



DES 203 Digital Tools for Design

Units: 2

Fall 2016—Mondays—2–4:50pm

Location: HAR117

Instructor: Brian O’Connell

Office: email for appointment

Office Hours: By Appointment

Contact Info: brianoco@usc.edu

COURSE DESCRIPTION

Exploration of the processes of design, in terms of the germination, ideation, and execution of design solutions to assigned design problems; this will be integrated with the acquisition of basic computer design skills that will be necessary to successfully solve the assigned design problems. The computer skills learned are integral to a professional career in the design world today.

Instruction will include class lectures and outside research. Students will be given exercises and projects to be completed outside and in class so access to a computer outside of class, with the relevant software, will be required.

Prerequisite: DES102 Design Fundamentals, maybe taken concurrently with DES202 Design 2

Learning Objectives:

1. To raise awareness of design and its implementation
2. To develop perceptual skills for visual communication
3. To raise the awareness of the computer and various peripherals as important tools for designers

Information to be covered includes:

Adobe Creative Suite – CS6 or Higher

Introduction to Illustrator

Introduction to Photoshop – scanning and image correction

Introduction to InDesign

Application of all three software programs in conjunction with one another

Scanning and Digital Imaging

Printing and various forms of output.

STANDARD PROCEDURES AND GROUND RULES

Students are expected to attend all classes and arrive promptly. Attendance will be taken and will impact your grade. This course is divided into lectures, critiques and some studio time. Students are expected to schedule additional time outside of class to complete assignments. Mutual respect in the classroom is critical. Critique is inevitable. Criticism will be constructive, and is based in the appropriateness of the idea and not the dignity of the individual. It is imperative to meet the deadlines given, every class day a project is late the student will be penalized one grade.

SUPPLIES

Not required for the class but very helpful, a Personal Laptop Computer with the relevant Software, plus a Mouse or Tablet.

Drawing Pad, 11"x14" (optional)

15" x 20" Black Matteboard / Mounting Board (most projects will be mounted and turned in on this type of board)

Various Drawing Supplies: Pencils, Pens, Markers, etc.

X-acto Knife or Scissors

Spray Mount or Double Sided Tape

Metal Straight Edge Ruler

Flash Drive or Portable Hard Drive, at least 500 MB, for use in storing work

GRADING

80% EXERCISES/PROJECTS

Grades will be assigned according to:

Strength of the Concept/Design

Process

Presentation/Craftsmanship

20% class participation, attendance, effort, improvement

ATTENDANCE

- After missing the rough equivalent of 10% of regular class meetings (3 classes if the course meets twice per week and 2 classes if the course meets once per week) the student's grade and ability to complete the course will be negatively impacted.
- For each subsequent absence (excused or otherwise), the student's letter grade will be lowered by the following increment: absences over 3 = the lowering of the final course grade by a whole grade or more.
- Being absent on the day a project, quiz, paper, exam, or critique is due can lead to an "F" for that project, quiz, paper, exam, or critique.
- It is always the student's responsibility to seek means (if possible) to make up work missed due to absences, not the instructor's, although such recourse is not always an option due to the nature of the material covered.
- It should be understood that 100% attendance does not positively affect a final grade.
- Any falsification of attendance may be considered grounds for a violation of ethics before the University Office of Student Judicial Affairs.
- Tardies can accumulate and become equivalent to an absence.
- Attendance will be taken at the beginning of each class.
 - Any student not in class after the first 10 minutes is considered tardy.
 - After a first warning, students who persist in the following disruptive activities: sleeping, texting, emailing or online browsing for purposes other than class research, will result in a tardy for that class session.
 - Students will be considered absent if they leave without the instructor's approval before the class has ended or if they take un-approved breaks that last longer than 45 min.

IN CLASS WORK:

The bulk of the work will be done outside of class. Plan on spending, at minimum, the equivalent of class time in the lab on your own.

HOMEWORK:

Students will be asked to do some independent outside research for this class. Research will entail doing both on-line and real world information gathering.

Statement on Academic Conduct and Support Systems

Academic Conduct

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Part B, Section 11, “Behavior Violating University Standards” <https://policy.usc.edu/student/scampus/part-b>. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, <http://policy.usc.edu/scientific-misconduct>.

Discrimination, sexual assault, intimate partner violence, stalking, and harassment are prohibited by the university. You are encouraged to report all incidents to the *Office of Equity and Diversity/Title IX Office* <http://equity.usc.edu> and/or to the *Department of Public Safety* <http://dps.usc.edu>. This is important for the health and safety of the whole USC community. Faculty and staff must report any information regarding an incident to the Title IX Coordinator who will provide outreach and information to the affected party. The sexual assault resource center webpage <http://sarc.usc.edu> fully describes reporting options. Relationship and Sexual Violence Services <https://engemannshc.usc.edu/rsvp> provides 24/7 confidential support.

Support Systems

A number of USC’s schools provide support for students who need help with scholarly writing. Check with your advisor or program staff to find out more. Students whose primary language is not English should check with the *American Language Institute* <http://ali.usc.edu>, which sponsors courses and workshops specifically for international graduate students. *The Office of Disability Services and Programs* <http://dsp.usc.edu> provides certification for students with disabilities and helps arrange the relevant accommodations. If an officially declared emergency makes travel to campus infeasible, *USC Emergency Information* <http://emergency.usc.edu> will provide safety and other updates, including ways in which instruction will be continued by means of Blackboard, teleconferencing, and other technology.