



FORM + COMMUNICATION 2

ART 207 SectionS 010 and 011 | SPRING 2015

Professor Colette Gaiter

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OFFICE HOURS:

Tuesday and Thursday 2 - 3 pm
Office 206 Recitation Hall

Other times by appointment

Please stop by during office hours to discuss anything about the class or to get help with assignments. No appointment needed, but you can contact me via e-mail to set up an appointment.

TEXTBOOKS:

Non required, but there will be links to online resources and downloadable PDF readings assigned.

SAKAI: The Sakai website is the main information resource and communication tool for this course. It will be used for distribution of assignments, readings, course schedule, posting announcements, web links and grades.

You are expected to check Sakai regularly. Important announcements or changes will be sent to your official email. Y

COURSE DESCRIPTION:

Developing image-making techniques and processes that communicate ideas. Explore graphic translation and representation, digital and analog processes, semiotics, and design systems. Practice design fundamentals for composition and communication of visual form.

OBJECTIVES:

1. Compare and select appropriate analog and digital media, tools and materials— to create large design projects involving type and images.
2. Evaluate and test various experimental process to solve a design problem, as part of their creative process.
3. Compare and validate their methods of creative practice (creative process), in relation to the model presented in Form and Communication 1 and 2
4. Use the VC Lexicon (specific professional vocabulary) to analyze and critique their own work and the work of other students.
5. Apply a model of the creative process to complete a graphic design project that is specific to a context and audience and solves a design problem using ideas that are relevant and applicable.

This course is about learning how to create visual “products” in a conceptual way. You will be problem solving by generating multiple ideas, choosing the best solution, and producing a final idea in the most compelling and appropriate form.

In each assignment you will start with very simple thumbnails and then progress to more carefully detailed sketches until you have solved all of your conceptual, design, and composition problems. At that point you will determine the formal and material aspects of the project. Craft and execution are always important, but good technique won't hide a bad idea or weak design.

Paying attention to details is essential. Do not rely on your memory and do not rely on my memory. This is why you get assignment sheets with all the specific information readily available online. Printing them out for easy reference is highly recommended.

You need to take organized notes and add details to the assignment sheets as needed during class. Your participation in critiques is key in order to share, experiment and grow. The syllabus is a semester-long document. Refer to it for schedule information, office hours, grading criteria, and any other information surrounding the structure of the course.

CREATIVE PROCESS

This course is intended to help you establish a working knowledge of communication design processes. Your own motivation and ability to learn from mistakes is what will make you successful in this class.



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Creativity is a process-oriented endeavor; it is a lifestyle that requires a commitment of time.

To seriously pursue a design-related career you must develop your own method of creative practice. Being creative is not something that you pencil into your schedule to do between certain hours. Creativity is a 24/7 lifelong way of being that takes dedication, awareness and a truly open mind.

WE LEARN MORE FROM MISTAKES THAN FROM SUCCESSES.

If you are not making mistakes you are not taking enough risks. Serious professionals are not looking for constant affirmation of their talent and abilities. They are looking to improve, to be more creative. They know that to get to the great successes they must go through the great failures. Only if you are failing big do you know you are really outside of your comfort zone. Your job then is to figure out what went right and what went wrong and make adjustments. You will never forget what you did wrong. Making note of mistakes is essential. Written and mentally.

DEVELOPING A CREATIVE LIFE:

Being a creative person is not a job, but a lifestyle. You will look at work of all kinds—fine art, visual communications, architecture, fashion, etc. Listen to music. See films. Talk to people. Dance, sing, play. You will read and do online research and browsing. You will go to the library and look at printed pages. Attend as many lectures on campus as you can—inside and outside of the department. You cannot design in a vacuum. You need information, raw material, and inspiration. A creative person is an informed, curious and engaged person.

Have healthy balance between work and play. Use your body and take care of it to keep your mind sharp.

ASSIGNMENTS: To save paper, an assignment sheet with details on each project (clear expectations, due dates, etc.) will be posted on Sakai as a PDF file. We will go over it in class. They will be stored in the Assignments folder. Written assignments are turned in via Sakai.

SAFARI DOES NOT WORK WELL WITH SAKAI.

Use Firefox.

Be sure to include your last name in the file name of any uploaded document. ANY TURNED IN ASSIGNMENT THAT DOES NOT FOLLOW THIS RULE WILL RECEIVE NO BETTER THAN AN A-, NO MATTER HOW GOOD IT IS.

Do not wait until the last minute to submit to Sakai. There can be problems. Emailed written assignments will not be accepted.

COURSE STRUCTURE

There will be short slide lectures and demonstrations, but mostly critique. Paying attention in class is essential for understanding new mediums and visual concepts.

You must take notes during the demonstrations and refer to them as you are doing the project. There will be too much information to rely solely on your memory. During the demonstrations and all other class discussions, you are invited and encouraged to add relevant input and ask as many questions as you like.

You will develop sketches for assignments on layout paper to be put up and discussed in class as a starting point for each project. This ideation stage of the creative process is the most important. Execution may be more time-consuming, but you do not want to spend time on a bad idea. Put the energy in up front for best results.

Follow the Course Schedule closely to be prepared for class. You will be notified through email (from Sakai) of any schedule changes at least 24 hours in advance.

PROJECTS:

There are 6 problems to be solved. You will be graded on each project and at the end of the semester on: participation, work in class, preliminary work (process), written responses, preparedness, how you incorporated input from critiques and your final digital presentation of all work.

Assignments will be evaluated on:

Research, concept, imagination and creativity - Depth of ideas explored.

Craftsmanship - Structural integrity and attention to details.



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Execution - Consistently working on project during and outside of class.

Presentation - Completed state of the project, how the work is presented and what you have to say about your project and other projects during the critique.

Composition – Design element harmony

****You will be asked to turn in specific critical responses and given detailed instructions.*

Course grade scale

A 95 - 100%

A- 90 - 94

B+ 88 - 89

B 83 - 87

B- 80 - 82

C+ 78 - 79

C 73 - 77

C- 70 - 72

D+ 68 - 69

D 63 - 67

D- 60 - 62

F 59 and below

A FINAL GRADE OF C- OR ABOVE IS REQUIRED FOR VISUAL COMMUNICATIONS DEGREE CANDIDATES.

If you receive a grade lower than a C-, you may not take any class for which this class is a pre-requisite, which will put you behind in the VC program.

Assignments are due at the start of the class period of the due date. If you are not ready to put your work up, you are unprepared.

You are required to thoroughly read through the assignments prior to the class period scheduled for its introduction (see schedule). Assignments will overlap throughout the semester.

Please write your full name on the back of your work before you turn it in, (and before the start of the class period it is due). Otherwise, I will guess whose it is and award the points to that person.

Image: Sarah King. <http://bit.ly/dks5ve4>

ATTENDANCE AND MAKE-UP POLICY:

Attendance is expected at all class sessions and Friday MaLab. Please be on time and expect to stay the entire class period. Bring your materials to class. You will not be allowed to leave to work elsewhere because you are unprepared.

Unexcused absence and tardiness are considered in your participation grade. If you are not here, you are not participating.

If you miss class, you are required to do the following:

1. Obtain information about the content of the course meeting from a fellow student and verify the schedule. DO NOT EMAIL ME AND ASK WHAT YOU MISSED IN CLASS. You may make an office hours appointment to go over specifics if necessary.
2. Turn in assignments due within 24 hours of the class period you missed to my attention, in the Art Department main office: 104 Recitation Hall.
3. Accept that any potential points earned during the class you miss are forfeited.

Excused absences require a written note from a physician (or other proof of excusability), including all of the following:

1. Physician/contact's full name, phone number, and best hours to call
2. Signature
3. Your full name
4. Date of absence
5. Reason for absence

It is your responsibility to be aware of the University's Attendance Policies, available here:

http://academiccatalog.udel.edu/Pub_ShowCatalog-Page.aspx?CATKEY=CATKEY_471&ACYEAR=2012-2013

If you miss a project deadline without a prior arrangement or documentation of an emergency, your grade for the project will be no higher than a C-.



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SUPPLIES AND MATERIALS

Basic supplies (most of which you already have):

1 kneaded eraser
 Self-healing cutting board for cutting with xacto blades
 1 steadtler mars white plastic eraser
 1 #11 xacto knife and blades that fit your knife
 18" or 24" metal ruler
 1 14" x 17" layout paper pad (you MUST have this for thumbnails and sketchwork, and any ideas you will present in class). You may use the less expensive kind.
 Illustration board - 2 ply is the best and prevents warping when projects get larger.
 Bristol board
 Other supplies are listed on assignment sheets

Critique: There may not be enough time in the class period to critique everyone's work, so it is your responsibility to get the information you need to move your project forward. This may be through the critique of other students' work, or through your own observations and insights during critique.

DOCUMENTING YOUR WORK:

You are required to accurately and sufficiently document all the things that you produce for this course. **You will turn in all your work digitally at the end of the semester.**

Many assignments require that you turn in digital documentation with your final pieces which must include all process work and your final digital files and/or photographs of your final piece (if it is not 2-dimensional). There is a setup (camera mount and lights) on the lower level of Recitation Hall for you to photograph your work and the lighting studio in Taylor Hall, in addition to another copy stand. Please attend one of the training sessions on the studio if you do not know how to use the equipment.

All Discs (Macintosh formatted CD-R or DVD-R) must be labeled exactly this way (on the actual disc) in order for you to receive credit for the assignment:

Your Name (First and Last)

Title of the Assignment

Semester and Year (i.e. "Fall 08")

Place the disc in a protective case, **do not design the case**. A standard "jewel case" is highly recommended. A white paper or clear plastic sleeve is fine. DO NOT fold your disk into a sheet of paper or turn it in unprotected. It will not be accepted. Do yourself a favor and buy 50 DVD-Rs and jewel cases in the beginning of the semester and standardize this process.

All digital files must be in the following formats:

InDesign: Export as a pdf, all fonts embedded, "high-quality print"

Illustrator: Save as a pdf, all fonts embedded, "high-quality print"

Photoshop: Save as a .tiff file (do not export/save for web as jpeg!)

Flash: Publish as a .swf file

iMovie, After Effects, Final Cut Pro: Export as a Quicktime Movie, h264 compression

HTML (websites): Put entire folder structure (root folder) on disc

You will also document your work on a web site.

MAC LAB

Please respect the lab and the people who work there. As you know, use of the Mac Lab can be problematic when many students are trying to print at the same time. If you are planning to print, please try to plan according to the posted lab schedule. You need to manage your time professionally.

**** Note: Many of the assignments for this course required digital printing. This may be done in the Mac Lab, by local printing services, or on your own printer. Digital printing can be costly, so be prepared for this expense. The Lab will give you the best quality and price*



PARTICIPATION AND PROFESSIONALISM

I expect a lot of participation in class from all of you. We all learn from each other. This includes contributing to class discussions, group work, attendance, promptness and work in class. You are also expected to participate professionally in field trips by being prepared, on time for appointments, properly dressed for a business environment, and behaving appropriately on and off campus.

You are expected to wear proper attire when attending class meetings. This also pertains to field trips and other events organized by Visual Communications faculty. If you are wearing clothing that makes others feel uncomfortable, or that you would wear to sleep or exercise, you are not wearing proper attire.

TALKING IN CLASS: I welcome your participation in class, BUT—carrying on audible conversations with your neighbor while someone is addressing the class (student or instructor) is rude and disrespectful to everyone. On a second offense in one class period, you will be required to leave immediately and marked absent for the day. The occasional comment is fine, but running commentary is not. Better yet—raise your hand anytime and share your comment with everyone.

FIELD TRIPS

All field trips associated with this class are optional yet strongly recommended.

We can provide a request to be excused from other classes.

The cost of the bus ticket is \$33 per student. Seats are filled on a first come, first served basis. No seats will be held without payment. Payment may be cash or check, made out to the University of Delaware. Students may pay at the Art Office. Please talk to me if you need assistance with the bus fee.

STUDIO ACCESS AND USE

You can use the classroom as a studio, according to the open hours of the building. Materials left in the studio are at your own risk.

SAFETY

Pay attention to safety in the building and throughout campus. Be careful working here at night, and during the day. Report any unusual behavior, or persons wandering about.

Being in the building alone is not allowed—ever. Do not work in the building alone, or walk home late at night alone. To arrange for a walking escort on campus call Public Safety at 831-2222, or use one of the 200 blue light emergency phones. These are not just for emergencies.

Please keep the door locked when no one is in the room working. Do not let strangers into the room or the building.

NEVER prop doors or leave windows open.

**GRADING:**

THE FOLLOWING DESCRIPTIONS DETAIL THE CRITERIA FOR EARNING GRADES. PLUS AND MINUS GRADES FALL BETWEEN THE STRAIGHT LETTER GRADES IN ACHIEVEMENT.

A - OUTSTANDING work relative to the level necessary to meet course requirements. This work goes **FAR** beyond completing the requirements of the assignment and shows **UNUSUAL** mastery of the skills and **INNOVATIVE** and **CREATIVE** thinking. **AMAZING.**

B - SIGNIFICANTLY ABOVE the level necessary to meet course requirements. A "B" is a **VERY GOOD** grade, but not outstanding. **BRAVO.**

C - AVERAGE achievement that meets the course requirements in every respect, but does not go beyond. A "C" is a **RESPECTABLE** grade to achieve in a class, especially if the subject matter is not where your talents lie. **COMPETENT.**

D - WORTHY OF CREDIT even though it fails to meet fully the course requirements. Basically, it means that you squeaked by...

F - Represents **FAILURE** and signifies that the work was either (1) completed but at a level of achievement that is **NOT WORTHY OF CREDIT** or (2) was **NOT COMPLETED** and there was **NO AGREEMENT** between the instructor and the student that the student would be awarded an "I". Keep in mind that a student can turn in work, attend class and still fail the course if the work is **NOT WORTHY OF CREDIT** according to the clearly stated criteria for passing work. **FAILED TO GET HELP.**

Anyone willing to make a sincere effort can pass this class. There are many resources available for assistance. The first step is to let me know that you need help. The second is to follow through on doing the work.

The F carries 0 (ZERO) grade points and the credits for the course do not count toward any academic degree program. The credit hours for the course shall count in the grade point average.

I - (INCOMPLETE). Assigned **AT THE DISCRETION OF THE INSTRUCTOR** when, due to extraordinary circumstances, (e.g., hospitalization, death in the family, etc.) the student was prevented from completing the work of the course on time. Student must have been passing the course before the emergency incident. Requires a written agreement between the instructor and student specifying the time and manner in which the student will complete the course requirements. In no event may any such written agreement allow a period of longer than 6 months to complete the course requirements.

TO RECEIVE A GRADE OF C- OR BETTER ON ANY ASSIGNMENT, IT MUST BE TURNED IN ON TIME UNLESS A PRIOR ARRANGEMENT HAS BEEN MADE OR THERE IS AN EMERGENCY SITUATION.

*******The requirements and objectives are clearly stated on assignment sheets. This is the criteria you will be graded on. If you are not clear about the criteria or what you will be graded on, please ask during class so everyone can hear the answer.**

I encourage you to discuss your grades with me at any time.