ADES 3500
LINEAR DESIGN

the syllabus // seventeen weeks of inspired genius //

COURSE DESCRIPTION
3 hours. Publication or linear design and its application. Must be concurrently enrolled in ADES 3510. Prerequisite(s): ADES 2520 and ADES 2530. Students must have been selected to continue in the Communication Design program in the mid-point portfolio review.

COURSE CONTENT
Students will create verbal/visual narratives by integrating disparate components into sequential page layouts. Students begin to resolve the hierarchical, informational and expressive relationships existing between text and image in order to enhance communication.

COURSE OBJECTIVES
1. Develop and demonstrate proficiency in research and concepting skills
2. Develop and demonstrate proficiency in multipage layout and design skills
3. Develop and demonstrate proficiency organizing large volumes of content
4. Develop and demonstrate proficiency developing hierarchical typographic and graphic systems
5. Develop and demonstrate illustrative and photographic proficiency
6. Develop and demonstrate proficiency using design software

COURSE STRUCTURE
This class is structured around assigned studio problems. Students and instructor will divide their time between lectures and critiques. 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
I Am Almost Always Hungry, by Cahan & Associates
SPD Design Annual

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 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

GRADE PERCENTAGES
A // Editorial design // 30% of your final grade
B // Annual report design // 70% of your final grade

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
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.
the syllabus // continued... //

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.
the schedule // continued //

WEEK 1 :: AUGUST 26
INTRO: Syllabus, attendance, supplies list
ASSIGN: Reading: SPD

WEEK 2 :: AUGUST 29 - SEPTEMBER 2
ASSIGN: Magazine layout
ASSIGN: Grid studies & type specs
LECTURE: Magazine history/art directors
LECTURE: The grid

WEEK 3 :: SEPTEMBER 5-9
LECTURE: Conceptual illustration/photography
CONTINUE: Critique work in progress

WEEK 4 :: SEPTEMBER 12-16
CONTINUE: Critique work in progress

WEEK 5 :: SEPTEMBER 19-23
CONTINUE: Critique work in progress

WEEK 6 :: SEPTEMBER 26-30
CONTINUE: Critique work in progress

WEEK 7 :: OCTOBER 3-7
DUE: Magazine design

WEEK 8 :: OCTOBER 10-14
LECTURE: Annual report design
ASSIGN: Research

WEEK 9 :: OCTOBER 17-21
DUE: Exploratory research presentation (10 thematic directions)
ASSIGN: Revisions to research

WEEK 10 :: OCTOBER 24-28
DUE: Research presentation
ASSIGN: Revisions to research

WEEK 11 :: OCTOBER 31 NOVEMBER 4
DUE: Thumbnails (3 interpretations)
ASSIGN: Half size thumbnails for entire annual report

WEEK 12 :: NOVEMBER 7-11
DUE: Theme boards
ASSIGN: Thumbnail revisions
ASSIGN: Computer comps
the schedule // continued //

WEEK 13 :: NOVEMBER 14-18
DUE: Information graphics completed
CONTINUE: Critique annual report in progress

WEEK 14 :: NOVEMBER 21-25
CONTINUE: Critique annual report in progress

WEEK 15 :: NOVEMBER 28 - DECEMBER 1
CONTINUE: Critique annual report in progress

WEEK 16 :: DECEMBER 5-9
CONTINUE: Production week

WEEK 17 :: DECEMBER 12-16
FINALS Annual report due