AD 228

VISUAL COMMUNICATIONS
DESIGN COMPUTING I

Section 1: M/W 5:30 - 6:45 pm / PAO B171
Instructor: Ryan Gibboney
Email: ryangibb@purdue.edu
Office hours: by appointment / PAO B179

OVERVIEW

This course deals with visual communications design using the computer as a creative medium. It focuses on hands on software training directed toward graphic design and aesthetic expressions. Students will have the opportunity to learn technical skills, improve their visual communication abilities, participate in critiques to receive critical feedback and have the opportunity to present to class in a formal setting.

CLASS FORMAT

The course will consist of training labs, exercises and project assignments. Design projects will be created using computers and related design software. Students are held responsible for participation in both class activities and individual projects.

ATTENDANCE

It is essential that students are prompt and prepared for all classes. Attendance to class is mandatory. There are **3 allowed absences** to be used in the case of illness, transportation problems, family emergencies, etc. After 3 absences the student's grade will be lowered one letter grade and lowered another lettered grade for each following absence. On the **6th absence student will receive a failing grade for the course**. Attendance will be taken only once during the class period. A student may enter class late, but will be marked absent if 15 minutes late. Being late 3 times equals one absence. Students are held responsible for all information presented during class and are responsible to get caught up if a class has been missed.

REQUIRED TEXT BOOKS

llustrator CS6 Visual QuickStart Guide / Peachpit Press
ISBN-13: 978-0321822178

InDesign CS6 Visual QuickStart Guide / Peachpit Press
ISBN-13: 978-0321822536

COURSE WORK

During the term we will complete 2 Projects and 5 Exercises using Adobe Illustrator and Adobe InDesign.

Project 1: Adobe Illustrator CS6
Project 2: Adobe InDesign CS6

5 Exercises: 3 Illustrator / 2 InDesign exercises will be given in class as practicing assignments for in-class completion or to be completed as homework.

Additional assigments and/or quizes may be given without written notice or announcement.

GRADING

A	186 - 200 points
A-	180 - 185
B+	174 - 179
B	166 - 173
B-	160 - 165
C+	154 - 159
C	148 - 153
C-	140 - 147
D+	134 - 139
D	126 - 133
D-	120 - 125
F	0 - 120

GRADING GUIDE

Project 1 _ 70 points (35%)
Project 2 _ 70 points (35%)
5 Exercises _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ 40 points (20%)
Attendance/Participation _ _ _ _ _ _ _ _ _ _ _ 20 points (10%)

Total 200 points (100%)

* Late assignments are due by the start of the next class meeting

Good grades result from attending class, participation, hard work and diligence. Thus, there is **no extra credit.**

Following the instructor's guidelines for projects is key as they have the potential to affect your grade. If you have questions, ask in class or feel free to email me directly to schedule a meeting.

DISABILITIES + ADAPTIVE PROGRAMS STATEMENT

Students with disabilities must register with Adaptive Programs in the Office of the Dean of Students before classroom accommodations can be provided. If you are eligible for academic accommodations because you have a documented disability that will impact your work in this class, please schedule an appointment with the instructor as soon as possible to discuss your needs.

EMERGENCY STATEMENT

In the event of a major campus emergency, course requirements, deadlines and grading percentages are subject to changes that may be necessitated by a revised semester calendar or other circumstances.

COURSE EVALUATIONS STATEMENT

During the last two weeks of the semester, you will be provided with an opportunity to evaluate this course and your instructor(s). Purdue now uses an online course evaluation system. Near the end of classes, you will receive an official e-mail from administrators with a link to the online evaluation suite. You will have up to two weeks to complete this evaluation. Your participation in an integral part to this course and your feedback is vital to improving education at Purdue University. I strongly urge you to participate in the evaluation system.

ACADEMIC DISHONESTY STATEMENT

Purdue prohibits "dishonesty in connection with any University activity. Cheating, plagiarism, or knowingly furnishing false information to the University are examples of dishonesty." [Part 5, Section III-B-2-a, of University Regulations]Furthermore the university Senate has stipulated that "the commitment of acts of cheating, lying, and deceit in any of their diverse forms(such as the use of substitutes for taking examinations, the use of illegal cribs., plagiarism, and copying dur- ing examinations) is dishonest and must not be tolerated. Moreover, knowingly to aid and abet, directly or indirectly, other parties in committing dishonest acts is in itself dishonest." [University Senate Document 72-18, December 15, 1972]

PLAGIARISM STATEMENT

The Office of the Dean of Students will investigate instances of reported plagiarism and take appropriate actions. See the Dean of Students web page for descriptions of plagiarism and university plagiarism policies. All acts of plagiarism are violations of the University Academic Dishonesty Policy and will be dealt with according to procedures established by the university.

CLASS ATTENDANCE STATEMENT

Purdue University policy states that all students are expected to be present for every meeting of classes in which they are enrolled. All matters relative to attendance, including the make-up of missed work, are to be arranged between you and the instructor. Only the instructor can excuse you from classes or course responsibilities. In the case of an illness, accident, or an emergency, you should make direct contact with your instructor as soon as possible, preferably prior to class. If the instructor cannot be reached directly a message should be left in the instructor's departmental mailbox or with the department secretary. If you will be absent for more than five days, and have not been able to reach the instructor in person or by telephone or through leaving notification of your circumstances with the divisional secretary, you or your representative should notify the

Dean of Students (765-494-1254) as soon as possible after becoming aware that the absence is necessary. Be advised, you may be asked to provide documentation from an authorized professional or agency which supports an explanation for your absence.

REPRODUCTION OF STUDENT WORK   The Purdue University Department of Art and Design (School of Visual & Performing Arts) retains a non-exclusive right to reproduce all VCD (Visual Communications Design) undergraduate and graduate student projects for the purpose of education, publication, promotion, illustration, advertising, and trade in any manner or medium now known or later developed in perpetuity.