DELAWARE

COLLEGE OF ART

AND DESIGN

DCAD

600 N MARKET ST

WILMINGTON DELAWARE 19801

302.622.8000

VISUAL COMMUNICATION I / JASON OLNEY   09.20.2020

Course: GD207 – Visual Communication I

Area: Graphic Design –2020

Prerequisites: Studio Foundation Year

Credits: 3

Course Description & Objectives: This course introduces students to communication by asking them to first examine their own understanding of visual language. We require them to share, as a society, simple, yet articulate conceptual statements within the context of image and word. Students begin with introductory studies of signs and symbols using traditional hand skills and then integrate them to more sophisticated projects using current technologies. Students are shown the necessity of, and procedures for, questioning and evaluating their own design decisions as well as appreciating the significance of those decisions in a broader context. They learn to look beyond the artifacts created for assignments to their inherent meanings, interpretations and significance.

Class meets:	Section 1: Tuesdays 1:55 PM – 6:00 PM, Location: 410
	Fall 2020
Instructor:	Jason Olney
Email:	jolney@dcad.edu
Phone:	302.622.8000 x705
Office Location:	Room B11
Office Hours:	By appointment and as per Fall 2020 schedule

There Is No Required Text For This Course

METHOD OF INSTRUCTION
This course will be conducted using a variety of methods to achieve the stated objectives:
Class discussions and lectures, regular class critiques of student work throughout all stages of development, projects performed outside of class, and tasks within project scope undertaken in class.

SUPPLIES
Supplies & materials: in addition to basic drawing and drafting supplies that students
should already have, you will need the following:
- Xacto knife and # 11 blades, box of 100: $20.00 + shipping @ amazon.com
- A minimum 4GB MB USB Flash memory + CD media for archiving work: $ 20.00
  Sharpie pens, 2 thick and 2 thin @ $ 1.85 each: $ 7.40
- Several sheets of black presentation board; appx. size 20 x 30: $ 33.00 + shipping per carton of 10 sheets @ amazon.com
- Students should plan on paying to print several pieces at local service bureau such as Parcels, FedEx Kinkos or Aztec Copy. The approximate cost per semester of out of house printing is
- $ 50.00 - 75.00
  Subtotal: $ 194.15

Graphic Design majors should expect to use either a laptop for homework and in-class assignments outside of the 410 lab OR access DCAD's MacOS based computers in the lab for completion of all assigned work.

Hardware & Software Recommendations:
HARDWARE: Apple MacBook Pro 2.3 GHZ 16-inch Retina Display with 500 GB Flash memory: $2,399.00
or Apple MacBook Pro 2.0 GHZ 16-inch Retina Display with 500 GB Flash memory: $ 2,129.00
Three-Year Apple Care warranty: 239.00
G-Technology 500GB G-DRIVE mobile USB Portable Hard Drive: $ 80.00
Mouse: $ 25.00
SOFTWARE: Microsoft Office, Student/Teacher edition: $ 139.00
Word, Excel, PowerPoint, Entourage/Outlook).
Adobe Creative Cloud subscription @ 19.99 per month with an annual contract: $ 480.00 for two years.
Adobe Creative Cloud subscription @ 29.99 on a month per month basis

 Total Estimated Hardware & Software Cost, Highest: $ 3500.00
 Total Estimated Hardware & Software Cost, Lowest: $ 3100.00

Total Estimated Cost: $ 3695.00 (Highest)

For your convenience, software purchases can be made on the following websites:
Adobe: http://www.adobe.com/creativecloud.html

Media Resources: Graphic Design majors will be expected to have access to the Internet
within their workspace outside of DCAD's wireless broadcast points.

GRAPHIC DESIGN PROGRAM COMPETENCIES (PC) aligned with the Core Competencies (CC)
1–Oral Communication 2–Written Communication 3–Quantitative Literacy 4–Critical Thinking
5–Information Literacy 6–Technology 7–Global Citizenship

A. Acquire Primary Design Problem Solving Skill Set: did the designer apply the basics of frame, figure/ground, juxtaposition & graphic invention (CC 4: Critical Thinking, CC 1: Oral Communication)
B. Develop a Useful Information Gathering, R & D and Planning Process: is there evidence of outside resource access and application? (CC 5: Information Literacy, CC 2: Written Communication)
C. Using Drawing As a Planning Tool, an Image Making Tool and As a Means to an End: does the work reveal a reach beyond the scope? (CC 8: Visual Literacy, CC 3: Quantitative Reasoning)
D. Have the Ability to Present Information as Effective Visual Communication: is the solution presenting logical & meaningful information to the audience? (CC 4: Critical Thinking, CC 5: Information Literacy)
E. Laying a Solid Foundation for Building Professional Practice: has made an attempt at elevating their presentation skill from awareness (CC 7: Global Citizenship, CC 2: Written Communication, CC 1: Oral Communication)

Upon successful completion of the Visual Communication 1 course, students will:
– Develop and apply a simple visual vocabulary across a range. (PC 1, 3, 4, 5)
– Define, quantify and solve basic visual problems. (PC 1, 2, 3, 5)
– Evaluate and interpret perception, audience and environment. (PC 1, 4, 5)
– Create a process to communicate ideas. (PC 1, 2, 3, 4, 5)

STUDENT REQUIREMENTS, GRADING PROTOCOLS AND LATENESS POLICY
Students must successfully complete all projects in the allotted time. Assignments are due at the beginning of class or as noted. Assignments that are being printed or completed at the beginning of class will be marked as late; printing problems are not an acceptable excuse for delays in completing assignments and are considered late. Assignments that are turned in late but on the day the assignment is due will be marked down one grade degree (B to a B-). Assignments that are turned in after the due date will be marked down a full letter grade (B to a C) unless a documented excuse is provided. Depending on the degree of lateness, assignments may not be accepted after the due date for any credit. Attendance will be taken during the first 15 minutes of class; a student will be marked absent if they are not present at that time. Students are expected to be in class with the required materials at the time the class is scheduled to begin. Three instances of lateness of more than 15 minutes at the beginning of class, after breaks or lunch, or unpreparedness to the class will count as one absence. An absence may be excused if the student presents written documentation to the instructor. A student's grade will be lowered by one degree (i.e., from a B+ to a B) for every unexcused absence three (3) absences, regardless of the excuse (in a course that meets once a week for 15 weeks), will result in the student failing the course, unless excused by a medical professional. In the event of an absence, the student is responsible for making up any missed work, getting assignments, and submitting assigned work on time.

Grading protocols will follow the following percentage-based breakdowns:

Five studio projects at 20% each   100%

A=4.0   A- 3.7   B+ 3.3   B=3.0   B- 2.7   C+ 2.3   C=2.0   C- 1.7   D+ 1.3   D=1.0   F=0

Preparation: Does the student understand the project and ask questions when in need? Did the student do research for the project? Is there evidence of planning, sketches, trial, error and resolution?

Technical Proficiency: Does the student correctly use the appropriate programs? Are digital assets organized and of good quality? Is there attention to correct output (printing) and construction?

Aesthetic: Does the student use composition, color and imagery in a way that enhances the project?

Presentation: Is the project presented neatly and in a professional manner? Is there correct spelling and grammar? Does the student defend critiques of the project well?

Meaning: Does the project reach the target audience? Is the intended meaning of the project made clear? Is the writing in the project clear and inventive in both form and function?

Four levels of difference in degree of application; weakest through strongest, 1-4 based on degrees of effectiveness, frequency and understanding

1. Weak performance level, much more effort required
2. Meeting performance levels, adequate effort, apply more rigor
3. Works above performance level, applies principles through efforts
4. Strongest level performance, complete effort throughout

Jason Olney's assignment list for the Fall 2020 semester.

WEEK 1:   Introduction/Lecture/Introduce Design Vitamins
WEEK 2:   Introduce Make It Work/Lecture
WEEK 3:   Make It Work/Lecture
WEEK 4:   Make It Work
WEEK 5:   Critique Make It Work/Introduce Herr's Calendar
WEEK 6:   Vitamin Review/Herr's Calendar/Lecture
WEEK 7:   Herr's Calendar
WEEK 8:   Critique Herr's Calendar/Introduce Tin Can Salesperson
WEEK 9:   Tin Can Salesperson/Lecture
WEEK 10:   Tin Can Salesperson
WEEK 11:   Critique Tin Can Salesperson/Introduce Simon Says
WEEK 12:   Vitamin Review/Simon Says/Lecture
WEEK 13:   Simon Says
WEEK 14:   Critique Simon Says
WEEK 15:   Critique Design Vitamins/Cumulative Review

RETENTION AND REMOVAL OF STUDENT WORK
The Delaware College of Art and Design reserves the right to photograph, use for assessment, exhibit, and or publish any student work, and the right to retain any student work for such purposes. DCAD is not responsible for any loss or damage to student work under any circumstances. All work must be removed from studios, classrooms and lockers by the last day of the term. Work left behind by students who have graduated, withdrawn, been dismissed or departed for vacation will be disposed of in the general clean up following each semester. When necessary, students will be financially responsible for the disposal of such items. DCAD cannot be responsible for work and personal property left in lockers, studios or classrooms during the school year.

ADA STATEMENT
Students with disabilities that qualify under the American Disabilities Act (ADA) and require accommodations should contact the Director of Student Services, for more information and to coordinate appropriate accommodations: (302) 622-8867 ext. 109. Disabilities covered by ADA may include chronic health disorders, learning, physical, and psychiatric disabilities. In order for any instructor to allow/offer reasonable accommodations appropriate to an established need, the student must present documentation to the Director of Student Services no later than the second week of class.

COLLEGE ACADEMIC POLICIES
In addition to the policies articulated in this syllabus, students should review DCAD Academic Policies at http://www.dcad.edu/site/about_dcad/policies/academic ; Instructional Policies at http://www.dcad.edu/site/about_dcad/policies/institutional ; the Student Handbook http://www.dcad.edu/uploads/media/documents/Student_Handbook__82308.pdf ; and the Student Code of Conduct at http://www.dcad.edu/site/about_dcad/policies/procedures

CODE OF STUDENT CONDUCT
The Delaware College of Art and Design has established rules and regulations that govern its relationship with enrolled students. These rules and regulations are established to ensure the safety and well being of all students. They are binding upon enrollment and all students agree to subscribe to them. Administrative withdrawal or dismissal may result from a failure to meet school standards of academic progress, conduct, and/or attendance, or for reasons of mental or physical health or neglect of financial obligations.

ACADEMIC PROGRESS
Academic progress is the standard by which progress toward a degree is measured. It is determined on the basis of Grade Point Average (GPA). In order to make satisfactory academic progress, students must maintain a minimum semester and cumulative GPA of 2.0.

ACADEMIC WARNING
A student who fails to make satisfactory academic progress (i.e., a minimum semester and cumulative GPA of 2.0, and/or a grade of "C" or better in core classes) will be placed on academic warning for the following semester. Students will be notified in a letter from the Registrar of their warning status. To remove themselves from academic warning students must carry a minimum of 12 credits, pass all core classes with "C" or better and achieve a minimum 2.0 semester GPA during the semester of probation.

ACADEMIC DISMISSAL
Students who fail to remove themselves from probation at the end of an academic warning semester will be subject to academic dismissal. In special cases, a student may be dismissed after only one semester of work. This may be done when the student earns an "F" in a core class, or has a semester GPA of 1.0 or below. If, in the opinion of a panel composed of the Area Coordinators, the Financial Aid Director and the Dean, the level of work is so inferior it is unlikely that the student will make satisfactory academic progress by the end of the following semester, the student will be dismissed. Students who are academically dismissed or fail to be reinstated after appeal may apply for readmission after a mandatory absence of one semester. It is recommended they demonstrate that academic difficulties have been overcome by earning a "C" or better in a minimum of 6 credits at an accredited college or university before applying for readmission to DCAD.

AUDIT/NON-CREDIT COURSES
Full-time students who wish to audit a course may do so as long as their workload, including the credit hours the audit course normally carries, does not exceed 18 credit hours. Students may audit only one course per semester and may not repeat this course for credit at a later date. Auditing is contingent upon availability of space in the course and the instructor's permission.

ACADEMIC INTEGRITY
The Delaware College of Art and Design (DCAD) requires students to adhere to guidelines for academic integrity. Students must follow federal law regarding copyright and fair use. Students must acknowledge and respect the work of other creators as they develop their own voices, and they must accurately represent their own work.
Academic dishonesty is the use of deception in any way that results in avoidance of academic responsibilities; it includes, but is not limited to, violation of copyright, plagiarism, cheating, and misrepresentation.
Copyright is using or distributing copyrighted material without authorization and/or violation of the doctrine of fair use as defined by the Higher Education Opportunity Act, see Copyright for Higher Education or US Copyright Office
Plagiarism is using others' words, ideas, or creations without proper acknowledgement; it constitutes theft.
Cheating is giving or receiving illicit information about an individual assignment, quiz, or exam.
Misrepresentation is submitting work done by another as one's own or submitting work done at a previous time as new.

AFFIDAVIT
My signature below indicates that I have read and understand this syllabus
and have a copy for my reference.

Student Name (Print)
Student Signature Date