

ADES 2500

DESIGN THINKING

the syllabus // seventeen weeks of inspired genius //

COURSE DESCRIPTION

Design Thinking: **3 HOURS**. Software, color theory and their application. Prerequisites **ART 1200, ART 1440, ADES 1500, ADES 1510**. Students must be enrolled concurrently in **ADES 2510**.

COURSE CONTENT

Design thinking introduces students to design software — Illustrator, InDesign, and Photoshop as a tools for illustrating, designing information within a layout and manipulating images. Theoretical study of color attributes and interactions. Color terminology development. Color applications and pragmatic color control. Evocative/emotional color content development and control. Historical color analysis and application. Color as primary communication visual device. Painting techniques and computerized color generation and control.

COURSE OBJECTIVES

1. Develop and demonstrate proficiency in basic color theory, color analysis and color control
2. Develop and demonstrate proficiency in design software
3. Develop and demonstrate proficiency in controlling emotional/intellectual communication through the understanding and manipulation of color
4. Develop and demonstrate disciplined attendance and work habits

COURSE STRUCTURE

This class is primarily structured around assigned studio problems and software tutorials. Students and instructor will divide their time between lecture, demonstration and small amounts of 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.

REQUIRED BOOKS

Illustrator CS4 on Demand, InDesign CS4 on Demand, Photoshop CS4 on Demand (all by Steve Johnson)

GRADING

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 :: presentation :: technical proficiency :: design/ideation

PERFORMANCE: attitude :: deadlines :: participation :: engagement :: proactivity/curiosity

PROFESSIONALISM: presentation :: follows instructions :: critique :: class interaction

GRADE PERCENTAGES

A // Illustrator Poster // **40%** of your final grade

B // InDesign Brochure // **20%** of your final grade

C // Photoshop Photo Editing-Color Correction // **10%** of your final grade

D // Photoshop Test // **20%** of your final grade

E // Color Exercises // **10%** of your final grade

RISK FACTOR

Risk Factor: 2. In level 2 courses, student 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.

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, 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, Marian O'Rourke Kaplan, the School Accommodation Liaison Officer, Art Building, Room 111.

RIGHTS

& RESPONSIBILITIES

As a student, you have rights and responsibilities within the academic community. See www.unt.edu/esrr for more information.

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EMERGENCIES

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.

ATTENDANCE POLICY

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.

ELECTRONIC DEVICES

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.

GRADING POLICY

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

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)

CHANGES

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

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the contract // 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.

NAME (PRINT)

SIGNATURE

DATE

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**

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the schedule // seventeen weeks of hard work //

WEEK 1 :: FRIDAY AUGUST 27

INTRO: Syllabus, attendance, supplies list

ASSIGN: InDesign reading: *InDesign CS4 on Demand*: chapters 1-4, 7 & 11

DEMO: Making new documents, facing pages vs single page, columns, guides, text tool, tracking, baseline shifts, alignments, paragraph styles, character styles

WEEK 2 :: AUGUST 30 - SEPTEMBER 3

ASSIGN: Exercise 1: graphic interpretation. (2 week assignment)

LECTURE: Graphic interpretation

DEMO: How to stylize: reducing images/two colors preparing to draw.

ASSIGN: Reading: *Illustrator CS4 on Demand*: chapters 6, 7, 9, 10, 11, 12

CONTINUE: InDesign & Illustrator demos

WEEK 3 :: SEPTEMBER 6-10

CONTINUE: Critique graphic interpretation work in progress

DEMO: Illustrator demos

WEEK 4 :: SEPTEMBER 13-17

ASSIGN: Major assignment 1: poster illustration: graphic interpretation (based on selected illustration style). (5 weeks)

LECTURE: Graphic interpretation/illustration styles and illustrators

LECTURE: Exercise 2: amounts

ASSIGN: Color studies (5 weeks)

Exercise 2: amounts

Exercise 3: value

Exercise 4: saturation

Exercise 5: color zoning/color palettes

WEEK 5 :: SEPTEMBER 20-24

CONTINUE: Critique Exercise 2: amounts

CONTINUE: Critique Major Assignment 1: poster illustration

WEEK 6 :: SEPTEMBER 27 - OCTOBER 1

LECTURE: Exercise 3: value

CONTINUE: Critique Major Assignment 1: poster illustration

CONTINUE: Critique Exercise 3: value

WEEK 7 :: OCTOBER 4-8

LECTURE: Exercise 4: saturation

CONTINUE: Critique Major Assignment 1: poster illustration

CONTINUE: Critique Exercise 4: saturation

WEEK 8 :: OCTOBER 11-15

LECTURE: Exercise 5: color zoning & palettes

CONTINUE: Critique Major Assignment 1: poster illustration

CONTINUE: Critique Exercise 5: saturation, color zoning & palettes

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WEEK 9 :: OCTOBER 18-22

LECTURE: Layout and design

DEMO: InDesign demos

ASSIGN: Major Assignment 2: brochure design. (InDesign layout and working with a variety of placed images — 3 weeks)

ASSIGN: Reading: *InDesign CS4 on Demand*: chapters 5, 6, 8, 12, 15, 16

WEEK 10 :: OCTOBER 25-29

CONTINUE: Critique Major Assignment 2: brochure design

DEMO: InDesign demos

WEEK 11 :: NOVEMBER 1-5

CONTINUE: Critique Major Assignment 2: brochure design

DEMO: InDesign demos

WEEK 12 :: NOVEMBER 8-12

LECTURE: Photography, working with photographers, photo correction and manipulation

DEMO: Photoshop demos (4 weeks)

ASSIGN: Major Assignment 3: photo manipulation (to placed in brochure).

ASSIGN: Reading: *Photoshop CS4 on Demand*: chapters 1-6

WEEK 13 :: NOVEMBER 15-19

DEMO: Photoshop demos

CONTINUE: Critique Major Assignment 3: photo manipulation

ASSIGN: Reading: *Photoshop CS4 on Demand*: chapters 7-12

WEEK 14 :: NOVEMBER 22-26

DEMO: Photoshop demos

CONTINUE: Critique Major Assignment 3: photo manipulation

ASSIGN: Reading: *Photoshop CS4 on Demand*: chapters 13, 14, 16, 21

WEEK 15 :: NOVEMBER 29 - DECEMBER 3

DEMO: Photoshop demos

CONTINUE: Critique Major Assignment 3: photo manipulation

WEEK 16 :: DECEMBER 6-10

DEMO: Photoshop demos/reviews

TEST: Photoshop skills test

WEEK 17 :: DECEMBER 13-17

FINALS