

USC Roski School of Art and Design

DIGITAL TOOLS FOR DESIGN Syllabus | DES 203

FALL 2018 | Thursdays 2pm-4:50pm | WAH 6

Instructor: Jason Fowler Ellenburg | jellenbu@usc.edu

Exploration of the design, illustration and photographic manipulation processes through the application of creative software (Instruction using Adobe CS6 and Adobe Creative Cloud/ Illustrator, InDesign and Photoshop). Topics in art history and design styles will be discussed relative to the assignments.

CLASS SUPPLIES

- Sketch book/notebook
- Flash Drive or external hard drive. Losing work is not an acceptable excuse.
- Regular access to computer (with current software) and color printing
- Materials for assembling work: X-acto, glue/spray mount
- Other materials may be used as needed.

CLASS ETIQUETTE

- When someone is speaking, be respectful. Give your full attention to those being critiqued.
- Maintain communication with the instructor in regards to being late or missing class.
- Tolerance and support of fellow students is one of the principles of higher education.

STUDENTS WITH DISABILITIES

Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to me (or to TA) as early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m.-5:00 p.m., Monday through Friday. The phone number for DSP is (213) 740-0776.

INTEGRITY POLICY

USC seeks to maintain an optimal learning environment. General principles of academic honesty include the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one's own academic work from misuse by others as well as to avoid using another's work as one's own. All students are expected to understand and abide by these principles. SCampus, the Student Guidebook, contains the Student Conduct Code in Section 11.00, while the recommended sanctions are located in Appendix A: <http://www.usc.edu/dept/publications/SCAMPUS/gov/>. Students will be referred to the Office of Student Judicial Affairs and Community Standards for further review, should there be any suspicion of academic dishonesty. The Review process can be found at: <http://www.usc.edu/student-affairs/SJACS/.airs/SJACS/>.

ASSIGNMENTS

Make the deadline for each project. Late work receives a letter grade off. You are expected to show up for each project review/critique with all of the requested components. Research subjects that are related to the field of inquiry. Those influences bring cultural context to the work you are making. With each project include a paragraph on your influence or research for the assignment.

PRESENTATION

Some projects will include some printed component. Familiarize yourself with Galen Lab and other printing services throughout the campus. Give yourself plenty of lead time for printing. The process for printing materials can have technical issues. Along with the printed piece for presentation. Collect all work and save it as a Adobe Acrobat PDF, labeled with your name and project assignment to turn in for your mark. Also expect to present and talk about your work: process and challenges you faced will learning and making.

ATTENDANCE

Many of the processes are successive. If you miss one part it is very easy to get lost. You must have a written doctor's note for excused absences. 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. Any falsification of attendance may be considered grounds for a violation of ethics before the University Office of Student Judicial Affairs. Attendance will be taken at the beginning of each class. 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.

STUDENT ART DOCUMENTATION

Save your work in class. **BACKUP EVERYTHING YOU DO IN THIS CLASS--** Either by cloud or external device At the end of the semester you will be required to submit a PDF portfolio of all your work.

CRITIQUES/ PARTICIPATION

The purpose of a critique is to provide constructive feedback to a student. Positive criticism and negative criticism are both useful tools in helping us further understand concepts and the visual language. Critiques prove useful in helping us see alternative ways to improve a design solution. You are expected to participate and offer constructive help in the critiques.

UNDERSTANDING

The tools and techniques discussed in class will be done through demonstrations. Your attentiveness and understanding are very important. To master these programs involves practice and concentration. The understanding should reveal itself in the projects.

ABILITY/ CRAFTSMANSHIP/CREATIVITY/EXPERIMENTATION

You will be graded on your skillfulness of your project's execution. Craftsmanship is important. Your concepts and how well you explore the software to reach creative solutions will be considered. You are expected to stretch the limits of the solutions to the design problems.

GRADING

Your final grade will be based upon these components:

70% Projects • 5% Presentation • 5% Participation • 20% Attendance