

THE ART INSTITUTE OF FORT LAUDERDALE

Course Syllabus

Fall, 2010

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E-companion: Available through student portal
Office Location: Harbor Walk East 202
Office Hours: By appointment

Course Title Design Concepts for Interactive Media

Course Number DIG1135C

Course Description Students are introduced to layout and organizational design elements and explore basic graphic design principles for a variety of visual effects. In addition, students explore the basics of color and related design variables. This course also examines the adaptation of typography for different information delivery systems including print and electronic media.

Prerequisite(s) PGY1892C or PGY2803C or GRA1106C

Corequisite(s) None

Instructional Contact Hours: 2 lecture/discussion hours + 2 lab

/Credits 3 Quarter Hours

Learning Objectives The student will:

1. Exhibit knowledge of layout, identity, design and self-promotion
2. Demonstrate the ability to select appropriate software to develop design concepts and create graphics
3. To learn the importance of consistency within the visual identity package
4. Integrate an understanding of color theory and how it relates to good design
5. Achieve an understanding of the interaction of type and images for both print-based and digital-based purposes.

Instructional Materials and References

Required Student Texts:

Textbook: The Designer's Desktop Manual
Publisher: How
Author: Jason Simmons
ISBN-10: 160061017X
Publication Date: September 26, 2007

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Suggested Textbooks/ Instructor References:

Textbook: Design Elements: A Graphic Style Manual
Publisher: Rockport Publishers
Author: Timothy Samara
ISBN-10: 1592532616
Publication Date: April 1, 2007

Suggested Periodicals: HOW Magazine www.howdesign.com

Suggested Websites: Smashing Magazine www.smashingmagazine.com

Instructional Methods: The entire length of this course will be conducted in a lab environment. Instruction will consist of lecture, demonstration, hands on assignments, reading assignments and class discussion.

Topical Outline

Week 1 Saturday, Oct 9, 2010

Topics:

Introduction to Design Concepts for Interactive Media

Introductions
Syllabus Review
Classroom Policies
Evaluation
Q+A
Introduction to the basic design, typography, creating identity, self promotion
COLOR THEORY

HOMEWORK: Create 3 unique Color Palettes for your Personal Identity Package
DELIVERABLES: 3 color palettes delivered as PDF (deliver via ecompanion)

Week 2 Saturday, Oct 16, 2010

Topics:

Design Basics

Design Basics
Design principles; elements, and how to use them.
Portfolio Preparation
Corporate Identity lecture and research

HOMEWORK: Research 3 logos that relate strong brand identity. Create a nicely formatted document that includes an image of each logo and a brief paragraph describing its relation to the brand it represents.
DELIVERABLES: Logo Research Paper bound as multi Page PDF (deliver via ecompanion)

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Week 3	Saturday, Oct 23, 2010	Typography Topics: Font Families Typographical concepts Use of Typography Brand Identity Integration Campaign Identity Integration HOMEWORK: Choose 3 different typefaces and use them to create a Word Mark and tagline for your Personal Identity Package. DELIVERABLES: 3 finalized Word Mark and tagline Compositions bound as multi Page PDF (deliver via ecompanion)
Week 4	Saturday, Oct 30, 2010	Logo Design Topics: Vector Drawing Tools Compound Paths Clipping Masks Pathfinder Tools HOMEWORK: 10 Thumbnails of Logo for your Corporate Identity Package. Present to class next week. DELIVERABLES: 10 Thumbnails of Logo for your Corporate Identity Package, scanned and bound as multi Page PDF (deliver via ecompanion)
Week 5	Saturday, Nov 6, 2010	Layout Fundamentals Topics: Grids Balance Color Extension Presentations: 10 Thumbnails of Logo HOMEWORK: MIDTERM PROJECT: Finalized Logo Design with word mark and tagline in color and B&W Present to class next week. DELIVERABLES: MIDTERM PROJECT: Final Logo with word mark and tagline in Color and B&W bound as PDF (deliver via ecompanion)
Week 6	Saturday, Nov 13, 2010	MIDTERM PROJECT, Layout Techniques Topics: Layout techniques Business Card Layout Presentations: MIDTERM PROJECT: Final Logo with word mark and tagline in Color and B&W HOMEWORK: 3 choices for Business Card Layout DELIVERABLES: 3 choices for Business Card Layout bound as a multi page PDF (deliver via ecompanion)

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Week 7	Saturday, Nov 20, 2010	Layout Techniques continued
Topics:		Letterhead Resume Envelope
Presentations:		3 choices for Business Card Layout
HOMEWORK:		Finished Business card printed and mocked up
DELIVERABLES:		Finished Business card printed and mocked up (deliver digital version via ecompanion)
Week 8	Saturday, Nov 27, 2010	Package Design
Topics:		Package Design Templates Printing Concepts
Presentations:		Finished Business Card Mock up
HOMEWORK:		3 CD Package and Face Designs
DELIVERABLES:		3 CD Package and Face Designs delivered as a multi page PDF (deliver via ecompanion)
Week 9	Saturday, Dec 4, 2010	Perspective
Topics:		Perspective Drawing Digital Look of Success Vanishing Point Tool
HOMEWORK:		CD Package and Face as a digital look of success
DELIVERABLES:		CD Package and Face as a digital look of success delivered as a PDF (deliver via ecompanion)
Week 10	Saturday, Dec 11, 2010	One on One Troubleshooting
HOMEWORK:		Work on final project (see Final Project Requirements)
DELIVERABLES:		Final Project Self Identity Package <ul style="list-style-type: none">▪ Logo in Color and B/W▪ Letterhead/Envelope▪ Resume▪ Business Card▪ DVD/CD Cover
Week 11	Saturday, Dec 18, 2010	Final Exam and Final Project Presentations
DELIVERABLES:		Final Project Presentation (see Final Project Requirements)

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Assessment Criteria and Methods of Evaluating Students

Grading Criteria (%)

Class Projects	20%
Participation	10%
Midterm project	20%
Final Project	50%
Total =	100%

Method of Evaluation

A	94-100	4.0	C	74-76	2.0
A-	90-93	3.7	C-	70-73	1.7
B+	87-89	3.4	D+	67-69	1.4
B	84-86	3.0	D	60-66	1.0
B-	80-83	2.7	D-	n/a	
C+	77-79	2.4	F	< 60	0.0

Participation Points

Students are required to participate in all class presentations. Each Presenter will receive up to 10 presentation points per presentation based on the quality of the presentation. To receive a 10 the Presenter must demonstrate the ability to defend all criticisms, both from the instructor and students with a solid design purpose. Additionally students can earn 1 pt for each constructive criticism or defense of another students work with a solid design argument.

A	94-100%	Student displays work ready for delivery in a professional environment. Class attendance and participation is professional. Work is unique and extremely creative. Student has persistently succeeded in solving problems that require knowledge obtained independent of the classroom environment. Work exceeds expectations.
A-	90-93%	Student displays work ready for delivery in a professional environment. Class attendance and participation is professional. Work is unique and creative. Student has regularly succeeded in solving problems that require knowledge obtained independent of the classroom environment. Work exceeds expectations.
B+	87-89%	Student displays work ready for delivery in a professional environment. Class attendance and participation is professional. Work is unique and creative. Student has persistently attempted to solve problems that require knowledge obtained independent of the classroom environment. Work exceeds expectations.

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B	84-86%	Student displays work ready for delivery in a professional environment. Class attendance and participation is professional. Work is creative but needs a unique edge. Student has persistently attempted to solve problems that require knowledge obtained independent of the classroom environment. Work exceeds expectations.
B-	80-83%	Student displays work ready for delivery in a professional environment. Class attendance and participation is professional. Work is creative but needs a unique edge. Student has regularly attempted to solve problems that require knowledge obtained independent of the classroom environment. Work meets expectations.
C+	77-79%	Student displays work ready for delivery in a professional environment. Class attendance and participation is professional. Student has occasionally attempted to solve problems that require knowledge obtained independent of the classroom environment. Work meets expectations.
C	74-76%	Student displays work ready for delivery in a professional environment. Class attendance and participation is professional. Work meets expectations.
C-	70-73%	Student displays work not ready for delivery in a professional environment. Class attendance and participation needs improvement. Work does not meet expectations.
D+	67-69%	Student displays work that is unacceptable in a professional environment. Class attendance and participation needs improvement. Work does not meet expectations.
D	60-66%	Student displays work that is unacceptable in a professional environment. Class attendance and participation is unacceptable. Work does not meet expectations.
F	0-59%	Student does not meet the exit requirements of the course.

Policies - All policies of the Student Handbook apply to this course. These include, but are not limited to, grading policies, attendance and plagiarism. (SEE ALSO COURSE POLICIES).

Attendance – Any student who does not attend class for 10 consecutive calendar days may have their enrollment terminated. Absences of more than 9 hours in a 3 hour per week course, or 12 hours in a 4 hour per week course constitute failure. Please see the student attendance policy in the student handbook or the catalog for further information.

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Graduation Application Period for FA10 Grads – Monday, October 25- 29, 2010.

Graduate Candidacy Clearance– A graduate candidate **MUST** report to the Office of the Registrar, then to Student Services - Monday, December 13, 2010

ADA (Americans with Disabilities Act) –It is AiFL policy not to discriminate against qualified students with a documented disability in its educational programs, activities or services. If you have a disability-related need for reasonable accommodations in this class, contact AiFL counseling department located in Harbor Walk Suite 101.

Important Dates for the Quarter

Fall 2010 Classes Start	Monday, October 4, 2010	Week 1
Add/Drop Period	October 4 – October 11, 2010	Week 1
Graduation Application Period for WI11 Grads	Monday October 25– 29, 2010	Week 4
Online Course Withdraw Deadline <u>1st Session</u>	Wednesday, November 3, 2010	Week 5
Registration Advisement	November 1 - 5, 2010	Week 5
Fall II 2010 Mid-Term Quarter	Thursday, November 11, 2010	Week 6
Veterans Day Holiday	Friday, November 12, 2010	Week 6
EREG (Online) Registration Period	November 8 – November 28, 2010	Week 6-8
Thanksgiving Holiday	Thursday & Friday, Nov 25 & 26, 2010	Week 8
No Classes- Thanksgiving Weekend	Saturday, November 27, 2010	Week 8
Course Withdraw Deadline <u>onground</u>	Friday, December 3, 2010	Week 9
Online Course Withdraw Deadline <u>2nd Session</u>	Friday, December 10, 2010	Week 10
Graduate Candidacy Clearance	Monday, December 13, 2010	Week 11
Winter 2011 Schedules Available	Monday, December 13, 2010	Week 11
Portfolio Review & Graduation	Thursday, December 16, 2010	Week 11
Last Day of Classes	Saturday, December 18, 2010	Week 11
Fall Break	December 19, 2010 – January 9, 2011	

All dates/times are subject to change

Fall 2010 schedules available - Monday, September 20, 2010 wk. 11

Important

Always check the student newsletter and postings on the bulletin boards, the glass cases in the halls and elevators.

Estimated homework Hours: 4 hours per week

Required Supplemental Materials:

- Web Hosting service (price varies \$5/mo - \$10/mo)
- Domain Name Registration (price varies \$7y - \$25y)
- 8.5 x 11 Sketchbook and pencils (\$10)

Cost: \$40-\$100

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Technology Needed: Access to internet, login and password for ecompanion.

Student Responsibilities / Classroom Policies:

Grades will be based upon:

1. The timely completion of all projects.
2. Adherence to assignment specifications
3. The implementation of workshop ideals into project

ADDITIONAL COURSE POLICIES

Classroom:	No web browsing, checking email, AOL Instant Messenger, ICQ, mySpace etc. during class time
Deadlines:	Late projects will result in a zero grade unless notification of absence is made prior to class via email. If there is a conflict please let the instructor know immediately. Missed tests and late projects with advance notification will receive the loss of one letter grade.
Cheating:	Will not be tolerated. It will result in a failing grade and dismissal from the class.
Copyright:	All graphics and text used in student projects must be accompanied by documentation of the author credits and usage license
Folder Naming:	Students must deliver all work in a folder with the following naming convention.[firstinitial][lastname]_[mmddyy] ex: jbond_070408 Work submitted without this folder naming convention will receive a zero.
Delivery Submission:	Deliverables will be submitted to the instructor via the student network and via ecompanion. Each week there will be a new folder titled rblewis_[mmddyy]. All deliveries will be made within 10 minutes of the start of class, at which time the folder will be collected by the instructor.
Late Work Delivery:	Late work may be submitted in any of the following weekly folders but must be in a folder with the date that the delivery was due.
Syllabus Changes:	<i>The instructor may make changes to this syllabus at any time.</i>

TOPICS:

1. Learn the importance of consistency within the visual identity package.
2. Develop design concepts and create graphics
3. Completion of programs core competencies