

## 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 2022

**Class time** Fridays - 10:30 AM to 1:30 PM

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

**Office Hours** TBD

**Winter Term 2022** OWL/MIT 2600B 002 FW22

**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 a 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 14, 2022

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

2. Jan 21, 2022

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

3. Jan 28, 2022

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

4. Feb 04, 2022

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

5. Feb 11, 2022

Lecture - Finalizing + Critique for Assignment One, RWA

6. Feb 18, 2022

**Assignment One - Submission** - Project Q&A - Assignment 2 brief

7. Feb 25, 2022

**Reading Week** - Research for Assignment 2

8. Mar 04, 2022

Lecture - Adobe Indesign, creating Illustrative elements. RWA

9. Mar 11, 2022

Lecture - Creating Illustrative elements. RWA

10. Mar 18, 2022

Lecture - Packaging Design, typographic and information placement. RWA

11. Mar 25, 2022

**Assignment Two - Submission** - Project Presentation(s) - Assignment 3 brief

12. April 01, 2022

Lecture - Creating a poster. RWA

13. April 08, 2022

**Assignment Three - Submission**

Assignment 3 creative summary and Course Closure

\* 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: Friday, Feb 18, 2022 - by 9:00pm

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

Due date: Wednesday, Mar 25, 2022 - by 9:00pm

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

Due date: Wednesday, April 08, 2022 - by 9:00pm

**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](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 accomodate Provincial Covid19 requirments.

## 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.

## **ACADEMIC ACCOMMODATION**

### **Medical Accommodation**

For Western University policy on accommodation for medical illness, see: [http://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/accommodation\\_medical.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_medical.pdf)

Student Medical Certificate (SMC): [http://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/medicalform.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf)

Students seeking academic accommodation on medical grounds for any missed tests, exams, participation components and/or assignments worth 10% or more of their final grade must apply to the Academic Counselling office of their home Faculty and provide documentation. It will be the Dean's Office that will determine if accommodation is warranted.

For work worth less than 10% of the final grade, the instructor will consider requests for academic accommodation on medical grounds made in a timely manner in writing or by appointment in office hours. Such requests need not be accompanied by documentation. The instructor may, however, decide to require documentation be submitted to the appropriate Academic Counselling office.

Students should also note that individual instructors are not permitted to receive documentation directly from a student, whether in support of an application for accommodation on medical grounds, or for other reasons. All documentation must be submitted to the Academic Counselling office of a student's home Faculty.

### **Compassionate Accommodation**

Academic accommodation (extensions, makeup tests and exams, additional assignments etc.) may be given to students on compassionate grounds. The situations for which compassionate accommodation can be given must be serious, including significant events such as death in the immediate family, trauma (fire, robbery, harassment, muggings, car accidents, etc.) or emergency situations. Documentation is required.

If a member of your immediate family is seriously ill, obtain a medical certificate from the family member's physician and submit the documentation to your Academic Counsellor. If you have been involved in a severe accident, fire or some other exceptional crises, obtain a copy of the police report or be prepared to provide the necessary documentation upon request.

### **Bereavement**

Generally, for deaths within a student's immediate family (parents, guardians, caregivers, siblings, spouses), bereavement leave is granted, upon provision of documentation.

For deaths within a student's extended family, academic accommodation is given for one to three days, upon provision of documentation. Students seeking additional bereavement leave for religious or other reasons should contact their Academic Counsellors, and provide valid documentation.

### **Self Reported Absence**

Work that has been deferred following an SRA is due 48 hours following the end of the SRA. [https://registrar.uwo.ca/academics/academic\\_considerations/self\\_reported\\_absences\\_faqs.html](https://registrar.uwo.ca/academics/academic_considerations/self_reported_absences_faqs.html)

## COVID-19 INFORMATION

1. In the event of a COVID-19 resurgence during the course that necessitates the course delivery moving away from face-to-face interaction, all remaining course content will be delivered entirely online, either synchronously (i.e., at the times indicated in the timetable) or asynchronously (e.g., posted on OWL for students to view at their convenience). The grading scheme will not change. Any remaining assessments will also be conducted online as determined by the course instructor.
2. Students will be expected to wear triple layer non-medical masks at all times in the classroom as per university policy and public health directives. Students who are unable to wear a mask for medical reasons should seek accommodation through Accessible Education.
3. Students are expected not to eat or drink while in class to ensure masks stay in place. Students will be able to eat and drink outside of the classroom during scheduled breaks.

## SUPPORT SERVICES

Students who are in emotional/mental distress should refer to Mental Health@Western <http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help.

### Other support services on campus:

Office of the Registrar: [www.registrar.uwo.ca](http://www.registrar.uwo.ca)

Student Development Centre: [www.sdc.uwo.ca](http://www.sdc.uwo.ca)

Psychological Services: [www.sdc.uwo.ca/psych](http://www.sdc.uwo.ca/psych)

Services for Students with Disabilities: [www.sdc.uwo.ca/ssd](http://www.sdc.uwo.ca/ssd)

Accessibility Information: [www.accessibility.uwo.ca/](http://www.accessibility.uwo.ca/)

Writing Support Centre: [www.sdc.uwo.ca/writing](http://www.sdc.uwo.ca/writing)

Learning Skills Services: [www.sdc.uwo.ca/learning](http://www.sdc.uwo.ca/learning)

Indigenous Services: [indigenous.uwo.ca/](http://indigenous.uwo.ca/)

International and Exchange Student Centre: [www.sdc.uwo.ca/int](http://www.sdc.uwo.ca/int)

Career Centre at Western: [www.success.uwo.ca/careers/](http://www.success.uwo.ca/careers/)