GPHD-140

Time-Based Graphic Design

Fall 2013

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O V E R V I E W

GPHD-140: Time-Based Graphic Design, emphasizes the development of conceptual themes, formal exploration, and user-centered interaction in timed-based multimedia. The course will enable students to create vital experiences using text, sound, and image. Prerequisites: GPHD-130 and GPHD 135 with a "C" or better. Corequisites: GPHD-142 and GPHD-145.

O B J E C T I V E S

In this course, the students will:
• further develop the prototyping skills covered in GPHD-130
• further develop the use of visual/verbal metaphor used in GPHD-130
• reinforce the typogaphy theory and skills acquired in GPHD-130
• explore the art of storytelling, beyond linear representation
• integrate the dimension of *time* in their design compositions
• involve the use of motion and audio in creating a design experience
• reinforce the user-experience principles acquired in GPHD-135
• develop their ability to critique and edit a time-based composition
• develop their ability to organize levels of information and message in time and space
• develop their analytical skills to become more efficient problem solvers

A D V I S I N G

Office Hours   MW / 1:00pm–2:30pm / MRP 5011

M A T E R I A L S

Adobe AfterEffects (CS5 or better) and a *Lynda.com* tutorial subscription

Art Supplies   · 2 Verithin pencils (red)
· 1 pencil sharpener
· 1 pad of 3x3 inch Post-Its (yellow)
· 1 deck of white 3x5 cards (no lines)
· black drawing pens in various sizes

Attendance

Roll will be taken at the beginning of every class. If a student is consistently late or leaves early, he/she will be marked absent. If a student walks in late, it is that student's responsibility to approach the instructor after class to let him know. Watch the instructor log your name on the roll to be sure late attendance has been recorded. Students missing class are responsible for assignments and notes given during the missed period (swap phone numbers with as many peers as you can, do not ask the instructor). Students are still responsible for getting their work in, even if they are absent. Every absence after the third absence will take one letter grade off the final semester grade earned (i.e., an *A-* would become a *B-*). Three lates equal one absence.

Participation

In GPHD 140, the student is expected to be a seasoned, self-motivated design major. Part of a student's grade will be a reflection of his/her work ethic in, as well as out of class. Come prepared with course supplies and finished homework and be ready to participate in class. This is the time-based media course in the major; students should show in their work ethic and initiative that they are equal to the task. Class notes and exercises are included under this heading.

Academic Dishonesty

Cheating is unacceptable at CSUS. The instructor will be vigilant in monitoring the original quality of work done in this class. If cheating, copying or plagiarism is discovered, the instructor will not hesitate to use the provisions outlined in the university's administrative policy.

Drops

Students are expected to know the university's policy on dropping classes. Drops requested beyond the usual deadline require a 'serious and compelling reason.' Refer to the official drop policy found in the Spring/Fall class schedule for more details.

Deadlines / Make-Ups

All work is due on the date specified at the onset of the assignment. Take deadlines very seriously. If you cannot make it to class when there is a deadline, make arrangements to get the homework or project to class on time. Assignments must be turned in or pinned up at the beginning of period they're due. Assignments that arrive late or at the end of the period will be marked down marked down 10%. Everyday an assignment is late, it is marked down 20% (this includes weekends, so if you miss a Wednesday deliverable, get it in before the weekend to get some credit).

Practical Precautions

Students are to take proper measures to protect their work when storing and transporting it. Put course supplies, works-in-progress, and finished projects in secure places. Use a packing material and a sturdy portfolio case (or box) to transport fragile pieces to and from campus. Lockers are available in Kadema-166 and in the Art Department breezeway. Bring a reliable lock if using these storage areas. Stolen or damaged projects will not be excused. When dealing with digital files, save early and save often. Back up all files, whether done at home or in the lab. Make at least two backups of everything you do, and save generations of your work. Corrupt files and defective drives will not be excused.

Decorum

Professional etiquette is expected when working in the lab. Profanity, vulgar language and off-colored humor are unacceptable. Students are to demonstrate respectful speech and conduct at all times. Help maintain the computer lab by cleaning up after yourself. Avoid working on assignments while the instructor is lecturing, demoing or conducting a class critique. No texting, social networking, emailing or surfing while class is in session. Keep all cell phones set on silent. In short, basic courtesy applies.
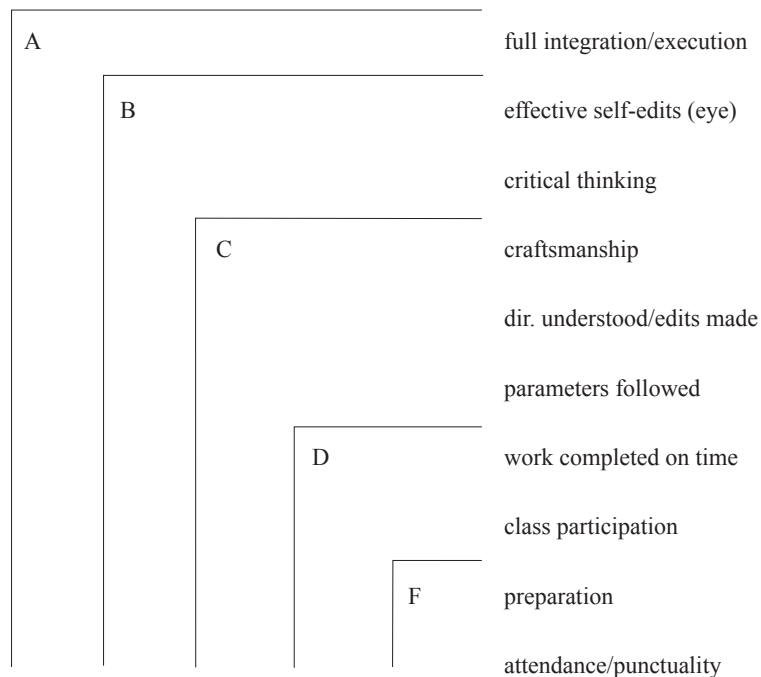
Digital Resources

On my faculty web site you will find the course syllabus and readings. Once the lab servers are up and running (after the first week of classes) you'll find the documents mirrored there, as well as other digital resources referenced in class. Online tutorials are accessed for a fee at Lynda.com; the subscription cost per month is $25. I will also be posting unlisted tutorials on YouTube for you to view.

Extra Credit

Those interested in earning extra credit may do so by attending a GRIDS field trip, or an approved lecture (ask me) before finals week. Students who turn in one typed page reflection the week following the event will earn 10 extra credit points. A maximum of 20 points can be earned in extra credit.

GRADING

Grades in 140 will be based on class activities/exercises, quizzes, and projects. The breakdown of design project grades will be based on the following merits:

A	full integration/execution
B	effective self-edits (eye)
	critical thinking
C	craftsmanship
	dir. understood/edits made
	parameters followed
D	work completed on time
	class participation
F	preparation
	attendance/punctuality

The rubric above shows the steps of proficiency equal to each letter grade. Note that the higher the grade climbs in the rubric, the more skills the student must demonstrate in the process. It is important to understand the linear quality of the tiers above: students must master all skill levels bracketed within any particular grade. For example, a student who demonstrates proficiency in critical thinking (a B level trait), but fails to follow given parameters of the assignment (a C level trait), will earn a final grade

of C+ on the assignment. Just as a chain is no stronger than its weakest link, a student must show a mastery of all traits corresponding to the grade they desire. What follows is a more detailed description of each skill category.

Attendance/Punctuality

Refer to the Attendance clause outlined in the *Policies* section of this syllabus.

Preparation

To be prepared for class simply means coming with the required tools and materials. These are students who are ready to participate when they come to class.

Class Participation

Participating students are those who come to class on time, fully prepared to work, and actually do meaningful work in class. Though in typical classes, participation entails a student's vocal involvement, in the context of a graphic design class, those who truly participate are those who are actively engaged in perfecting their craft through the duration of the class meeting. Traits of good participation include staying on task during class activities, paying attention when instruction is being given, and asking questions when a concept or task is not understood. Full participants bring weekly class notes and are engaged in class exercises and activities.

Work Completed On Time

This is a big one. It is key that assigned homework be completed before a student comes to class. If work is unfinished, a student's skill level can not be accurately assessed. This not only results in a phase/project being turned in late, but it also hampers the student's involvement in an class exercise (especially one that hinges on previous work being completed). Come to class not only with needed tools and materials; come with finished homework that reflects an honest effort. This, along with the aforementioned three traits, are the minimum needed to secure a D+ grade.

Parameters Followed

A student must show that he/she can adhere to basic project parameters. Though in this class setting, it may mean using specifically prescribed materials or sizing a piece to an exact dimension, such a skill has broader application when working on real world projects (i.e., staying within a limited budget, working in x number of colors, etc). A student must demonstrate that set guidelines can be followed.

Direction Understood / Edits Made

Beyond given parameters, a student must show that he/she can understand and take art direction. This involves the ability to listen and adapt to changing conditions. The student must not only show that art direction was understood, but also that it was thoroughly explored in successive edits. Taking direction and following parameters are basic to a C grade in this course.

Craftsmanship

Craft refers to the clean execution of a design phase or end product. In process, it describes work that is aesthetically appropriate for a given stage, and in finished pieces, it refers to the expert handling of the tools and materials (to the point that their roll becomes transparent to the audience)—this includes *digital* work. True craft demonstrates commitment to a high visual standard. Well-made projects are devoid of dings, dirt, smudges, fingerprints, mis-cuts, errant rules, uneven mounting, sloppy glue jobs and shoddy materials. A student must gain mastery of this skill to earn a C+ or better in this course.

Critical Thinking

Once the aforementioned production skills are in place, a student further distinguishes his/her work by the quality of thinking that goes into it. Critical thought goes beyond simply noting the lecture or doing what the instructor directs. It involves a Socratic approach to design problem solving and opens the mind up to original thought. Students operating at this level are mindful of all of the spheres of the Design Model and the many variables that affect the design process. They not only think innovatively, but document it in their notes and mockups.

Effective Self-Edits (Eye)

Individuals who go beyond given art direction and explore meaningful, aesthetically discriminating edits, show they are self-motivated problem solvers. These are they who take critical thinking and apply it in their editing. This is the type of student who goes beyond the minimum effort required in an assignment and explores additional options intelligently. The students who make effective self-edits show an eye for design and requires less art direction over time. This is where proficient design begins; where grades range between B and B+.

Full Integration

When all of the aforementioned levels combine, the student begins to weave his/her designs into seamless gestalts. Projects that are 1) fully integrated in organization, aethetics and meaning, 2) designed effectively over different formats and media, and 3) are executed with expert craftsmanship, will have realized their full potential. Students operating at this level of excellence generate portfolio-worthy pieces and perform like high-level designers. Such work warrants a solid A grade in 140.

Final Grades

The final evaluation of a semester grade will involve the percentage totals of two areas: *Knowledge/Skill* and *Design Application*. Knowledge/Skill points account for quickfire and quiz points earned in class. Design Application accounts for the major projects of the course and includes all phase work and culminating deliverables. The following items will constitute the workload in 140:

Knowledge/Skill

Item	Description	Points Possible
Quickfires	10–12 inclass activities	120
Quizzes	3 pop quizzes (open notes)	30
Subtotal		150

Design Application

Item	Description	Points Possible
1 ~ Visual Montage	motion + images	100
2 ~ Class Collaboration	motion + type	100
3 ~ Fictitious Bumper	cable channel commerical	300
Subtotal		500

Knowledge/Skill (150) + Design Application (500) = 650 Points Possible

Final grade = [K/S points earned + DA points earned + extra credit earned] ÷ 650

Final grades will break down as follows: 91-100%=A range, 81-89%=B range, 71-79%=C range, 61-69%=D range, 59% and below=F range. When a grade average falls between two ranges, the instructor reserves the right to grade up or down depending on his evaluation of the student's overall class participation and effort.