

AD 229

VISUAL COMMUNICATIONS DESIGN COMPUTING II

Meeting Information

Section 1

7:30am-8:45am Tu/Th

PAO B173

Section 2

9:00am-10:15am Tu/Th

PAO B171

Instructor

Ryan Gibboney

ryangibb@purdue.edu

Office hours by appt

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. Use of cell phones is not permitted in class. Texting, Facebook, Tweets, internet surfing and video watching are also not permitted in class. You will be asked to leave and marked absent.

CLASS 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.

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, an e-mail message should be sent to the instructor's Purdue mailbox. If you will be absent for more than five days, 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.

REQUIRED TEXT BOOK

There is no required book, but occasional readings will be assigned.

COURSE WORK

Project 1: Adobe Photoshop CS6

Project 2: Adobe Dreamweaver CS6

5 Exercises: 3 Photoshop / 2 Dreamweaver exercises will be given in class as in-class assignments or to be completed as homework.

Online Collection: All students are required to add links of inspiration to the class Delicious.com page. This collection counts as 50% of your Participation points. Quality counts over quantity.

Additional assignments and/or quizzes may be given without written notice or announcement.

GRADING

A	300 – 282	C	230 – 222
A-	281 – 270	C-	221 – 210
B+	269 – 261	D+	209 – 201
B	260 – 252	D	200 – 195
B-	251 – 240	F	194 – 0
C+	239 – 231		

GRADING GUIDE

Project 1	100 points
Project 2	100 points
5 Exercises	50 points
Attendance/Participation	50 points
	300 points

- Late assignments are due by the start of the next class meeting and will automatically be reduced by one full letter grade.
- 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 e-mail your instructor directly to schedule a meeting.

SUSTAINABILITY

We strongly advocate for sustainability, therefore, no handouts, including this syllabus or project sheets, will be printed for you.

It is your responsibility to save a copy of any important documents where they will always be accessible. For example, all important documents for AD 229 can be found on the VPA drive here: VisualCommunicationsDesign > 229 > Spring 2013. Save a copy of the syllabus or schedule to a USB flash drive or e-mail to yourself. When necessary print a copy and remember to print on scrap or print double-sided.

As art and design students and future professionals, you will be asked to make a lot of stuff. The process of designing and making art can create great amounts of waste and use up precious resources, all of which have a large impact on the environment, society, culture and the economy. You are leaders and problem-solvers; therefore it is your responsibility to lead by example. Here are some ways to conserve and be responsible stewards of our environment:

- Only print when absolutely necessary. If you must print, print on the backside of scrap paper or print double-sided when using a fresh sheet.
- Turn off lights if you are the last person to leave the room.
- Bring your own reusable water bottle or coffee mug to school.
- Pack food in reusable containers instead of plastic bags and disposable wrapping.
- Recycle everything you can. Items made from recycled material saves resources, uses less water and energy, pollutes less, and keeps trash out of landfills.
- Consider purchasing from local businesses for your dorm/apartment or for school supplies. This helps the local economy and supports local business owners. Also consider buying used items, such as books and furniture.

DISABILITIES + ADAPTIVE PROGRAMS

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. To get information about changes in this course use the contact information on the first page of the syllabus.

COURSE EVALUATIONS

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 is 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

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 during 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

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). <http://www.purdue.edu/univregs/studentconduct/regulations.html> All acts of plagiarism are violations of the University Academic Dishonesty Policy and will be dealt with according to procedures established by the university.

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 undergraduate and graduate student projects for the purpose of education, publication, promotion, illustration, advertising, trade in any manner or medium now known or later developed in perpetuity.