course syllabus

COURSE DESCRIPTION //
Overview of the communication design profession. Terminology, design planning, creative methodological processes, human communication, metaphorical thinking, Gestalt, form analysis, semiotics, ethics and creative teamwork.

CREDITS AND PREREQUISITES //
ADES 1500 is a 3 unit course. There are no prerequisites.

TEACHING ASSISTANTS //
Throughout the semester you may have questions about grading, attendance, discussion boards, or class content. We have Teaching Assistants to help manage the needs of a large class. If you have a question, first talk or e-mail one of our TAs. I am also available to answer questions during office hours as well. Below is contact info for each TA.

ASIF IQBAL
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RABITA ISLAM
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COURSE OBJECTIVES //
1. Demonstrate an understanding of what design is.
2. Understand where design came from and how it has evolved.
3. Gain an understanding of the roles design plays in the contemporary and future world.
4. Gain an understanding of the diverse areas of professional practice in the design field.
5. Understand the spectrum of design settings, from graphic-focused to human-centered.
6. Define and understand the visual components that give something visual form.
7. Demonstrate an understanding of the principles of design.
8. Demonstrate an understanding of color theory.
9. Understand design critical theories and methods.
10. Gain an understanding of how theories and methodologies are used and applied in design.
11. Develop the ability to critically analyze design solutions and processes.
12. Gain understanding and awareness of design processes.
13. Gain an awareness of your strengths, interests, and weaknesses that pertain to communication design.
14. Help you become someone who can change the world.

COURSE STRUCTURE //
This course takes place 100% online. Your interaction with me and with your fellow students will take place in Canvas. There are 15 weeks of content that you will move through. I will open up a new module each week. A week-by-week schedule of course content will be available on the class Canvas site.
COURSE ACTIVITIES & ASSESSMENTS //
894 points total

DISCUSSIONS //
- Discussion 1: Introduce Yourself (10 points)
- Discussion 2: Inspirations, Aspirations, and Dreams (10 points)
- Discussion 3: Form Analysis (10 points)
- Discussion 4: Gestalt Analysis (10 points)
- Discussion 5: Semiotic Analysis (10 points)
- Discussion 6: Metaphor and Related Metaphor Analysis (10 points)
- Discussion 7: Brainstorming (Analysis 10 points)
- Discussion 8: Graphic Design Hero (10 points)
- Discussion 9: Graphic Design Studio/Agency Website (10 points)
- Discussion 10: User Experience Hero (10 points)
- Discussion 11: UX/UI/Interaction Design Website (10 points)
- Discussion 12: Graphic Design and/or User Experience (10 points)
- Discussion 13: Design is Power (10 points)
- Discussion 14: Inspirations, Aspirations, and Dreams Part 2 (10 points)
- Discussion 15: Who Are You, Now? (10 points)

QUIZZES //
- Quiz 1: Syllabus Acknowledgement (4 points)
- Quiz 2: What is Communication Design? (20 points)
- Quiz 3: Elements and Principles of Design (20 points)
- Quiz 4: Gestalt (20 points)
- Quiz 5: Metaphor (20 points)

ASSIGMENTS //
- Assignment 1: Who are you? (20 points)
- Assignment 2: Semiotics Image Analysis (20 points)
- Assignment 3: Graphic Design Worksheets (100 points)
- Assignment 4: User Experience Design Worksheets (100 points)
- Assignment 5: Design is Power (20 points)

EXAMS //
- Exam 1: Building Blocks for Design (100 points)
- Exam 2: Graphic Design (100 points)
- Exam 3: User Experience Design (100 points)
- Final Exam: Comprehensive test (100 points)

GRADING //
- A: 90–100% (Outstanding, excellent work. Performs well above the minimum criteria.) Range: 894 points – 804.6 points
- B: 80–89.9% (Good, impressive work. Performs above the minimum criteria.) Range: 804.5 points – 715.2 points
- C: 70–79.9% (Average, acceptable work. Meets the criteria of the assignment.) Range: 715.1 points – 625.8 points
- D: 60–69.9% (Below average work. Performs unacceptable work.) Range: 625.7 points – 536.4 points
- F: 59–9 and below (Sub-par work. Fails to meet the minimum criteria.) Range: 536.3 points – 0 points

LATE WORK //
I do not accept late work in this course. All work turned in after the deadline will receive a grade of zero unless the student has a university-excused absence and provides documentation with 48 hours of the missed deadline.

TURNAROUND TIME //
I aim to return graded work to you within one week of the due date. When this is not possible, I will send an announcement to the class.

GRADE DISPUTES //
You are required to wait 24 hours before contacting me to dispute a grade. Within that time, I expect that you will review the assignment details and reflect on the quality of the work you turned in. If you would still like to meet, email me to set up a zoom meeting (I will not discuss grades over email). You should attend to our scheduled meeting with specific examples that demonstrate that you earned a higher grade than you received. If you miss your scheduled meeting, you forfeit your right to a grade dispute. If you do not contact me to schedule a meeting within seven days of receiving your grade, you also forfeit your right to a grade dispute.

EXTRA CREDIT //
There are no extra credit opportunities in this course.

GRADING //
Your final grade will be a strict average of all of your test, quiz, assignment and discussion scores. I will not round a final score up or down.
REQUIRED TEXTBOOKS //
None

RECOMMENDED READING //
Thoughts on Interaction Design, Jon Kolko

Graphic Design: The New Basics (second edition)
Ellen Lupton and Jennifer Cole Phillips

Introduction to Two-Dimensional Design
John Bowers

Communication Design
Jorge Frascara

User-Centered Graphic Design
Jorge Frascara

Graphic Design Solutions
Robin Landa

Graphic Design Theory
Meredith Davis

Design for the Real World
Victor Papanek

ADDITIONAL RESOURCES //
This is a starting point for online resources. You should be adding to this every week to build your own go-to file.

http://www.28blacks.com
http://www.adweek.com/category/adfreak/
https://www.aiga.org
https://blackswho.design.com
http://www.casualoptimist.com
https://www.commarts.com
https://www.designkit.org/
https://designobserver.com
https://dsvc.org
https://eyeondesign.aiga.org
https://www.fastcompany.com/co-design
https://futurism.com
https://www.graphis.com
https://www.itsnicethat.com
https://www.latinxswhodesign.com
https://motionographer.com
http://mfgraphics.com
https://nationalstudentshow.com
https://www.producthunt.com
https://www.smashingmagazine.com
https://www.swiss-miss.com
https://www.thedenveregotist.com
https://thedieline.com/
https://www.thisiscollousal.com
https://underconsideration.com/brandnew/
https://uxmag.com
https://weareladi.org
SCHEDULE //

WEEK 1: AUGUST 24 – AUGUST 30
WHO ARE YOU?
DISCUSSION 1: INTRODUCE YOURSELF
ASSIGNMENT 1: WHO ARE YOU?
QUIZ 1: SYLLABUS CONFIRMATION AGREEMENT

WEEK 2: AUGUST 31 – SEPTEMBER 6
WHAT IS COMMUNICATION DESIGN?
DISCUSSION 2: INSpirATIONS/ASPIRATIONS/RESOURCES
QUIZ 2: WHAT IS COMMUNICATION DESIGN?

WEEK 3: SEPTEMBER 7 – SEPTEMBER 13
ELEMENTS AND PRINCIPLES OF DESIGN
DISCUSSION 3: FORM ANALYSIS
QUIZ 3: ELEMENTS AND PRINCIPLES OF DESIGN

WEEK 4: SEPTEMBER 14 – SEPTEMBER 20
GESTALT
DISCUSSION 4: GESTALT ANALYSIS
QUIZ 4: PRINCIPLES OF GESTALT

WEEK 5: SEPTEMBER 21 – SEPTEMBER 27
SEMIOTICS
DISCUSSION 5: SEMIOTICS
ASSIGNMENT 2: SEMIOTIC ANALYSIS

WEEK 6: SEPTEMBER 28 – OCTOBER 4
WHO ARE YOU?
DISCUSSION 6: METAPHOR AND RELATED METAPHOR IN DESIGN
QUIZ 5: METAPHOR

WEEK 7: OCTOBER 5 – OCTOBER 11
BRAINSTORMING
DISCUSSION 1: INTRODUCE YOURSELF
TEST 1: BUILDING BLOCKS FOR DESIGN

WEEK 8: OCTOBER 12 – OCTOBER 18
GRAPHIC DESIGN: PART 1/GRAphIC DESIGN WORKSHEETS
DISCUSSION 1: GRAPHIC DESIGN HERO
ASSIGNMENT 3: GRAPHIC DESIGN WORKSHEETS – ASSIGNED

WEEK 9: OCTOBER 19 – OCTOBER 25
GRAPHIC DESIGN: PART 2
DISCUSSION 9: GRAPHIC DESIGN STUDIO/AGENCY
ASSIGNMENT 3: GRAPHIC DESIGN WORKSHEETS – DUE

WEEK 10: OCTOBER 26 – NOVEMBER 1
GRAPHIC DESIGN: PART 3
USER EXPERIENCE: PART 1 / USER EXPERIENCE WORKSHEETS
DISCUSSION 10: USER EXPERIENCE HERO
ASSIGNMENT 4: USER EXPERIENCE WORKSHEETS – ASSIGN
TEST 3: GRAPHIC DESIGN

WEEK 11: NOVEMBER 2 – NOVEMBER 8
USER EXPERIENCE: PART 2
DISCUSSION 11: UX/UI/INTERACTION DESIGN WEBSITE
ASSIGNMENT 4: USER EXPERIENCE WORKSHEETS – DUE

WEEK 12: NOVEMBER 9 – NOVEMBER 15
USER EXPERIENCE: PART 3
DISCUSSION 12: GRAPHIC DESIGN? USER EXPERIENCE DESIGN?
TEST 4: USER EXPERIENCE DESIGN

WEEK 13: NOVEMBER 16 – NOVEMBER 22
DESIGN = POWER
DISCUSSION 13: DESIGN = POWER
ASSIGNMENT 5: DESIGN = POWER

WEEK 14: NOVEMBER 23 – NOVEMBER 29
DESIGN = POWER
DISCUSSION 14: INSPIRATIONS/ASPIRATIONS/RESOURCES 2
ASSIGNMENT 1: WHO ARE YOU?
QUIZ 1: SYLLABUS CONFIRMATION AGREEMENT

WEEK 15: NOVEMBER 30 – DECEMBER 6
REVIEW
DISCUSSION 15: WHO ARE YOU? NOW?
REVIEW: FOR COMPREHENSIVE FINAL

WEEK 16: DECEMBER 7 – DECEMBER 11
EXAM 4: COMPREHENSIVE
STUDENT COMMUNICATION AND COURSE UPDATES //
All student communication and course updates will be conducted through Canvas. When contacting the professor or the TAs, please do so through Canvas. As a rule of thumb, if your question requires more than a few sentences in reply, please schedule or utilize office hours.

ATTENDANCE //
As this is an internet course, attendance will not be considered in the usual manner. However, it will be imperative for you to complete assignments by the due dates as we move through the semester. You will not, for instance be able to ignore this course for weeks and then “catch-up”. In order to be successful, you will have to remain current with the requirements of the course on a weekly basis, meeting each assigned due date for discussion, assignment, quiz, or test.

Deadlines are a regular part of the field of Communication Design, and therefore of this course as well. There are no excused deadlines except by a death in your immediate family, or due to illness. If you miss a deadline, you are responsible for contacting the professor of the course in a timely fashion. Communication through email is preferred.

PLAGIARISM //
Plagiarism is a serious academic offense and may result in failure of an assignment, the class, or result in removal from the university. Students caught cheating or plagiarizing will receive a “0” for that particular assignment or exam. The student will first be notified in writing via email to schedule a face-to-face meeting with the instructor and another faculty member to determine the next level of action. If further action is warranted, the incident will be reported to the Dean of Students, who may impose an additional penalty. According to the UNT catalog, the term “cheating” includes, but is not limited to: a) use of any unauthorized assistance in taking quizzes, tests, or examinations; b) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; c) the acquisition, without permission, of tests or other academic material belonging to a faculty or staff member of the university; d) dual submission of a paper or project, or re-submission of a paper or project to a different class without express permission from the instructor(s); or e) any other act designed to give a student an unfair advantage. The term “plagiarism” includes, but is not limited to: a) the knowing or negligent use by paraphrase or direct quotation of the published or unpublished work of another person without full and clear acknowledgment; and b) the knowing or negligent unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials. Plagiarism is also 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 constitutes plagiarism.

ACADEMIC INTEGRITY //
According to UNT Policy 18.1.16*, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University.
SEXUAL DISCRIMINATION, HARASSMENT & ASSAULT //

Sexual harassment means unwelcome sex-based verbal or physical conduct that unreasonably interferes with a student's ability to participate in or benefit from educational programs or activities. For purposes of this policy, conduct is sufficiently severe, persistent or pervasive if it is frequent, or threatening, or humiliating in nature, unreasonably interferes with or limits the student's ability to participate in or benefit from the University’s educational program or activity—including when the conduct reasonably can be considered to create an intimidating, hostile, abusive or offensive educational environment. Conduct constituting sexual harassment, as defined herein, toward another person of the same or opposite sex is prohibited by this policy. Examples of conduct which might be considered sexual harassment under this policy may be found here: https://policy.unt.edu/sites/default/files/16.005SexualHarassment_0.pdf

UNT is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced or experiences any of these acts of aggression, please know that you are not alone. The federal Title IX law makes it clear that violence and harassment based on sex and gender are Civil Rights offenses. UNT has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more.

UNT’s Dean of Students’ website offers a range of on-campus and off-campus resources to help support survivors, depending on their unique needs. http://deanofstudents.unt.edu/resources_0. UNT’s Student Advocate she can be reached through e-mail at SurvivorAdvocate@unt.edu or by calling the Dean of Students’ office at 940-565-2648. You are not alone. We are here to help.

DISABILITIES ACCOMMODATION //

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time, however, ODA notices of reasonable accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at http://www.unt.edu/oda. You may also contact them by phone at 940.565.4323.

Please note that for a student to be successful in this course, they must have usable vision. This course requires its students to look at work and to be able to describe or interpret what they see as a fundamental/foundational aspect of learning about graphic design. If you have a disability related to vision, please contact your instructor as soon as possible.

INCOMPLETE GRADES //

An Incomplete Grade ("I") is a non-punitive grade given only during the last one-fourth of a term/semester and only if a student (1) is passing the course and (2) has a justifiable and documented reason, beyond the control of the student (such as serious illness or military service), for not completing the work on schedule. Please consult with your instructor if you believe you have reason to request an Incomplete Grade. Please note: A grade of Incomplete is not automatically assigned to students.
EMERGENCIES //
UNT uses a system called Eagle Alert to quickly notify you with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, res, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at http://www.my.unt.edu. Some helpful emergency preparedness actions include: 1) know the evacuation routes and severe weather shelter areas in the buildings where your classes are held, 2) determine how you will contact family and friends if phones are temporarily unavailable, and 3) identify where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials. UNT Emergency Guide: https://emergency.unt.edu/about-us.

STUDENT RIGHTS AND RESPONSIBILITIES //
Each University of North Texas student is entitled to certain rights associated with higher education institutions. See www.unt.edu/csrr for further information.

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 all an all clear signal is sounded. Follow your teacher’s instructions and act accordingly.

ACCEPTABLE STUDENT BEHAVIOR
Student behavior that interferes with an instructor’s ability to conduct a class or other students’ opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student’s conduct violated the Code of Student Conduct. The University’s expectations for student conduct apply to all instructional forums, including University and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at deanofstudents.unt.edu/conduct.

STUDENT EVALUATION ADMINISTRATION DATES //
Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The survey will be made available Nov. 18 through Dec. 5 to provide students with an opportunity to evaluate how this course is taught. Students will receive an email from “UNT SPOT Course Evaluations via IASystem Notification” (no-reply@iasystem.org) with the survey link. Students should look for the email in their UNT email inbox. Simply click on the link and complete the survey. Once students complete the survey they will receive a confirmation email that the survey has been submitted. For additional information, please visit the spot website at www.spot.unt.edu or email spot@unt.edu.
PERMISSION TO USE STUDENT WORK //
I am a student at the University of North Texas (UNT) and I am enrolled in ADES 1500: Introduction to Communication Design. By my authorization on the Syllabus Agreement Quiz, 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 set forth below.

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 UNT or on UNT websites; (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.

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 US copyright laws.

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.

APPROVAL //
By my authorization on the Syllabus Agreement Quiz, I hereby grant the permissions indicated aa left. 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.