

Office Hours in J324:
Tuesday 9:30am-10:30am, 12-1
Thursday 9:30am-10:30am, 12-2:30

Course Syllabus

Course Description:

Application of fundamental elements and principles of graphic design to professional communication. Students without solid background in graphics and page layout applications are encouraged to take IDC 5002 before IDC 6030.

Course Objectives:

Upon completion of the course, students will be able to:

- Demonstrate a knowledge of graphic design fundamentals through class applications measured by course rubrics
- Design aesthetic page layouts using specified content following rules for effective visual communication
- Create effective graphics of the students' own creation using specified software tools
- Develop a cohesive visual identity using unified metaphorical content evaluated by adherence to best practices.

Prerequisites:

IDC 6001

Working knowledge of InDesign, Illustrator and Photoshop

Class meet times and assignment guidelines:

Class will begin on Monday, January 6. Course material for the week will be posted in D2L by 12:00am that morning. You'll be expected to login before midnight on January 7 to review the material for the first week of class. This first day of class will mark the beginning of the first week of instruction. Course material for following weeks will be posted by midnight on each successive Monday.

You are expected to complete homework, assignments, quizzes, and discussions for each week by 11:59pm on the following Sunday. Therefore, items assigned for Week 1 need to be completed by 11:59pm on Sunday, January 12; you are also expected to participate in that week's discussions by this time. Occasionally, I will assign due dates for certain items at mid-points throughout the week (say, Wednesday or Thursday)—all due dates will be listed next to each item as well in each week's checklist.

The assignments and due dates are carefully arranged to help you avoid getting behind; these due dates will be strictly enforced. Although there are no required synchronous meetings online, students should log in to the course as promptly as possible each week and then again several times during the week to check for new announcements, changes, and additional assignments.

I will be logging in to view your progress every Tuesday and Thursday, and I check email every weekday before 2:30pm. I am usually not online Friday night through Saturday night (this is my "time off"), so if you have an issue try to reach me either through D2L or email on a weekday, as far in advance of your assignment due date as possible.

Office Hours:

Tuesdays 9:30am-10:30am, noon-1pm

Thursdays 9:30am-10:30am, noon-2:30pm

Room J-324

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Contact information:

rrule@spsu.edu

(Use this address to contact me; do not attempt to email me through D2L)

Course Materials and Resources

Required text:

Thinking with Type, 2nd revised and expanded edition: A Critical Guide for Designers, Writers, Editors, & Students by Ellen Lupton. (2010)

ISBN-10: 1568989695

Further Reading:

Graphic Design Solutions, 5th edition by Robin Landa. (2013)

ISBN-10: 113394552X

Logo Design Love: A Guide to Creating Iconic Brand Identities by David Airey. (2009)

ISBN-10: 0321660765

Software used in this course:

Adobe Creative Cloud (InDesign, Photoshop, and Illustrator)

Getting access to software:

You can purchase Adobe CC directly from Adobe; as a student you can receive a discounted subscription at www.adobe.com/education.edu.html under the students tab. Faculty, staff and students can also purchase older versions of this software from the Software and Resources Services (SRS) organization at the University of Georgia for personal use at significantly discounted prices. Access this site at www.srs.usg.edu.

If you choose not to purchase the software and opt to use the Graphics Lab on campus (room J212), then it is your sole responsibility to request a security pass card to provide entrance to the lab when it is not open. Call Donna McPherson, department Administrative Assistant (678-915-7202) or email her (dmcpfers@spsu.edu) to request a card. Do this BEFORE class begins.

Course Participation & Grading

Students are expected to participate in discussion threads as noted, as well as complete every quiz for their participation grade.

Student Work Submission Policy

All assignments, discussion participation, homework readings and quizzes must be completed by 11:59pm on the Tuesday following the assignment posting. Every assignment will have guidelines as to how to submit (usually via DropBox) and how to name the file correctly. Failure to follow these instructions will result in points off your grade. Most assignments will be critiqued by your classmates through an online discussion that I will set up.

For this class, you will be graded both on your weekly assignments, your portfolio projects and on various milestones within those projects.

Assignments not received by dates due will be considered one day late and will lose 5 pts. An additional 5 pts will be deducted for every subsequent day late.

Assignments and Grading

Your grade will be based on the following rubric:

Participation: 20%

Exercises: 20%

Quizzes: 20%

Projects: 40%

Southern Polytechnic State University
IDC 6030: Visual Design Strategy
Instructor: Rebecca Rule
rrule@spsu.edu

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University Policies

Students with Disabilities

If you have a disabling condition and need academic accommodations, please contact the Disability Services Coordinator at (678) 915-7244.

In compliance with applicable disability laws, qualified students with a disability may be entitled to reasonable accommodations. As a student, it is your responsibility to timely contact the Office of Disability Services to document and arrange for reasonable accommodations. This should generally be done the first week of classes or prior to any deadlines.

Honor Code

SPSU has an Honor Code and a procedure for handling cases when academic misconduct is alleged. All students should be aware of them. Information about the Honor Code and the misconduct procedure may be found at www.spsu.edu/honorcode/.

Disclaimer

This syllabus provides a general guideline for the conduct of this course. However, deviations may be necessary and will be noted in class and via email during the semester.