

The University of Western Ontario

Faculty of Information and Media Studies
Media, Information and Technoculture

MIT2600B 002- Introduction to Graphic Design
3 hours lecture/lab, non-essay half course

Winter Term 2018

Class time Tuesdays - 7:00 PM to 10:00 PM

Class location Faculty of Information and Media Studies - FNB 2070 & Online Zoom

Office Hours TBD

Winter Term 2020 OWL/MIT 2600B 002 FW20

Instructor Andrew Lewis

e-mail alewi9@uwo.ca, andrew@alewisdesign.com

Please CC me in both e-mails, for optimal response time.

Course Outline

Description: This course will focus on the creative and applied process of Graphic Design. While the course touches upon basic Adobe software, the assignments introduce students to elements of visual literacy, including space and layout, line, shape, texture, value/tone, color/hue, balance, and typography. Emphasis will be on the professional and applied applications of this topic using many hands on, physical prototyping in conjunction with the computer. A basic branding system will be developed from an original workmark design. 3D packaging including mockups will be created followed by an outdoor poster ad campaign.

Students are expected to obtain an Adobe Creative Cloud licence* to access software used in this course (discount provided when presenting Western ID#):

<https://www.adobe.com/ca>

Course Objectives

Students who take this course will:

1. Gain improved understanding of the theoretical elements, principles and processes used in the design of visual communications vehicles
2. Explore how creativity and objectivity affect the design parameters of visual communications within print and online media
3. Create, develop and produce objective design vehicles that achieve specific targeted outcomes using hands on, tactile methods in conjunction with computer.
4. Learn how to use, at a basic fluency level, the digital tools of vector, bitmap, document and presentation/communication software

**You will be able to install the Cloud app's on any number of computers, but only two computer can be activated at a time. This means you can only be signed in to the Adobe Cloud on two computer at a time, maximum. For more info visit: <https://helpx.adobe.com/download-install/using/install-apps-number-of-computers.html>*

Detailed Weekly Description

1. Jan 12, 2021

Course Introduction - What is Graphic Design, Intro to branding, road map, resources

2. Jan 19, 2021

Lecture - Branding, typography, and design, Adobe Illustrator, RWA

3. Jan 26, 2021

Lecture - Vector Tools, inclass studio session, Adobe Illustrator, RWA

4. Feb 02, 2021

Lecture - Composition, Colour Theory, inclass studio session, RWA

5. Feb 09, 2021

Final Day for Project One - Project Q&A - Assignment 2 brief

6. Feb 16, 2021

Reading Week - Research for Assignment 2

7. Feb 23, 2021

Lecture - Packaging Design, Illustrative elements, printing methods. RWA

8. Mar 02, 2021

Lecture - Adobe Indesign, creating Illustrative elements. RWA

9. Mar 09, 2021

Lecture - Creating Illustrative elements. RWA

10. Mar 16, 2021

Lecture - Packaging Design, typographic and information placement. RWA

11. Mar 23, 2021

Review and critique of projects and prototyping mockup(s) tutorial.

12. Mar 30, 2020

Final Day for Project Two - Project Q&A - Assignment 3 brief and Lecture

13. April 06, 2021

Lecture - Creating a Poster, format requirement review

April 13, 2021

Final Day for Project Three

* RWA: review weekly assignment

Methods of Evaluation

Assignment #1 - Branding, logo design Adobe Illustrator
(might be broken into main and in-class assignments)..... Value 25%

Due date: Wednesday, Feb 09, 2021 - by 8:00pm

Assignment #2 - Packaging & Label Design Adobe InDesign..... Value 45%
(might be broken into main and in-class assignments)

Due date: Wednesday, Mar 30, 2021 - by 8:00pm

Assignment #3 - Advertising Poster Adobe Illustrator & InDesign ... Value 15%
(might be broken into main and in-class assignments)

Due date: Wednesday, April 13, 2020 - by 8:00pm

Attendance & Participation - Value 15%
(grade based on class attendance and weekly assignments)

..... Total 100%

Performance on each section of each assignment will be marked according to a rubric that will add to your total. All assignments are due 8:00pm submission date.

Statement on Use of Electronic Devices

FNB-2070 computer lab is equipped with 27" iMacs (3.4 quad cores with 16 Gigs ram) which is available to all students during the class time to work on in a uniform fashion. Use of personal laptop or tablets are allowed during class but main lab Macs are preferred. Cell/smart phones must be on silent mode during class time. Students must step out of the class room in order to use their cell/smart phones.

Notes from the Dean's Office of the Faculty of Information and Media Studies

Statement on Academic Offences

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site: http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf

Plagiarism: Students must write their essays and assignments in their own words. Whenever students take an idea, or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence.

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com (<http://www.turnitin.com>).

Requirements

1. This is a participatory course. Your efforts and contributions are a critical part of your learning outcome.
2. All assignment deadlines and objectives must be met precisely as outlined on Assignment Briefing Documents. **ANY infraction or late assignment submission will constitute a mark of Zero**, unless cause can be justified and documented. Loss of data does not constitute a rationale for late or incomplete assignment submission. Back up all files on at least two separate remote media. Make a habit of saving your work every few minutes and keep dated versions as you progress.
3. Your full attendance and participation in ALL aspects of this course is expected. It is highly probable that absence from any classes will jeopardize average or above average grades, and may cause failing grades. Any student who arrives late or misses class will not be given personal review of information they have missed.
4. This course is delivered as in-class lectures and demonstrations: therefore, any missed classes result in missed information and/or loss of continuity. We will be initially providing weekly online Zoom sessions to accommodate Provincial Covid19 requirements.

Reading Requirements

There are NO required texts for this course—however, recommended reading resources both print and web based will be delivered during class at the appropriate times.

Required Supplies

Students are responsible for saving remote back-ups of their files and may need to use portable external hard drives, thumb drives, etc. upon their own discretion. The aforementioned are not mandatory, but recommended requirement. A full compliment of drawing tools (pencils, Sharpie markers, blank sketchbook etc.) is required.

Methods of Evaluation

All assignment briefings, objectives, time lines, examples will be posted on the course web site in advance of the start date of the project.

Your final mark will be based on

Fulfilling the objectives and requirements of the assignment briefings with correlation to a reasonable expected standard of professional expertise.

Marking Scheme

There are NO tests or exams in this course.
Marks are solely assignment based.

NOTES FROM THE FIMS DEAN'S OFFICE

Winter 2021

Rights and Responsibilities

The conditions governing a student's ability to pursue their undergraduate education at Western are ratified by Senate and can be found on the Academic Policies section of the University Secretariat:

http://www.uwo.ca/univsec/academic_policies/rights_responsibilities.html

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Plagiarism

Students must write their essays and assignments, including take-home exams, in their own words. Whenever students take an idea, or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence. All papers may be subject to submission for textual similarity review to the commercial plagiarism detection software Turnitin under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system.

Accommodation Policies

Students with disabilities work with Accessible Education (formerly SSD) which provides recommendations for accommodation based on medical documentation or psychological and cognitive testing. The accommodation policy can be found here: [Academic Accommodation for Students with Disabilities](#)

Academic Consideration for Student Absence

Students will have two (2) opportunities during the regular academic year to use an on-line portal to self-report an absence during the term, provided the following conditions are met: the absence is no more than 48 hours in duration, and the assessment

for which consideration is being sought is worth 30% or less of the student's final grade. Students are expected to contact their instructors within 24 hours of the end of the period of the self-reported absence, unless noted on the syllabus. Students are not able to use the self-reporting option in the following circumstances:

- during exam periods,
- absence of a duration greater than 48 hours,
- assessments worth more than 30% of the student's final grade,
- if a student has already used the self-reporting portal twice during the academic year

If the conditions for a Self-Reported Absence are NOT met, students will need to provide a Student Medical Certificate or equivalent documentation, if the absence is medical, or provide appropriate documentation if there are compassionate grounds for the absence in question. Students are encouraged to contact the FIMS Undergraduate Student Services Office to obtain more information about the relevant documentation.

Students should also note that individual instructors are not permitted to receive documentation directly from a student, whether in support of an application for consideration on medical grounds, or for other reasons. **All documentation required for absences that are not covered by the Self-Reported Absence Policy must be submitted to the Academic Counselling office of a student's home Faculty.**

For Western University policy on Consideration for Student Absence, see [Policy on Academic Consideration For Student Absences - Undergraduate Students in First Entry Programs](#) and for the Student Medical Certificate (SMC), see: http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf

In the event of a Covid-19 resurgence, it is possible that different procedures may need to be put in place on short notice.

Religious Accommodation

Students should consult the University's list of recognized religious holidays, and should give reasonable notice in writing, prior to the holiday, to the Instructor and an Academic Counsellor if their course requirements will be affected by a religious observance. Additional information is given in the [Western Academic Calendar](#).

Grading at FIMS

- Normally, first year courses required for entry into an MIT or MPI module (MIT 1020E and MIT 1025F/G) are expected to have a course average between 68-72%.
- Normally, second year required courses (MIT 2000, 2100, 2200, 2500) are expected to have a course average between 70 and 75%.
- Normally, third year required courses (MIT 3000, 3100) are expected to have a course average between 72 and 77%.

Elective courses and 4th year seminars have no recommended course averages.

Support Services

Students who are in emotional/mental distress should refer to Mental Health@Western for a complete list of options about how to obtain help.

<http://www.uwo.ca/uwocom/mentalhealth/>

SUPPORT SERVICES – LINKS

Office of the Registrar:

www.registrar.uwo.ca

Mental Health Support:

<https://www.uwo.ca/health/psych/index.html>

Accessible Education:

http://academicsupport.uwo.ca/accessible_education/index.html

Accessibility Information:

www.accessibility.uwo.ca/

Writing Support Centre:

<http://writing.uwo.ca/>

Learning Skills Services:

<https://www.uwo.ca/sdc/learning/>

Academic Learning and Support for Online Learning:

<https://www.uwo.ca/se/digital/types/academic-and-learning-support.html>

Indigenous Services:

<https://indigenous.uwo.ca/>

Western International:

<https://international.uwo.ca/>

Career Centre:

<http://careerexperience.uwo.ca/>

Appendix A: Suggested Grade Ranges in MIT, MPI and MTP

Guidelines to the MIT Grade Range

These guidelines are benchmarks, and are not to be followed as rigid regulations. They will be adjusted as appropriate to take into account the level of the course and any specific instructions given by a professor. As well, competency in English language usage (including spelling and grammar) may be taken into account in the assignment of grades by individual instructors. Note that the 70-79 grade range is broken into two divisions, as this is the grade range into which a large number of students fall.

90-100 (Outstanding, A+)

The report shows sparkling originality and exhibits a high degree of critical analysis of the topic. Sophisticated synthesis and analysis of the theoretical and conceptual dimensions of the topic are demonstrated. Mastery of complex material and ideas is immediately evident. The topic is treated with sensitivity and subtlety of thought. The quality of the writing and background research is exemplary.

80-89 (Excellent, A)

The report shows originality and exhibits a high degree of critical analysis of the topic; it gets to the heart of the matter with comments and/or questions. It is clearly focused and logically organized. The quality of writing makes the report immediately understandable. Mastery of complex material and ideas is demonstrated. The report is of appropriate length, while preserving the priorities and emphasis of the material, so that the result is meaningful, not simplistic.

75-79 (Very Good, B+)

The report shows above average analysis, critical thinking and independent thought. Claims are supported by ample evidence and the components of the topic are well-researched and presented. The topic is addressed in reasonable depth and/or breadth and covers material appropriate to the course. The analysis is organized around focal points and the argument is easily followed. The report demonstrates an above average ability to write in an intelligible style and to condense material meaningfully and with a concern for priorities of that material.

70-74 (Good, B)

The report shows an attempt at analysis and critical thinking. Claims are supported by reasonable evidence. The topic is addressed in some depth and/or breadth, with references to the appropriate literature and course material. The analysis is organized around focal points. The report is generally well written and well argued.

60-69 (Competent, C)

The report demonstrates adequate comprehension of the topic. The report is on topic and is a reasonable summary of material covered in the course, but goes no further. Facts are stated accurately; the quality of writing is sufficiently intelligible with enough elaboration and enough connections made between ideas to permit a reader to understand the point of the report.

50-59 (Marginal, D)

The report shows less than adequate comprehension of the topic and of the material covered by the course. The report is a less than adequate summary of sources and/or is considerably off-topic. Facts are stated inaccurately or ambiguously; the writing style is difficult to follow; there is insufficient elaboration to permit reader's comprehension of relations among ideas; little judgment is shown in selecting detail for inclusion in the report.

Below 50 (Unacceptable, F)

The report demonstrates a failure to comprehend the topic. The material is disorganized and unintelligible. The report clearly does not meet the minimal requirements of the assignment.

Appendix B: Guidelines of Academic Appeals for FIMS Students

Grounds for Appeal:

The Faculty of Information and Media Studies does not view the appeals process as an opportunity for students to solicit a second opinion on a grade assigned to a particular piece of work. Appeals must pertain to the final grade in a course, and will only be entertained if sufficient grounds for appeal can be met, including: medical or compassionate circumstances, a defect in the evaluation process, bias, inaccuracy or unfairness.

Stages in the Appeals Process:

The first stage of the process is a discussion of the disputed grade with the appropriate Teaching Assistant (if applicable), and subsequently, the course Instructor. For grades assigned to individual assignments, essays, lab reports, projects and tests completed throughout the term, the student first must appeal to the Teaching Assistant or Instructor of the course, within three weeks of the date on which the Instructor or Teaching Assistant returned the assignments to the class. The Appeals Committee will not hear any further appeals about the final grade in any course unless this first step has been taken.

If completion of the first stage has not resolved the matter, the student may appeal the final grade in the course to the FIMS Appeals Committee. Appeals of final grades must be **within the time frame indicated in the Undergraduate Calendar.** It is the student's responsibility to ensure that the appeal is submitted within the deadline. The student shall submit a formal letter to the FIMS Appeals Committee outlining the grounds for the appeal, the remedy sought and relevant materials including the information about when and with whom (Teaching Assistant and/or Instructor) the student met, as described in Stage 1. If the appeal involves a request for work to be regraded, the original marked work and a clean copy (if possible) must be included. If the appeal is commenced once the deadline has passed, it will not be considered either by the Appeals Committee or by the Associate Dean.

The FIMS Appeals Committee has the discretion to determine whether the grounds for appeal have been met.

If the Committee deems that the reasons for the appeal are not legitimate, the Associate Dean will be informed. The appeal will be terminated and the student will be informed.

If the Committee decides that the grounds for appeal have been met, the following steps will be taken:

1. the course Instructor will be shown the appeal letter and offered an opportunity to make a written response;
2. if work is to be regraded, a reader will be appointed who is competent in the area in question and was not involved in the assignment of the original mark. The reader will consider the work in question and will arrive at an independent evaluation. If there is a large discrepancy between the original mark and the regraded mark, a second reader may be appointed by the Committee. **If the appointed reader(s) arrive at a grade within five marks of the original, the original grade will stand.**

The FIMS Appeals Committee will review the evidence and will make a recommendation on the case to the Associate Dean Undergraduate.

The Associate Dean Undergraduate will consider the recommendation from the Appeals Committee, and will make a decision. The student and the instructor will be notified promptly and in writing by the Associate Dean of the decision and of the change in grade, if any. Within the Faculty of Information and Media Studies, the Associate Dean's decision on the matter is final.

Further appeals are possible under certain circumstances to the Senate Review Board Academic (for Undergraduate students) or to the Faculty of Graduate Studies (for Graduate students) but the student should carefully consult the guidelines regarding such Appeals.