

ADES 1500.001: Introduction to Communication Design

Professor: John Eric Ligon

Room: 209, Art Building

Office e-mail: eric.ligon@unt.edu

Office Hours: MW 11:00–12:00

COURSE DESCRIPTION

An overview of the Communication Design profession, with emphasis on terminology, creative methodological processes, metaphorical thinking, Gestalt, form analysis, semiotics, creative teamwork, human communication, and design planning.

PREREQUISITES

None

SUGGESTED TEXTBOOKS

The Cheese Monkeys by Chipp Kidd

The Learners by Chipp Kidd

How to be a graphic designer without losing your soul by Adrian Shaughnessy

The Universal Traveler by Jim Bagnall and Don Koberg

COURSE OBJECTIVES

1. Demonstrate an understanding of the Communication Design curriculum and its goals.
2. Understand and define the basic differences and similarities between graphic design and advertising.
3. Begin to learn and name the various professional directions available in Communication Design.
4. Correctly define the structure of various communication processes.
5. Examine the process of creative behavior.
6. Accurately identify and define the structure of the communication design process through a series of sequences or steps (accept, analyze, define, ideate, select, implement and evaluate).
7. Understand and employ a number of the creative problem solving methods
8. Recognize, identify and define basic terminology of Gestalt theory and form analysis.
9. Recognize and incorporate various problem solving methodologies and metaphorical writing.

EXAMINATIONS

There will be five exams, each covering the material outlined on the schedule. The lowest test score will be dropped. The fifth (final) exam will be a comprehensive test drawn from any of the material presented over the entire course. There are *NO* make-up exams in this course. If you miss an exam *for any reason*, you may drop that exam score by taking the fifth, final exam.

POP QUIZZES

There will be 5 pop quizzes given randomly over the course of the semester, each worth 20 points.

GRADING SYSTEM

Your grades will be based on a strict average of the four highest test scores plus the total of the five pop quizzes. You may not drop the pop quiz scores. (I only round to the nearest 10th of a point in grades.)

GRADE DISTRIBUTION

A=100–90, B=89.9–80, C=79.9–70, D=69.9–65, F=64.9–0

SEMESTER SCHEDULE

Week Two

Mon. 8/30 Introductions; policies; schedule; general questions; *et cetera*

Wed. 9/1 Student guest speakers

WEEK THREE

Mon. 9/6 *Labor Day*—no class

Wed. 9/8 Entry Portfolio Review requirements and questions

WEEK FOUR

Mon. 9/13 Careers: Graphic Design, Art Direction

Wed. 9/15 Careers: Electronic Media, Design Education

WEEK FIVE

Mon. 9/20 Creativity // Right Brain/Left Brain Thinking

Wed. 9/22 The Creative Process // Concept

WEEK SIX

Mon. 9/27 Brainstorming

Wed. 9/29 Brainstorming

WEEK SEVEN

Mon. 10/4 Review for TEST ONE // Gestalt Theory

Wed. 10/6 TEST ONE // Gestalt Theory

WEEK EIGHT

Mon. 10/11 Gestalt Theory

Wed. 10/13 Gestalt Theory

WEEK NINE

Mon. 10/18 Form Analysis

Wed. 10/20 Form Analysis

WEEK TEN

Mon. 10/25 Form Analysis // Review for TEST TWO

Wed. 10/27 TEST TWO

WEEK ELEVEN

Mon. 11/1 Guest Speakers: Art Direction // Graphic Design

Wed. 11/3 Metaphor

WEEK TWELVE

Mon. 11/8 Metaphor

Wed. 11/10 Metaphor // Review for TEST THREE

WEEK THIRTEEN

Mon. 11/15 TEST THREE // Semiotics

Wed. 11/17 Semiotics

WEEK FOURTEEN

Mon. 11/22 Semiotics

Wed. 11/24 Work day — no class (Happy Thanksgiving)

WEEK FIFTEEN

Mon. 11/29 Review for TEST FOUR // Communication Design Academic Degree Planning
Wed. 12/1 TEST FOUR. // Entry Portfolio Review questions

WEEK SIXTEEN

Mon. 12/6 UNT Communication Design Program
Wed. 12/8 Review for TEST FIVE (attendance not required)

WEEK SEVENTEEN

Fri. 12/17 1:30 pm—Comprehensive Final Exam (TEST FIVE)

EXTRA CREDIT

There is no extra credit in this course.

CELL PHONE AND LAPTOP USAGE POLICY

Cell phones and texting will not be tolerated in this class. Please turn off your cell phones at the beginning of the class. Laptop usage is not allowed, even for note taking, unless specific permission has been granted in advance for a disability accommodation.

EMAIL CONTACT WITH THE PROFESSOR

Please use eric.ligon@unt.edu for contact with me. While I will use Blackboard to send you any notifications, I rarely check there for incoming e-mail.

PLAGIARISM

Plagiarism is literary or artistic theft. It is the false assumption of authorship; the wrongful act of taking the product of another person's mind and presenting it as one's own. Copying someone else's writing or art, intact or with inconsequential changes, and adding one's name to the result constitute plagiarism. Plagiarism will result in immediate failure of the class and may result in expulsion from the university

DISCIPLINARY PROCEDURES

Disciplinary Probation, Suspension from the University, Expulsion (permanent), or Revocation of Degree. (See student guidebook.)

DISABILITIES ACCOMMODATION

Please notify the instructor if you have a disability that requires accommodation. It is also recommended that you register with the UNT Office of Disability Accommodation, Student Union, Room 318. The College of Visual Arts and Design policy on accommodation is available upon request in the CVAD Dean's offices, Room 107. Further questions and problems on accommodation may be addressed to Associate Dean Marian O'Rourke Kaplan, School Accommodation Liaison, Art Building, Student Advising, Room 111.

COURSE RISK RATING

This course has a RISK RATING of Level 1

Level 1 — Courses in which students are not likely to be exposed to any hazardous conditions.

EMERGENCY PROCEDURES

In case of emergency (alarm will sound), please follow the building evacuation plans posted on each floor of your building and proceed to the nearest parking lot. In case of tornado (campus sirens will sound) or other weather related threat, please go to the nearest hallway or room on your floor without exterior windows and remain there until an all clear signal is sounded. Follow the instructions of your teachers and act accordingly.

STUDENT RIGHTS AND RESPONSIBILITIES

As a student you have rights and responsibilities within the academic community.

See <http://www.unt.edu/csr> for more information.

ENTRY PORTFOLIO REVIEW

In order to be admitted into the Communication Design program, all students must participate in the Entry Portfolio Review. This review occurs one time a year in December. This year the review will be Friday, December 10. More information concerning this review can be found at:

<http://www.art.unt.edu/communication-design.html>

LAPTOP COMPUTER REQUIREMENT

All students admitted to the Communication Design program are required to have, or purchase, a laptop and specific software. More information concerning this requirement can be found at:

<http://www.art.unt.edu/communication-design.html>

CONDITIONAL MID-POINT PORTFOLIO REVIEW

If you pass (or have passed) ADES 1500: Introduction to Communication Design, ADES 1510: Typography I, ADES 2500: Design Thinking, and ADES 2510: Typography II, you must submit a portfolio of work you have produced, as directed by the faculty, for critical review by the entire communication design faculty.

The purpose of this Conditional Mid Point Review is to determine if you have met the performance standards required to advance into ADES 2520: Graphic Design I and ADES 2530: Art Direction I. This is not a binding review, meaning that we cannot compel you to leave the program at this point. It will, however, be a solid indicator of the progress the faculty believes you are making in the program. We hold this review so that those students who are doing well enough to merely pass the classes are given enough notice in advance that it seems unlikely, based on the presented work, that he or she will be successful in the coming semester. You may choose to heed our advice or to reject it.

MID-POINT PORTFOLIO REVIEW

If you pass (or have passed) ADES 1500: Introduction to Communication Design, ADES 1510: Typography I, ADES 2500: Design Thinking, and ADES 2510: Typography II, you will advance into ADES 2520: Graphic Design I and ADES 2530: Advertising I. At the end of these classes, you must submit a portfolio of work you have produced, as directed by the faculty, for critical review by the entire communication design faculty.

The purpose of this Mid Point Review is to determine if you have met the performance standards required to advance into the junior year of the Communication Design program. The portfolio you present at the Mid-Point Review must be assessed to be both conceptually and aesthetically strong.

Students who do not pass the Mid-Point Review should consult with the communication design faculty regarding their options. Students may re-review one time; however, they will have to wait until the following spring to avail themselves of this opportunity.

The right to change this syllabus with or without notice remains at the discretion of the professor of this course.

University of North Texas

PERMISSION TO USE STUDENT WORK

1. *Grant of Permission.* I, the undersigned, am a student at the University of North Texas (UNT) and I am enrolled in ADES 1500: Introduction to Communication Design. By my signature below I hereby grant permission to UNT to use, copy, reproduce, publish, distribute or display any and all works created to comply with the requirements of this course in accordance with the terms set forth below. Additionally I consent to the disclosure of the work created in this class as may be accompanied by my name and other personally identifiable information for purposes as set forth below.

2. *Scope of Permission.* This permission extends to the use of the described work and images of such work: (1) for academic purposes in order to demonstrate examples of student work to current and future UNT students; (2) for public display in the galleries or on the campus of the UNT or on the UNT website; (3) for promotional materials created by UNT in all forms of media now known or later developed, including but not limited to exhibition catalogues, direct mail, websites, advertising and classroom presentations. My permission is on-going and will continue until such time as I revoke it by giving UNT three months written notice of revocation to the professor of record for this course. UNT will have three months from the date of my notice to stop all use in accordance with this permission.

3. *Certificate of Ownership.* I am the owner of all work submitted in accordance with the requirements of the named course and the work is not subject to any grant or restriction that would prevent its use consistent with this permission. All aspects of the work are original to me and have not been copied. I understand that as owner of the work I have the right to control all reproduction, copying and use of the work in accordance with U.S. copyright laws.

4. *Privacy Release.* I hereby authorize and consent to the release, maintenance and display of my name if necessary and any other personally identifiable information that I have provided in connection with the work and its use in accordance with the terms of this Agreement.

5. *Signature.* By signing the contract for this course I hereby grant the permissions indicated above. I understand that this grant of permission relates only to the use of the described work. This is not an exclusive right and I may sell, give or otherwise transfer the rights to such work to others on a non-exclusive or exclusive basis.

However, in the event that I do sell, give or otherwise transfer ownership or the exclusive right to use my work to another party, I will notify UNT immediately in writing through the professor of record for this course. UNT will have three months from the date of my notice to stop all use in accordance with this permission.

Signed: _____

Printed Name: _____

Date: _____

University of North Texas

PERMISSION TO PUBLISH PHOTOGRAPHS AND RELEASE

I hereby GRANT PERMISSION to the University of North Texas and its agents, employees, licensees, or assigns to take and publish the photographs taken of me on the date and at the location listed below in University of North Texas publications, both printed and electronic. I hereby waive any right to inspect or approve the finished photographs or the printed or electronic material(s) created from the photographs prior to its/their publication.

Event and/or Location of Photograph(s): *Random photography taken during regular classroom activities.*

Date(s) of Photograph(s): *Photographs may be taken on regular class days during Fall 2010.*

I RELEASE, and hereby agree to indemnify, defend, and hold harmless the University of North Texas, its agents, employees, licensees, and assigns (the "Released Entities") from and against any and all claims that I, or any third party, may have now or in the future for invasion of privacy, right of publicity, or defamation arising out of the publication, use, exploitation, reproduction, adaptation, distribution, broadcast, or display of the photographs.

I have read this PERMISSION TO PUBLISH PHOTOGRAPHS AND RELEASE and am fully familiar with its contents and the meaning and impact thereof.

Signed: _____

Printed Name: _____

Date: _____

Consent (if under 18)

I am the parent or guardian of the individual named above, and I have the legal authority to execute this Permission, Waiver, and Release on his or her behalf. I understand and agree to the terms and conditions set forth above.

Signed: _____

Printed Name: _____

Date: _____

Parent or Guardian's signature (if necessary) _____