Syllabus: VSST 108 - Design for Media I - AY 2018 – Winter Quarter

Prof. Blaise Tobia

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Office: Academic 109b (Questions may be directed to, or materials left in, the office of the Department of Art & Art History, Academic 109.)

Office Hours: by appointment. Please email me with your request.

Course website: accessed via Drexel Learn.

This is the official syllabus for the course. You are asked to read it carefully and to ask questions for anything that is unclear. By continuing to attend the course, you indicate that you have accepted its terms.

Catalog Description
"VSST 108 Design for Media I is an introductory 2D design course for media majors combining hand and computer approaches."

Visual Design – defined for this course
Good visual design is the foundation of all visually based creative production (such as drawing, painting and sculpture, but also photography, video and animation). Many visually based professions center on design: architecture, interior design, fashion design, graphic design, and product design. Design *is not free expression*; it is a creative solution to a defined problem.

Course Objectives
• Learning the formal elements and principles of two-dimensional design as the building blocks of visual language.
• Discovering design materials, tools, and methods and mastering techniques and craftsmanship both studio-based and computer-based. Linking studio and computer methods.
• Developing a strong "design practice" that encompasses problem solving and an expanded sense of creativity.
• Examining visual imagery from historical and contemporary art, design, and media examples.
• Understanding two-dimensional design terminology as well as its relationship to the visual terminology of media.
• Learning to assess design quality and to articulately express ideas verbally within a critiquing environment.

Course Structure
The course includes illustrated lectures, discussions, reviews of work, group critiques, individual reviews, demonstrations, and some in-class work time. It meets four hours per week. *The expectation for out of class work time, on average, is six hours.*
It will present 2D design both as pure design and as a component of the photographic image. This will be done using parallel tracks throughout the term.
On the pure design track, examples will be shown, and projects done using: line, shape, optical value, pattern, letter forms and both representational and non-representational compositions.

Crossing between pure design and the photographic image will be value, texture, highlight/shadow, illusions of 3D space.

Relating primarily to the photographic image will be examples of virtual texture, focus/non-focus, depth of field and ambiguity of representation.

There will be *both static and time-based projects* and *both physical and screen-based projects*.

Each study area will encompass a number of exercises and short-term projects: these will be hand-based, computer-based and hybrid. It will have a terminology quiz. It will conclude with the presentation of a longer-term project. While each part of the course has specific topics, there will be consistent concepts carried throughout, such as frame, composition, and visual hierarchies.

Course Website

Course calendars, project assignments, advisories, etc. are posted on the course website, which may be accessed through Drexel Learn.

You will be expected to check the website several times per week for reminders, announcements, study materials, etc.

Course Attendance Requirement

This course operates as a professional work environment, so professional behavior is expected. It is mandatory that you attend every class, with all the materials necessary for the day's work. There will be pertinent information given in each class and the missed time cannot be made up. If you are late or leave early from a class, or are absent, it is your responsibility to find out what you missed and your responsibility to determine the assignment. (But you will be assisted in this by the course website.)

• One absence has no grade penalty.

• Two absences will result in a one-third grade penalty (e.g. loss of a "+").

• Three absences will result in a full-grade penalty.

• **More than three absences without official excusal *will result in failure for the course*.**

The final critique - during the final exam period - is the capstone meeting of the course. Missing it will result in a five-point grade penalty.

Other Rules

Class time in this course is device-free: no cellphones, tablets or laptop computers may be used in the classroom. (All in-class work will be done on the lab workstations and not personal laptops.)

If you must make or receive a call or read or send a text, please step out of the classroom during an appropriate break time.

You may take hand notes in class but be aware that most significant information is included in the course website.

There are no make-up quizzes. If you miss a quiz you will be given a compensating assignment.

Other Requirements

There is no textbook for the course.

The software used in the course is provided on the workstations of the class labs as well as many computers around Westphal College. The main program used is Adobe Photoshop; there will be some use of Adobe Illustrator and Microsoft Word.

There is a set of tools, materials and supplies required for the course. It may be found on the course website. The cost for these items will be approximately $120

Course Grading

The course grade will be based on a mix of quality of projects, apparent effort and growth, attendance and timeliness of completing projects, and participation. There will be individual reviews during the term.

Individual project grades will be based on three criteria:

• parameters (responding appropriately to the problem and following the rules specified)

• craft (carefulness and esthetics of presentation; technical skill; image quality)

• creativity (inventiveness and visual richness within the given parameters; evident effort)

Each project grade is compiled from the three separate grades for the three criteria. Within 10% of the maximum grade is the range of "A" grades (A-, A, A+); within 20% is the range of "B" grades; within 30% is the range of "C" grades; within 40% is the range of "D" grades. Projects have varying weight towards the course grade – the relative weight for each project will be included in the project assignment

Redoing projects: *If you have gotten your project submitted on time*, you may ask permission to redo it for a better grade. You will have one week from the original due date. (Please don't redo a project before receiving permission.)

Late projects turned in by the next class meeting after the due date will lose 10% of their grade.

Late projects turned in by the second class meeting after the due date will lose 20% of their grade.

Late projects *not received by the second meeting after the due date* **will not be accepted**.

Very Important: Do not stay away from class because you haven't turned in a project - that just compounds the problem. You will not be criticized in class.

University Academic Advisories

Academic Honesty Policy: Drexel University is committed to a learning environment that embraces academic honesty. Please read, understand, and follow the "Academic Integrity" policy, as listed on the Provost's Website:
<http://www.drexel.edu/provost/policies/academic_dishonesty.asp>

When you plagiarize, or copy someone else's work, you cheat yourself. If you have any questions about what constitutes plagiarism, cheating etc., please don't hesitate to ask.

Students with disabilities: Drexel's policy on accommodation is listed at:
<http://drexel.edu/oed/disabilityResources/students/>

Course Add/Drop Policy: Please note that "dropping" a course and "withdrawing" from a course are distinct actions and are governed by different policies:
<http://www.drexel.edu/provost/policies/course-add-drop>
<http://drexel.edu/provost/policies/course-withdrawal>

All Other University Policies – as listed on the Provost site
http://www.drexel.edu/provost/policies/

Potential Course Changes: The instructor reserves the right to make changes to the course, schedule, and policies at his/her discretion. Changes will be announced at the prior class meeting as well as through an email notification. The course website will be updated.