This course introduces students to the basic principles of graphic design including gestalt, hierarchy, movement, balance, color theory, and more; introduces principles of typography; introduces students to methods to foster creativity; and introduces students to software utilized in design production. Projects will explore form, layout, and visual representation.

The School of Journalism and Mass Communication is committed to your academic and professional success. In line with this commitment, we have identified particular learning outcomes that every student should obtain by the time they earn a JMC degree. You can find more information about these learning outcomes here: (website link). We regularly assess the curriculum to determine whether students are achieving these outcomes.

This course contributes to these learning outcomes by helping you achieve proficiency in understanding and applying the principles and laws of freedom of speech and press in real space and cyberspace. The following outcomes are this course's learning objectives:
Law and Ethics Learning Goal
Students will demonstrate knowledge of the main areas of media law, including libel, invasion of privacy, obscenity, commercial speech, intellectual property, and the freedom of the press.

Students will learn about image licensing during this course.

Media Literacy Learning Goal
Students will learn how to create and disseminate media messages in various forms.

Students will learn visual communication and layout to fulfill this goal.

Writing and Storytelling Learning Goal
Students will demonstrate the ability to gather factual story elements, and to evaluate and express them in logical, narrative forms for multiple media and audiences.

Students will engage in a research portion during design planning and then covert them into visual narratives.

Multiculturalism Learning Goal
Students will demonstrate sensitivity to and understanding of the cultures, histories, perspectives, and socio-economic and political situations of diverse groups.

Students will understand visual contexts in other cultures, particularly cultural contexts of color theory.

Media History Learning Goal
Students will demonstrate knowledge of technological innovations in print and electronic communication and their impact on media publishing industries for mass audiences, showing an awareness of their distinct political, social, and economic contexts and uses.

Students will learn the history of visual communication during this course.

REQUIRED TEXTS
This will be a flipped classroom and all “readings” will be video lectures you must watch before class. Each video reading is accompanied by a short reading quiz. However, you are required to purchase two helpful references for utilizing the software:

ISBN 978-1-944684-45-7

ISBN 978-1-944684-44-0

These can be found at the UIowa Bookstore or online.

As a UIowa student, you also have access to the lynda.com website to learn more. You can log in with your UIOWA ID. Look for the institutional login at the bottom of the login page.
REQUIRED MATERIALS

- Pencils (mechanical or regular, HB)/pens
- Sketch paper/sketchbook/gridded paper (download dot grid pattern paper)
- Tracing paper
- Ruler/small t-square/straight-edge
- X-acto/Matte knife
- Presentation boards
- Glue sticks or spray-mount adhesives
- Pinterest account

Also, please note you will have printing expenses in this class.

ABOUT THIS COURSE

CUMULATIVE KNOWLEDGE: This is a workshop class where each piece of information will be presented and then applied. However, all information is cumulative and you will need to retain the information in one section to successfully do well on subsequent sessions.

TO GET AN A IN THIS CLASS, YOU NEED TO FAIL: Design is about iteration. Iterations are failures, but they are fail forwards. Further iterations are built on the backs of those failures. If you only have one idea, it is likely not the best solution, and you will have real failure (a poor project). But, if you explore multiple potential solutions, it is likely you will find a successful solution.

LEARNING IS ULTIMATELY ON YOU: If you do not understand something, or miss a class, the onus is on you to find out further about the subject or ask for clarification or repetition. Remember, above rule. You need the information from each class to be successful.

TIME ON TASK: Learning a craft requires time and deliberate practice. According to the student handbook, students in a three-credit course should expect to spend 6 hours outside of class time on the course.

EMBRACE GOOGLE: This class is about visual principles, not techniques and effects—although a handful of techniques are explored. Techniques and effects are practical applications of principles and important to successful design. However, given the context of this class (20 students and 1hr 15mins a class), I can’t walk individuals through specific techniques and effects during class periods. Luckily for you, if you see one in use you’d like to try during your research phase, there’s probably a tutorial on the internet to help walk you through accomplishing it. If you don’t know what a technique of effect is called, show it to me and I can help you with search terms. If you try a couple and you still can’t accomplish it, come to my office hours.

COURSE POLICIES

DON’T PLAGIARIZE: Design is often inspired by other people’s works. However, outright copying a design is considered cheating and will be dealt with as such.

IMAGE USE: While you may use found photography, ephemera, printed matter, etc, you must manipulate, re-translate, or in some way alter the meaning of the images enough to make them “your own.” While we are working under fair use, you should get in the habit of using properly licensed images.
**PROFESSIONALISM:** When you present your work, you are to consider yourself presenting to a boss or client. You should mount the work neatly and straight on a mounting board. Studio projects and a couple exercises will be mounted during the semester. You will lose 5 points on the project for not presenting professionally (and you may not gain them back with the mulligan rule).

**DO NOT USE PHONES DURING CLASS.** Leave them in your pocket.

**LATE ASSIGNMENTS:** Ours is a world of deadlines. All assignments should be completed by the due date. Late projects will lose 5 points from the final grade for this first day, and 5 points each additional day (24 hours) late. The class start time is considered the start of a new day. If you are 10 minutes late for a class on the due date, it is considered late for the first day.

**THE MULLIGAN RULE:** Mulligans are not for skipping an assignment and doing it later. They are for working towards understanding of concepts which you may not fully grasp in your first try. As such, you are allowed to resubmit exercises and the final product portion of studios with a few caveats as listed below. You may not resubmit design artifacts as they should be done to help you produce a “best effort” first design.

**Rules:**

1. You must hand in your project by the time it is due.
2. It must be what the professor considers a “best effort.” If you get lower than a 70% of available points, it is likely because you did not follow instructions or compare your work to the rubric before handing in. You will not get a chance for a mulligan in that case.
3. You have one week from the entry of grades to resubmit.
4. You must resubmit with any written feedback by the professor from the first submission. This is in cases like the studio projects where a rubric is printed out and graded or exercises handed in that the professor makes comments on.
5. There is no guarantee you will gain all the points you lost or any points at all if you do not show adequate understanding of or ability to produce the concepts.

**ATTENDANCE:** You are allowed 3 missed classes without penalty. Consider the three misses built into the class as “paid time off” just like you will encounter in a real job. Plan accordingly. It is not such that you get three misses and then some excused. You can miss three for ANY reason including:

- You are sick
- Your grandparent died
- You don't feel like coming to class
- You have a job interview
- Basically, any excuse you are not coming to class that you are choosing not to come to class to spend your time otherwise
ATTENDANCE (CONTINUED): At the same time it is understood that there are times when it is unavoidable such as you have a medical condition, hospitalized, suffer a trauma, religious observances, or have University-excused athletic events. However, I don't know unless you tell me. It is better to tell me as soon as possible or beforehand.

After you miss 3 total classes, EACH ADDITIONAL CLASS MISSED WILL RESULT IN ONE-THIRD LETTER GRADE REDUCTION FROM YOUR FINAL GRADE. (A becomes A-, A- becomes B+, B becomes B-, and so on.)

PUNCTUALITY: The start time of the class is when the instructor expects to begin the material or exercises for the class. You should be present and ready by this time. Arriving late is disruptive to the class and instructor. As such, 3 times marked late (coming in after the instructor has begun to speak) will result in one absence. Coming in 30 minutes late will count as an absence, as most instruction is in the beginning of class.

NO EXTRA CREDIT: You are given every opportunity during the semester to attempt and show understanding of the concepts courtesy of the mulligan rule. Accept your feedback and re-attempt based on that during the semester. Do not ask for extra credit towards the end of the semester because you did not take those opportunities.

GRADING
The course uses an additive model of grading. You begin with zero points and earn towards your final grade.

Total Points Available: 720

<table>
<thead>
<tr>
<th>Point Category</th>
<th>Breakdown</th>
<th>Points Available</th>
<th>Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exercises</td>
<td>12 @ 20pts</td>
<td>240</td>
<td>33.33%</td>
</tr>
<tr>
<td>Project Studios</td>
<td>3 @ 100pts</td>
<td>300</td>
<td>41.66%</td>
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<tr>
<td>Reading Quizzes</td>
<td>12 @ 15pts</td>
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<td>25%</td>
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Points to Letter Grade Conversion

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Percent</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>A+</td>
<td>99%</td>
<td>712</td>
</tr>
<tr>
<td>A</td>
<td>94%</td>
<td>676</td>
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<td>A-</td>
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<td>460</td>
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<tr>
<td>D-</td>
<td>60%</td>
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</tr>
<tr>
<td>F</td>
<td>&lt;60%</td>
<td>&lt;432</td>
</tr>
</tbody>
</table>
The course is divided into three sections, each culminating in a studio project using skills gained during the exercises and reading quizzes of that section (plus what you learned in the previous section). The sections are:

1. **FORM AND REPRESENTATION**
   Studio One: Logo
   Software Focus: Adobe Illustrator

2. **COMPOSITION**
   Studio Two: Book Covers
   Software Focus: Adobe Photoshop

3. **INFORMATION DESIGN**
   Studio Three: Résumé
   Software Focus: Adobe InDesign

**EXERCISES**: Exercises are activities to explore a concept or multiple concepts. We will begin each exercise in class, and, if you work diligently without distraction, you should be able to complete the exercise or close to it. Exercises for the week are all ultimately due by the following Monday.

Each exercise has a total of 20pts available. The grading of those points will be divided by number of pieces of the exercise and generally graded with following system:

<table>
<thead>
<tr>
<th>Not Done</th>
<th>Attempted But Inadequate</th>
<th>Adequate</th>
<th>Strong</th>
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</thead>
<tbody>
<tr>
<td>0</td>
<td>10 (50%)</td>
<td>17 (85%)</td>
<td>20 (100%)</td>
</tr>
</tbody>
</table>

**PROJECT STUDIOS**: Project studios are multi-week projects that assess competence in multiple concepts. A separate rubric will be provided for each studio assignment.

**A NOTE ABOUT CONTENT FOR STUDIOS**

Layout needs content first. You need to come with the content ready for the studio projects. You should not be on the fence about what you want to do or what the actual, final content is. If you are still trying to figure out content during open labs, I can not help you with layout and you will not be getting what you should out of this class and my feedback during open labs.

**READING QUIZZES**: Because this is a flipped classroom, watching the “reading” videos is imperative. Therefore, each reading will be accompanied by a short 5–10 question quiz. All readings and quizzes are on ICON. Videos will be available at least one week in advance of due date. Videos will also be available for one week after the due date, however, you will lose 5 points from the quiz if not completed by due date and time.
COURSE OBJECTIVES

The following topics will be presented for you to understand and explore:

VISUAL PRINCIPLES OF ART & DESIGN

- Aesthetic Response
- Line and Shape
- Contrast and Visual Weight
- Positive and Negative Space
- Figure-Ground Relationships
- Gestalt Principles
- Denotative and Connotative Imagery
- Design Process
- Texture
- Repetition and Pattern
- Rhythm
- Power of the Frame
- Color Theory, Interactions, and Connotative Meanings
- Composition and Compositional Structures
- Balance
- Hierarchy
- Movement
- Proximity and Air
- Alignment
- Consistency

BEGINNER TYPOGRAPHY

- Type History
- Letterform
- Kerning and Tracking
- Alignment
- Type Contrast and Hierarchy
- Readability Contrast

GRAPHICS AND REPRODUCTION

- Image and Font Licensing
- File Types
- Vector Graphics
- Raster Images and Resolution
- Color Models
- Bleeds

SOFTWARE SKILLS

- Adobe Illustrator
  - Basic Translation and Transformation with Black Arrow, Reflect, Free Transform Tools
  - Basic Vector Anchor Point Manipulation with White Arrow, Pen (Subtract/Add), Convert Anchor Point Tools
  - Creating and Combining Shapes with Shape, Shape Builder, Paint Blob Brush, Eraser Tools
  - Line/Shape making with Pencil, Brush, and Line Segment Tools
  - Fills and Strokes, Swatches, Gradients
  - Aligning and Distributing
  - Clipping Masks
  - Typography and Type Tools
  - Converting Type to Shape
  - Image Trace
  - Blend Tool
  - Pattern Maker

- Adobe Photoshop
  - Layers
  - Blend Modes and Opacity
  - Knock-out and Layer Masks
  - Compositing
  - Clone Brush
  - Type
  - Clipping Masks
  - Seamless Pattern Creation
  - Gaussian Blur
  - Shape Layers

- Adobe InDesign
  - Basic Typography
  - Paragraph Styles
  - Working with Frames and Images
  - Text Wrap
  - Grids and Guides
  - Tabs
  - Packaging and Exporting as PDF
THE COLLEGE OF LIBERAL ARTS AND SCIENCES: IMPORTANT POLICIES AND PROCEDURES

Some of the policies relating to this course (such as the drop deadline) are governed by its administrative home, the College of Liberal Arts and Sciences, 120 Schaeffer Hall.

**Administrative Home**
The College of Liberal Arts and Sciences (CLAS) is the administrative home of this course and governs its add/drop deadlines, the second-grade-only option, and other policies. These policies vary by college (https://clas.uiowa.edu/students/handbook).

**Electronic Communication**
Students are responsible for official correspondences sent to their UI email address (uiowa.edu) and must use this address for all communication within UI (Operations Manual, III.15.2).

**Accommodations for Disabilities**
UI is committed to an educational experience that is accessible to all students. A student may request academic accommodations for a disability (such as mental health, attention, learning, vision, and physical or health-related condition) by registering with Student Disability Services (SDS). The student should then discuss accommodations with the course instructor (https://sds.studentlife.uiowa.edu/).

**Nondiscrimination in the Classroom**
UI is committed to making the classroom a respectful and inclusive space for all people irrespective of their gender, sexual, racial, religious or other identities. Toward this goal, students are invited to optionally share their preferred names and pronouns with their instructors and classmates. The University of Iowa prohibits discrimination and harassment against individuals on the basis of race, class, gender, sexual orientation, national origin, and other identity categories set forth in the University’s Human Rights policy. For more information, contact the Office of Equal Opportunity and Diversity at diversity@uiowa.edu or diversity.uiowa.edu.

**Academic Honesty**
All undergraduates enrolled in courses offered by CLAS have, in essence, agreed to the College’s Code of Academic Honesty. Misconduct is reported to the College, resulting in suspension or other sanctions, with sanctions communicated with the student through the UI email address.

**CLAS Final Examination Policies**
The final exam schedule for each semester is announced around the fifth week of classes; students are responsible for knowing the date, time, and place of a final exam. Students should not make travel plans until knowing this final exam information. No exams of any kind are allowed the week before finals. (https://clas.uiowa.edu/faculty/teaching-policies-resources-examination-policies.)

**Making a Complaint**
Students with a complaint should first visit with the instructor or course supervisor and then with the departmental executive officer (DEO), also known as the Chair. Students may then bring the concern to CLAS (https://clas.uiowa.edu/students/handbook/student-rights-responsibilities).

**Understanding Sexual Harassment**
Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community must uphold the UI mission and contribute to a safe environment that enhances learning. Incidents of sexual harassment must be reported immediately. For assistance, definitions, and the full University policy, see https://osrmrc.uiowa.edu/.