COURSE DESCRIPTION

FOUNDATIONS FOR COMMUNICATION DESIGN: 3 HOURS  Introduction to design software, typography, layout design and their application. Prerequisites ART 1200, ART 1440, ADES 1500

COURSE CONTENT

This course introduces students to design software — Illustrator, InDesign and Photoshop as 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.

COURSE OBJECTIVES

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

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 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 BOOK


ONLINE INSTRUCTION

lynda.com

We will be using lynda.com as a source of online training. The first few weeks of each unit you will be viewing and working with lynda.com tutorials to learn software independently. Each unit will include 4-6 practice exercises that will be collected and reviewed (primarily on completion).

STRONGLY SUGGESTED

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


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

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 ii presentation ii technical proficiency ii design/ideation

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

PROFESSIONALISM: presentation ii follows instructions ii critique ii class interaction

GRADE PERCENTAGES

A ii Illustrator Skills Test ii 15% of final grade
B ii Self Portrait/Graphic Assets ii 10% of final grade
C ii Letter Trace ii 10% of final grade (you must pass this portion of the skills test to pass the class)
D ii Photoshop Skills Test ii 15% of final grade
E ii Photoshop Exercises ii 10% of final grade
F ii Reference book ii 30% of final grade
G ii Typography test ii 10% of final grade

MAJOR PROJECT

There will be one final InDesign project which will include assets/exercises created in Photoshop and Illustrator which is intended to mirror typical work flow in print design studios.
**RISK FACTOR**

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.

**DISABILITIES ACCOMMODATION**

The College of Visual Arts and Design is committed to full academic access for all qualified students, including those with disabilities. In keeping with this commitment and in order to facilitate equality of educational access, faculty members in the College will make reasonable accommodations for qualified students with a disability, such as appropriate adjustments to the classroom environment and the teaching, testing, or learning methodologies when doing so does not fundamentally alter the course. If you have a disability, it is your responsibility to obtain verifying information from the Office of Disability Accommodation (ODA) and to inform me of your need for an accommodation. Requests for accommodation must be given to me no later than the first week of classes for students registered with the ODA as of the beginning of the current semester. If you register with the ODA after the first week of classes, your accommodation requests will be considered after this deadline. Grades assigned before an accommodation is provided will not be changed. Information about how to obtain academic accommodations can be found in UNT Policy 18.1.14, at www.unt.edu/oda, and by visiting the ODA in Room 321 of the University Union. You also may call the ODA at 940.565.4323. 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.

**RIGHTS**

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

**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 stationery 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 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.
the syllabus // continued...

FINANCIAL AID
A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per term. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose their financial aid eligibility. If at any point you consider dropping this or any other course, please be advised that the decision to do so may have the potential to affect your current and future financial aid eligibility. Please visit http://financialaid.unt.edu/satisfactory-academic-progress-requirements for more information about financial aid Satisfactory Academic Progress. It may be wise for you to schedule a meeting with an academic advisor in your college or visit the Student Financial Aid and Scholarships office to discuss dropping a course being doing so.

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.

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)

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.

STUDENT WORK
The Design Department has the right to retain any and all student work for NASAD (National Association of Schools and Design) and CIDA (Council for Interior Design Accreditation) accreditation reviews for a period of up to 2 years. It is the student’s responsibility to document their work for personal purposes. Students will be allowed to photograph their work prior to retention. When accreditation reviews are completed, students may retrieve their original work. It is the student’s responsibility to retrieve their work in a timely manner. Two months after the completion of the accreditation review(s) any remaining work will be destroyed.

CHANGES
Instructor reserves the right to make adjustments/changes to the course syllabus with or without notice.
the contract // remember to sign it! //</p>

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

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

PRINT NAME     SIGNATURE    DATE

And

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

PRINT NAME     SIGNATURE    DATE
waiver of liability

Waiver of Liability and Hold Harmless Agreement

In consideration for the expectation of publicity and acknowledgement for __________________ (property) and any valuable consideration, I hereby release, waive, discharge and covenant not to sue the University of North Texas, the Board of Regents of the State of Texas, their officers, servants, agents, or employees of UNT from any and all liability, claims, demands, actions, and causes of action whatsoever arising out of or related to any loss damage, injury including death that may be sustained by me, or to any property belonging to me, whether caused by the negligence of UNT, or otherwise for the use of images of property which I own and or have full authority to license for such uses, regardless of whether said use is made in conjunction with my own name, company name, or with a fictitious name, or whether said use is made in color, black and white, video, or otherwise, or other derivative works made thought any medium. I waive any right that I may have to inspect or approve the photos or finished versions incorporating the photos, including written copy that may be used in connection therewith.

Voluntary Assumption of Risk of Loss

To the best of my knowledge, I can fully participate in any publicity. I am fully aware of the risks and hazards connected with the activity including, but not limited to, the risks as noted herein, and I hereby elect to voluntarily participate in publicity and to engage in publicity may be hazardous to me and property. I voluntarily assume full responsibility for any risks of loss, property damage, illness or personal injury, including death, that may be sustained by me, or any loss or damage to my property, as a result of being engaged in publicity.

I agree to indemnify and hold harmless UNT from any loss, liability, damage, or costs, including court costs, and attorney’s fees that may be incurred due to my participation in publicity.

I understand that UNT will not be responsible for any medical costs associated with any injury that I may sustain while participating in publicity.

I understand that I should and am urged by UNT to obtain adequate health and accident insurance to cover any personal injury or property loss to myself or property that may be sustained during publicity.

It is my express intent that this agreement shall bind the members of my family and spouse, if I am alive, and my heirs, assigns, and personal representative, if I am not alive, shall be deemed as a release, waiver, discharge, and covenant not to sue UNT and that this agreement shall be construed in accordance with the laws of the State of Texas.

In signing this release as a participant in publicity, I certify that I have read the foregoing waiver of liability and hold harmless agreement, I understand it, and I sign it voluntarily as my own free act and deed; no oral representations, statements, or inducements, apart from the foregoing written agreement, have been made.

I am at least 18 years of age, and fully competent; or if under 18 years of age, my parent or legal guardian’s approval and signature has been obtained; and I execute this release for full, adequate, and complete consideration fully intending to be bound by the same.

In Witness Thereof, I have hereunto set my hand on this _____day of ____________, 20___

Participant’s signature (required)

Parent or Guardian’s Signature (if necessary)

Witness

Witness

Witness
permission form // we’d like to show off your work! //

1. **Grant of Permission.** I, the undersigned, am a student at the University of North Texas (UNT) and I am enrolled in _________________________(name of course). 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.

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**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.
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
# the schedule // seventeen weeks of hard work //

## WEEK 1 // 13-17 JANUARY

**MONDAY**
- **INTRO:** Syllabus, attendance, supplies list (to include roll of plotter paper from Red River)
- **LECTURE:** Welcome to UNT Communication Design: What does it mean to be a designer?
- **DEMO:** Demo lynda.com
- **ASSIGN:** lynda.com, Illustrator Essential Training, chapters: 1 Getting Started, 2 Working with Documents & 8 Don't be Afraid of the Pen Tool.

**WEDNESDAY**
- **DEMO:** Pentooling a letter
- **ASSIGN:** Pentool 3 assigned letters
- **ASSIGN:** lynda.com, Illustrator Essential Training, chapters 3: Selecting & Transforming Objects, 4 Working with Color & 5 Working with Fills & Strokes

**FRIDAY**
- **DEMO:** Pentooling letterform
- **DEMO:** Discuss/Critique: 3 letters
- **IN CLASS:** Practice pentooling letters
- **LECTURE:** Birth of the cool, assigned research, workflow, creating assets, brief description of final project, the thumbnail process
- **ASSIGN:** Blue Note album cover research, 25 self portrait mimic thumbnails 3" x 4"
- **ASSIGN:** lynda.com, Illustrator Essential Training, chapters: 6 Working with Paths, 7 Creating Shapes & 9 Using Type in Illustrator

## WEEK 2 // 20-24 JANUARY

**MONDAY**
- **NO CLASS:** MLK Holiday
- **ASSIGN:** lynda.com, Illustrator Essential Training, chapters: 10 Adjusting Appearance, 11 Working with Layers & 12 Working with Images

**WEDNESDAY**
- **CRITIQUE:** 25 self portrait mimic thumbnails 3" x 4", select best 5 for revisions
- **CRITIQUE:** Pentooling letter check if needed
- **ASSIGN:** 5 self portrait revisions, 4.25" x 5.5"
- **ASSIGN:** lynda.com, Illustrator Essential Training, chapters: 13 Creating & Using Symbols & 14 Drawing in Perspective

**FRIDAY**
- **CRITIQUE:** 5 self portrait revisions, 4.25" x 5.5", select the best direction
- **ASSIGN:** 1 full size (8.5" x 11") final tight pencil
- **ASSIGN:** lynda.com, Illustrator Essential Training, chapters: 15 Printing, Saving & Exporting lynda.com, Tracing Artwork with Illustrator with Justin Seeley
## the schedule  // continued //

### WEEK 3 || 27-31 JANUARY

**MONDAY**
- **CRITIQUE:** 1 full size (8.5” x 11”) final tight pencil
- **ASSIGN:** Vector interpretation self portrait tight pencil
- **ASSIGN:** Practice Test

**WEDNESDAY**
- **CRITIQUE:** Full size plotter color print of vector self portrait
- **ASSIGN:** Revisions to vector portrait
- **DEMO:** Practice test skills

**FRIDAY**
- **CRITIQUE:** Full size plotter color print of vector self portrait
- **ASSIGN:** Final full size illustration mounted on 10” x 15” black board
- **DEMO:** Mounting final output on black illustration board
- **DEMO:** Practice test skills

### WEEK 4 || 3-7 FEBRUARY

**MONDAY**
- **DUE:** Illustrator test
- **ASSIGN:** lynda.com, Photoshop Essential Training, chapters: 7 Photoshop Interface Essentials & 8 Documents and Navigation

**WEDNESDAY**
- **DEMO:** Photoshop interface, tools and panels, discuss pixels vs vector images
- **ASSIGN:** lynda.com, Photoshop Essential Training, chapters: 9 Digital Image Essentials 10 Cropping and Transformation & 11 Working with Layers

**FRIDAY**
- **ASSIGN:** lynda.com, Photoshop Essential Training, chapters: 12 Selections & Layer Masks, 13 Tone & Correction with Adjustment Layers & 14 Additional Options for Tone & Color Correction
- **REVIEW:** Tutorials/share tips & tricks

### WEEK 5 || 10-14 FEBRUARY

**MONDAY**
- **ASSIGN:** lynda.com, Photoshop Essential Training, chapters: 16, Combining Multiple Images 17 Essential Filters & 18 Essential Blend Modes
- **REVIEW:** Tutorials/share tips & tricks

**WEDNESDAY**
- **ASSIGN:** lynda.com, Photoshop Essential Training, chapters: 19 Type Essentials, 20 Basic Shape Layers & 21 Essential Layer Effects & Styles
- **REVIEW:** Tutorials/share tips & tricks

**FRIDAY**
- **ASSIGN:** lynda.com, Photoshop CC Selections and Layer Masking Workshop with Tim Grey
- **REVIEW:** Tutorials/share tips & tricks
THE SCHEDULE // CONTINUED //

WEEK 6 :: 17-21 FEBRUARY

MONDAY
DEMO: Photoshop test/tool review

WEDNESDAY
DEMO: Photoshop test/tool review

FRIDAY
DEMO: Photoshop test/tool review

WEEK 7 :: 24-28 FEBRUARY

MONDAY
DUE: Photoshop test

WEDNESDAY
ASSIGN: lynda.com, InDesign Essential Training, chapters: 2 Understanding Your Workspace, 3 Creating a Document & 4 Managing Pages
REVIEW: Tutorials/share tips & tricks

FRIDAY
REVIEW: Tutorials/share tips & tricks

WEEK 8 :: 3-7 MARCH

MONDAY
ASSIGN: lynda.com, InDesign Essential Training, chapters: 8 Color, 9 Frames & Path, 10 Managing Objects & 11 Transforming Objects
REVIEW: Tutorials/share tips & tricks

WEDNESDAY
ASSIGN: lynda.com, InDesign Essential Training, chapters: 12 Character Formatting, 13 Paragraph Formatting, 14 Styles & 15 Tables
REVIEW: Tutorials/share tips & tricks

FRIDAY
ASSIGN: lynda.com, InDesign Essential Training, chapters: 16 Long Documents, 17 Interactive Documents & 18 Packaging, Printing & Exporting
REVIEW: Tutorials/share tips & tricks

WEEK 9 :: 10-14 MARCH SPRING BREAK
### the schedule // continued //

**WEEK 10 :: 17-21 MARCH**

**MONDAY**
- **LECTURE:** Introduce Reference Book project
- **LECTURE:** The Grid
- **LECTURE:** Book formats, structure & terms
- **LECTURE:** Typography: anatomy, principles, grids and type crimes

**WEDNESDAY**
- **ASSIGN:** Grid studies & asset development for Reference Book project
- **DEMO:** Thumbnail grid studies using InDesign and/or Illustrator

**FRIDAY**
- **TEST:** Anatomy test
- **CRITIQUE:** Grid studies & asset development

**WEEK 11 :: 24-28 MARCH**

**MONDAY**
- **CRITIQUE:** Grid studies & asset development

**WEDNESDAY**
- **CRITIQUE:** Grid studies & asset development

**FRIDAY**
- **CRITIQUE:** Grid studies & asset development
- **LECTURE:** Hierarchy exercises/type pairing exercises
- **ASSIGN:** Hierarchy exercises/type pairing exercises/mood boards

**WEEK 12 :: 31-4 MARCH/APRIL**

**MONDAY**
- **CRITIQUE:** Hierarchy exercises/type pairing exercises/mood boards
- **ASSIGN:** Revisions to hierarchy exercises/type pairing exercises/mood boards

**WEDNESDAY**
- **CRITIQUE:** Hierarchy exercises/type pairing exercises, select best direction
- **ASSIGN:** Pencil ¼ size thumbnails of one section page & one spread of each section

**FRIDAY**
- **CRITIQUE:** Pencil ¼ size thumbnails of one section page & one spread of each section
- **ASSIGN:** Pencil ½ size roughs of one section page & one spread of each section
the schedule // continued //

WEEK 13 :: 7-11 APRIL
MONDAY
CRITIQUE: ½ size roughs of one section page & one spread of each section
ASSIGN: Reference Book layout/design/production

WEDNESDAY
CRITIQUE: Reference Book layout/design/production in progress
ASSIGN: Revisions to Reference Book layout/design/production

FRIDAY
CRITIQUE: Reference Book layout/design/production in progress
ASSIGN: Revisions to Reference Book layout/design/production

WEEK 14 :: 14-18 APRIL
MONDAY
CRITIQUE: Reference Book layout/design/production in progress

WEDNESDAY
CRITIQUE: Reference Book layout/design/production in progress

FRIDAY
CRITIQUE: Reference Book layout/design/production in progress

WEEK 15 :: 21-25 APRIL
MONDAY
CRITIQUE: Reference Book layout/design/production in progress

WEDNESDAY
CRITIQUE: Reference Book layout/design/production in progress

FRIDAY
CRITIQUE: Reference Book layout/design/production in progress

WEEK 16 :: 28-2 APRIL/MAY
MONDAY
CRITIQUE: Reference Book layout/design/production in progress

WEDNESDAY
CRITIQUE: No class, Mid-Point Sophomore Review

FRIDAY
NO CLASS: Reading Day

WEEK 17 :: 5-9 MAY FINALS
MONDAY
DUE: Final Reference Book due