grell
Brenda.grell@wsu.edu
Email policy: I will only respond to email originating from WSU accounts and will not respond to emails over the weekend.
Prof. Grell's Office Hours via Zoom: Tuesday & Thursday: 10am - 11am & by appointment – please email to setup a session.
Course website: http://dtc-wsuv.org/wp/dtc336
Course Blackboard: Learn.wsu.edu
CMDC website: http://dtc-wsuv.org/cmdc/
WSU OneDrive class folder: You will receive an email with access to this folder.

NOTE: All aspects of this course may change at the instructor's discretion. Changes will be updated on the course webpage. Check there often for the most current information.

• Course Fees
Beyond tuition and required course materials, no course or other special fees are required for this course.

• Course Content, Structure, and Expectations
Through the investigation of topics such as color theory, space, shape, layout, pattern, composition, and typography, students will learn design practices and processes for composing in Photoshop, Illustrator, After Effects, and Adobe XD for a variety of multimedia environments. Information will be presented via in class lectures and assigned video tutorials to further assist students in learning required software programs and typography. Hands-on in class studio time will provide opportunities to apply what you are learning to course assignments.

Your developing knowledge will be assessed through assignments and a capstone project. Some work time will be available during some classes, but you must expect to complete most of your course work outside of class. To complete all of these requirements, students are encouraged to take advantage of loaner laptops that IT and the WSUV Library offer. Please be aware that special permission from IT will be required to install Adobe software on these computers so contact IT and the WSUV Library immediately to reserve a loaner laptop.

The more time and effort you invest in this course, to show up and actively participate, the better your opportunities for earning higher grades. Kindness, civility, respect, and tolerance are expected from and for everyone. Your response to these expectations will have consequences

• Course Schedule
Lectures, assignments, and activities may change. See course website for current information.

• Course Materials Required
- Adobe.com two month subscription – currently FREE via Adobe.com with your WSU credentials.
- Thumb Drive – at least 32GB ($20)

• Student Outcomes
This course is aligned with two of the seven University Learning Goals and nine of the ten CMDC

Program goals. Pay attention to the CMDC learning goals as you will be asked to account for your achievement of each in the DTC 497 Senior Capstone course.

• University Learning Goals & Outcomes:

University Learning Objectives	At the end of this course, you should be able to:	Required Course Activities that Advance Learning Goals and Method of Assessment	CMDC Goals & Objectives
ULG1: Critical and Creative Thinking Students will use knowledge of evidence and context to reason and reach conclusions as well as to innovate in imaginative ways.	Define, analyze, and solve problems Integrate and synthesize knowledge from multiple sources Access the accuracy and validity of findings and conclusions Understand how one thinks, reasons, and makes value judgments, including ethical and aesthetical judgements Combine and synthesize existing ideas, images, or expertise in original ways Think, react, and work in an imaginative way characterized by a high degree of innovation, divergent thinking and risk taking	Homework Assignments, Project #1 and Project #2	Goal 1: Demonstrate competency with computers for designing and distributing digital works in various mediums for effective human-computer interactions Goal 2: Synthesize media forms for multimedia contexts Goal 3: Employ the principles of visual form for sophisticated image manipulation Goal 4: Understand the production and assessment of media objects Goal 7: Recognize various forms of language processing and their implications for media authoring
ULG4: Communication Students will write, speak, and listen to achieve intended and meaningful understanding.	Communicate in various "authored" digital formats, & both formal & informal speech to convey meaning, significance, views, and values in peer groups & beyond. Visually express ideas in coherent, concise, and technically correct forms effective with audiences in a variety of digital, multimodal texts. Identify, explain, compare, apply, argue, interpret, and evaluate information in a variety of digital forms. Engage effectively with diverse groups through listening & speaking one-on-one, in small groups, &	In class discussions and critiques, project proposals Understanding of visual design software Competency with the use of computers for the development of media projects and multimedia design	Goal 3: Employ the principles of visual form for sophisticated image manipulation Goal 4: Understand the production and assessment of media objects Goal 6: Question the way digital media functions in multiple cultural contexts Goal 7: Recognize various forms of language processing and their implications for media authoring Goal 8: Appreciate the history of technological development, from local to global perspectives, and its implications for a variety of mediums Goal 9: Utilize an interdisciplinary perspective in order to understand the basics of social, economic, and education changes brought about by digital media Goal 10: Be practiced and capable communicators in all mediums

	in large groups, both online & face to face.		

• Assignments
To satisfy requirements of this course, students are expected to complete:
• 2 Assigned Major Projects
• 6 Weekly Assigned Homework Exercises

• Grades
Mid-term and final grades are determined from your attendance, participation, and success earning points for various graded course components. I am eager to talk with you at any time throughout the course about your grades and/or other matters associated with your success. I am reasonable and fair, but I am the final authority on all matters related to grading.

• Graded Course Components and Considerations
Attendance, engagement, projects, and instructor evaluation all contribute to course grades. All work must be submitted as and when required. Points will be deducted for not following directions; lateness; lack of engagement, attendance, or participation; mistakes, problems, or other factors that hamper the overall effectiveness of your work. Please submit all assignments by the beginning of class on the due day; any assignments submitted after the start of class will be considered 1 day late. If an assignment/project is turned in late, each day reduces your project grade by 10% points. For example, if you earn a 90%, your late project (by one day) would now receive 80%, or two days late will be reduced to 70%. Please communicate your situation with me in case of illness or justifiable circumstances that may prompt you to turn in late projects or miss an exam. Make up opportunities not guaranteed. No planned extra credit opportunities. No substitutions for assignments, or work not submitted.

Component	Points	Basis for assessment
Attendance	5	Individual. Regular online attendance is required for course success. Absent students remain responsible for all assignments, projects, and/or changes in the course schedule. Make up opportunities are not guaranteed. After one absence, three (3) points may be deducted for each subsequent absence. If students miss more than one week in a row, for any reason, students will be asked to drop the course and retake it when they are better able to participate. Arriving late and/or leaving early more than three times counts as absence. The course professor is the final authority on all matters related to attendance.

Participation	5	Individual. Active online engagement with the activities, expectations, and requirements of this course. Lack of preparation, subject mastery, and/or commitment to participating in an engaging, thoughtful manner, as well as working off task (checking email, social media, playing games, etc.), may result in point deductions or notice to drop the course. The following heuristics will be applied to assessment of participation: • Works collaboratively and respectfully with others • Demonstrates kindness, civility, respect, and tolerance to others • Functions under pressure, often without supervision or immediate guidance • Solves problems, often with "just in time learning" and/or the ability to research appropriate solutions • Meets deadlines and produces work as and when required • Demonstrates self-motivation and independent problem solving to benefit individual outcomes • Performs expectations and requirements of specific assigned activities or capstone project, or goes beyond them • Develops and implements new skills as required by assigned activities or projects • Predicts potential problems, seeks and implements solutions, and assures their success through attention to detail(s) • Leads and inspires others by example in both thought and practice • Implements skills learned from other CMDC classes
Homework Assignment	36	6 homework = 36 points Individual. Assessment as outlined above.
Project #1 & #2	54	Project #1 = 20 points Project #2 = 34 points Individual. Assessment as outline above and discussed in class.
Totals	**100**	Professor evaluation following described criteria

• Grade determination

Final grades are determined from my evaluation of your course projects minus any deductions for attendance or participation. No curving, averaging, grade bumps, or other manipulations are utilized. No extra credit opportunities are planned. Incompletes are not available. Completion of any course component does not guarantee the highest grade. Consider the level of performance expected for each grade. I encourage you to discuss your progress, performance, questions, and concerns with me. I will exercise caution and fairness in assessing your work and assigning grades but remain the final authority on all matters related to assessment and grading. Remember: the highest grades are earned by the best performance and participation.

Final grades are based on this scale. **DTC majors must earn 70% or above in order to pass the course.**

Grade	Points	Results	Description
A A-	93 and above 90-92.99	Exemplary work	Goes beyond requirements and expectations; Shows a high level of engagement by student
B+ B B-	87-89.99 83-86.99 80-82.99	Good work	Good work, but not exemplary
C+ C C-	77-79.99 73-76.99 70-72.99	Acceptable work	Meets minimum expectations and requirements but does not go beyond them; Shows acceptable, but no more, engagement by student

D+ D D-	67-69.99 63-66.99 60-62.99	Less than acceptable work	Less than acceptable expectations and requirements met; Less than acceptable engagement by student
F	59.99 and below	Minimal work Failure	Little effort, engagement, participation Failure in any or all aspects of course expectations or requirements

Classroom Safety

Classroom and campus safety are of paramount importance at Washington State University, and are the shared responsibility of the entire campus population. WSU urges students to follow the "Alert, Assess, Act" protocol for all types of emergencies and the "Run, Hide, Fight" (https://www.fbi.gov/about-us/cirg/active-shooter-and-mass-casualty-incidents/run-hide-fight-video) response for an active shooter incident. Remain ALERT (through direct observation or emergency notification), ASSESS your specific situation, and ACT in the most appropriate way to assure your own safety (and the safety of others if you are able). Sign up for emergency alerts through your MyWSU account. For more information, visit the WSU safety portal (https://oem.wsu.edu/about-us/).

WSU Vancouver Public Safety and Police

Public Safety: https://www.vancouver.wsu.edu/public-safety
Campus Safety Plan: https://www.vancouver.wsu.edu/safety-plan
Safety Alerts: https://www.vancouver.wsu.edu/alerts
Police: https://www.vancouver.wsu.edu/public-safety/campus-police
Register for Emergency Communication system: WSU Vancouver Home Page – myWSU (under the PROFILE Tab) to update info

Hostile Intruder

Campus Lock Down – Exterior doors will lock
Apply "RUN-HIDE-FIGHT" personal safety protocol
If sheltered or hiding; silence electronics, turn out lights, stay away from windows, barricade or lock doors, make a plan to fight if necessary

Active Shooter Training: https://oem.wsu.edu/emergency-procedures/active-shooter/

Weather Closure/Bus Information

WSU Vancouver VanCoug ALERTS: https://www.vancouver.wsu.edu/alerts
Weather Closure Media Web Sites: https://www.oregonlive.com/
During adverse weather conditions when C-Tran is operating on snow routes, the WSU Vancouver campus will not be served as the snow route ends at 20th Ave. For more information on bus routes and C-Tran scheduling, please visit C-Tran website at: https://www.c-tran.com/

Bad Weather, You Decide

In the event that an adverse weather event (e.g., snow or ice) or natural hazard that poses a safety risk occurs, you should take personal safety into account when deciding whether you can travel safely to and from campus, taking local conditions into account. If campus remains open and your instructor decides to cancel the face-to-face meeting and substitute an alternative learning activity, you will be notified by your instructor via email within a reasonable time after the decision to open or close campus has been made. Instructions regarding any alternative learning options or assignments will be communicated in a timely manner. If travel to campus is not possible due to adverse regional conditions, allowances to course attendance policy and scheduled assignments, including exams and quizzes, will be made. Students who attempt to gain advantage through abuse of this policy (e.g., by providing an instructor with false information) may be referred to the Office of Student Conduct for disciplinary action. If a student encounters an issue with an instructor, the student should first talk with the instructor. If the issue cannot be resolved, the student should follow the steps for reporting violations as outlined on the student affairs website. Finally, in case of class cancellation campus-wide, please check local media, the WSU Vancouver web page (https://www.vancouver.wsu.edu) and/or https://www.flashalert.net/. Individual class cancellations may be made at the discretion of the instructor.

Service/Emotional Support Animals

Pets are not allowed on campus or inside buildings or classrooms. Trained service animals are allowed, but must be registered with the WSU Access Center, Classroom Building (VCLS) room 160, 360-546-9238.

Students with Disabilities

Reasonable accommodations are available for students with documented disabilities or chronic medical conditions. If you have a disability and need accommodations to fully participate in this class, please visit the Access Center website to follow published procedures to request accommodations: https://studentaffairs.vancouver.wsu.edu/access-center. Students may also either contact or visit the Access Center in-person to schedule an appointment with our Access Center Coordinator. Location: Classroom Building, Room 160; Phone: 360-546-9238; Email: van.access.center@wsu.edu. All disability related accommodations MUST be approved through the Access Center. Students with approved accommodations are strongly encouraged to visit with instructors early in the semester during office hours to discuss logistics.

WSU Academic Integrity Statement

Academic integrity is the cornerstone of higher education. As such, all members of the university community share responsibility for maintaining and promoting the principles of integrity in all activities, including academic integrity and honest scholarship. Academic integrity will be strongly enforced in this course. Students who violate WSU's Academic Integrity Policy (identified in Washington Administrative Code (WAC) 504-26-010(3) and -404) will *fail the course,* will not have the option to withdraw from the course pending an appeal, and will be reported to the Office of Student Conduct.

Cheating includes, but is not limited to, plagiarism and unauthorized collaboration as defined in the Standards of Conduct for Students, WAC 504-26-010(3). You need to read and understand all of the definitions of cheating: https://app.leg.wa.gov/WAC/default.aspx?cite=504-26-010. If you have any questions about what is and is not allowed in this course, you should ask course instructors before proceeding. If you wish to appeal a faculty member's decision relating to academic integrity, please use the form available at https://studentaffairs.vancouver.wsu.edu/student-affairs/student-conduct. If you have any questions about the process on the Vancouver campus, please call Helen Gregory at 360-546-9573.

Cougar Food Pantry

We know that it can be hard to make ends meet when you're paying for college and living on a tight budget. If you are struggling to feed yourself or your family, the Cougar Food Pantry can help. The pantry provides free, nonperishable food items for WSU Vancouver students in need. The process is simple, anonymous and judgement-free. Learn more and request food at https://vancouver.wsu.edu/fooddrive or stop by the Cougar Center in the Student Services Center. Help your fellow Coug; refer a friend in need!

Tentative Weekly Schedule
*always check the class website for homework and readings

Week 1A: May 12 – Syllabus and overview of class, What is design lecture, design values, Intro to Photoshop, Understanding audience and design. **Readings**: Bruno Munari, What is Design ch.1 & 8.

Week 1B: May 14 – More on Photoshop, intro to color theory, working with color palettes, file formats, social media content creation, **Assignment #1**: Creating custom CMDC social media header images. **Readings**: A Short Introduction to Graphic Design History, Thinking with Type PDF.

Week 2A: May 19 – Intro to design elements, intro to typography, resume design, **Assignment #2**: Business card design. Intro to Project #1 – Recipe Website, **Readings**: What is Design ch. 5.

Week 2B: May 21 –More on Photoshop and typography. Studio time, **Assignment #3**: Draft of Project #1.

Week 3A: May 26 – **Project #1 due**, Intro to Illustrator & vector graphics. **Assignment #4**: Local logo redesigns.

Week 3B: May 28 – Intro to After Effects and animating vector logos. **Assignment #5**: Animating logo redesigns.

Week 4A: June 2 –Responsive design and mobile considerations. **Readings**: Tapworthy ch. 1 & 13. Intro to Project #2.

Week 4B: June 4 –Mood boards and studio time for Project #2 – Website and Logo for the Accelerator Program.

Week 5A: June 9 – Design process and failure, Studio time.

Week 5B: June 11 – **Assignment #6**: Draft of Project #2.

Week 6A: June 16 – **Visiting Designer Lecture** – TBA

Week 6B: June 18 – Studio time and **Final Critique of Project #2**