Design Thinking: 3 HOURS. Introduction to design software, typography, layout design and their application. Prerequisites ART 1200, ART 1440, ADES 1500

Design thinking introduces students to design software — Illustrator, InDesign, and Photoshop as a tools for illustrating concepts, designing information, and manipulating photographic images within a layout. This course will also introduce students to the fundamentals of typography, terminology assigned to it and guidelines for its use.

1. Develop and demonstrate proficiency with basic typography and terminology
2. Develop and demonstrate proficiency using design software
3. Develop and demonstrate proficiency for layout design
4. Develop and demonstrate disciplined attendance and work habits
5. Develop and demonstrate a commitment to proactive, self guided learning and broadening creative resources

This class is primarily structured around assigned studio problems and software tutorials. Students and instructor will divide their time between lecture, demonstration and in-class work. Students will be required to complete work outside of class for the duration of the semester. Students should plan to spend 2 to 3 hours working outside of class for every hour spent working in class.

Illustrator CS5 for Windows and Macintosh: Visual QuickStart Guide, by Elaine Weinmann, Peter Lourekas
Photoshop CS5 for Windows and Macintosh: Visual QuickStart Guide, by Elaine Weinmann, Peter Lourekas

Maximum number of points a student can earn for design and concept is a total of 100%
Maximum number of points a student can lose for the following is 20% of the grade.

You will be graded on the following criteria:
CRAFT: supercomps 11 presentation 11 technical proficiency 11 design/ideation
PERFORMANCE: attitude 11 deadlines 11 participation 11 engagement 11 proactivity/curiosity
PROFESSIONALISM: presentation 11 follows instructions 11 critique 11 class interaction

A // Illustrator Test // 20% of final grade
B // InDesign Test // 20% of final grade
C // Photoshop Test // 20% of final grade
D // Reference book // 30% of final grade
E // Typography tests // 10% of final grade

Risk Factor: 2. In level 2 courses, students are exposed to some significant hazards but are not likely to suffer serious bodily injury. In this class those risks are related to x-acto knife usage, adhesives and fumes and repetitive stress injuries related to extended computer use.

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, University Union, Room 322. The College of Visual Arts and Design Policy on Accommodation is available upon request in the main office (Room 107) of the Art Building. Further questions and problems regarding accommodation may be addressed to the Associate Dean for Academic and Student Affairs, Eric Ligon, the School Accommodation Liaison Officer, Art Building, Room 111.
As a student, you have rights and responsibilities within the academic community. See www.unt.edu/esrr for more information.

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 a 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 instructor’s direction and act accordingly.

Good attendance and punctuality are expected for this class and will strongly affect your grades. Roll will be taken at the beginning of every class. You be considered late if you arrive after roll has been taken. If you are late, it is your responsibility during that class period to make sure the instructor knows that you are present by leaving a note with your name, date and time of arrival with the instructor. If not received, you will be marked as absent. You will receive two (2) free tardies. After the first two tardies, every four (4) tardies will equal one (1) unexcused absence. Only three (3) unexcused absences will be accepted. The fourth unexcused absence will lower your final semester grade by one letter grade. The fifth unexcused absence will lower your grade by two letter grades. The sixth unexcused absence will lower your grade by three letter grades and so on. A total of seven absences, excused or unexcused, will result in you receiving a failing grade (F) for the class. There are no excused absences for anything but a verifiable death in the immediate family or with a doctor’s note on his/her stationary with a telephone number. The doctor’s note must be presented at the next class. A receipt is unacceptable. If you are more than 30 minutes late, it will be counted as an unexcused absence.

If you are absent, you are responsible for contacting a class member in order to get any information or assignments that were given in class. The instructor will not use any class time to repeat missed lectures or assignments. Do not call the main office to leave the instructor a note that you are missing class for any reason. Under no circumstances should you leave a project with anyone in the main or design office. The office will not accept any projects. Incomplete daily work may result in additional unexcused absences at the discretion of the professor.

Cell phones should be turned off when class begins. Laptops will only be opened for in class work. No facebooking, checking email or text messaging will be allowed. Failure to comply with this rule may result in point deductions in the professionalism section of your grade or an unexcused absence at the discretion of the professor. Let your instructor know in advance if you have an extenuating circumstance with regard to the above rules.

All projects are due on the day and time given at the beginning of class. No late projects will be accepted for grading. You are responsible for turning in work on time regardless of attendance.

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 constitutes plagiarism. Plagiarism will result in the immediate failure of the class and may result in expulsion from the university. Disciplinary probation, suspension from the university, expulsion (permanent), or revocation of degree. (See student guidebook)

Instructor reserves the right to make adjustments/changes to the course syllabus with or without notice.
ADES 2500
DESIGN THINKING

**the contract // remember to sign it! //</**

I acknowledge that I have read the course syllabus. I understand the course structure, grading, attendance policies, as well as the risk factor rating. I hereby agree to the syllabus and its provisions.

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NAME (PRINT)  

SIGNATURE  

DATE  

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Please fill in your contact information below:

YOUR E-MAIL ADDRESS

YOUR PERMANENT ADDRESS

YOUR PHONE NUMBER

YOUR CELL PHONE NUMBER

May we include your e-mail address on the Communication Design List Serve?  

PLEASE CHECK:  ____ YES  ____ NO

May I include your e-mail address and phone number on a class phone list for distribution to the rest of the class?  

PLEASE CHECK:  ____ YES  ____ NO

“I agree to the terms and conditions outlined in the **PERMISSION TO USE STUDENT WORK** contract.”

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PRINT NAME  SIGNATURE  DATE

And

“I agree to the terms and conditions outlined in the **UNT LEGAL MODEL RELEASE FORM** contract.”

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ADES 2500
DESIGN THINKING

**supplies** // things we still use with our hands //

**REQUIRED**

- Metal ruler as cutting edge
- A selection of art pencils – HB, 2H, 4H, 6H, etc.
- Inexpensive pencil sharpener
- Erasers (kneaded eraser, Pink Pearl eraser, etc.)
- Xacto knife and number 11 blades
- Mat knife and blades
- Self-healing cutting mat, 9" x 12"
- Bienfang 100 sheet Parchment pad, 9" x 12"
- Bienfang 50 sheet Graphics 360 pad, 9" x 12"
- Black mat board as needed (Letramax only)
- Spray mount or:
- One-coat rubber cement (one-coat only)
- Rubber cement bottle with brush
- Rubber cement thinner (Bestine)
- Rubber cement pick-up

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**METAL RULER AS CUTTING EDGE**

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- Inexpensive pencil sharpener
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ADES 2500
DESIGN THINKING

the schedule // seventeen weeks of hard work //

WEEK 1 :: 16-20 JANUARY
INTRO: W: Syllabus, attendance, supplies list
LECTURE: W: Introduction to Communication Design: What is a designer?
Ch. 1: Create and Save Files, Ch. 3: Workspace & Ch. 4: Panels
DEMO: Illustrator interface, tools, panels
ASSIGN: Pentooling a letter

WEEK 2 :: 23-27 JANUARY
IN CLASS: M: Discuss/Critique: 3 letters
DEMO: M: Review pentooling a letter (if needed)
IN CLASS: W: Practice pentooling letters
DEMO: W: Layers, scissors, pathfinder, duplicate
Read: Clipping Mask: Ch. 26: pp. 341–248, Type on Path: Ch. 19,
Type Threading: Ch. 19, Character Palette: Ch. 19: p. 239
DEMO: F: Clipping mask, type on path, type threading, character palette

WEEK 3 :: 30-3 J JANUARY/FEBRUARY
DEMO: M: Fill & strokes, color: PMS & CMYK, saving swatches, importing and exporting swatches
ASSIGN: Practice Test
DEMO: W: Practice Test
DEMO: F: Practice Test

WEEK 4 :: 6-10 FEBRUARY
DUE: M: Illustrator test
LECTURE: W: Typography: anatomy, principles, grids and type crimes
DEMO: Indesign interface, tools and panels, setting up master pages and grids
Basic Text: Ch. 3, Typography: Ch. 16
DEMO: F: Placing text, threading text, drop caps, character palette (including baseline align) paragraph palette, glyph palette, place image and art, type run around art, adjust size of photographs in frames
Styles: Ch. 15
the schedule // continued //

WEEK 5 :: 13-17 FEBRUARY
DEMO: M: Character styles and paragraph styles, auto bullets, auto page numbering, rounded box shapes
ASSIGN:
InDesign reading: *InDesign CS5 for Windows and Macintosh: Visual QuickStart Guide*
Color: Ch. 17, pp. 439-446
DEMO: W: Creating custom color and applying color, packaging files, exporting files
CONTINUE: F: Review/demo practice test

WEEK 6 :: 20-24 FEBRUARY
CONTINUE: M: Review/demo practice test
CONTINUE: W: Review/demo practice test
CONTINUE: F: Review/demo practice test

WEEK 7 :: 27-2 FEBRUARY/MARCH
DUE: M: InDesign test
ASSIGN:
Photoshop reading: *Photoshop CS5 for Windows and Macintosh: Visual QuickStart Guide*
Creating files: Ch. 2, Workspace: Ch. 5, Panels: Ch. 6, Layer Basics: Ch. 8
DEMO: W: Photoshop interface, tools and panels, selections, deselecting using the lasso, marquee tool, quick selection tool, magic wand tool, saving and loading selections, refining selections, explain anti-aliasing
ASSIGN:
Photoshop reading: *Photoshop CS5 for Windows and Macintosh: Visual QuickStart Guide*
Layer Masks: Ch. 9
DEMO: F: Quick masks, layer masks, channels, color range
ASSIGN:
Photoshop reading: *Photoshop CS5 for Windows and Macintosh: Visual QuickStart Guide*
Colors and Blending Modes: Ch. 11, p185-192

WEEK 8 :: 5-9 MARCH
DEMO: M: Color manipulation, b/w conversion methods,
ASSIGN:
Photoshop reading: *Photoshop CS5 for Windows and Macintosh: Visual QuickStart Guide*
DEMO: W: Paint with brushes, burn & dodge tool, healing brush, clone stamp
CONTINUE: F: Photoshop test/tool review

WEEK 9 :: 12-16 M MARCH
CONTINUE: M: Photoshop test/tool review
CONTINUE: W: Photoshop test/tool review
CONTINUE: F: Photoshop test/tool review

WEEK 10 :: 19-23 M MARCH SPRING BREAK !!!!!

WEEK 11 :: 26-30 MARCH/APRIL
DUE: M: Photoshop test
LECTURE: W: Introduce Reference Notebook project
LECTURE: W: Book structure & terms
LECTURE: W: Intro to typographic vocabulary and anatomy
TEST: F: Anatomy test
LECTURE: F: The Grid
ADES 2500
DESIGN THINKING

the schedule // continued //

WEEK 12 :: 2-6 APRIL
CRITIQUE: M: Grid studies
CRITIQUE: W: Grid studies
CRITIQUE: F: Grid studies

WEEK 13 :: 9-13 APRIL
LECTURE: M: Hierarchy exercises/type pairing exercises
CRITIQUE: W: Hierarchy exercises/type pairing exercises
DUE: F: No class; DSVC Student Show

WEEK 14 :: 16-20 APRIL
CRITIQUE: M: Hierarchy exercises/type pairing exercises
CRITIQUE: W: Reference notebook layout/design ¼ size thumbnails
CRITIQUE: F: Reference notebook layout/design/production

WEEK 15 :: 23-27 APRIL
CRITIQUE: M: Reference notebook layout/design/production
CRITIQUE: W: Reference notebook layout/design/production
CRITIQUE: F: Reference notebook layout/design/production

WEEK 16 :: 30-4 APRIL/MAY
CRITIQUE: M: Reference notebook layout/design/production
CRITIQUE: W: Reference notebook layout/design/production
CRITIQUE: F: No class

WEEK 17 :: 7-11 MAY FINALS
DUE: M: Final reference notebook due