## The University of Western Ontario

Faculty of Information and Media Studies
Media, Information and Technoculture

**MIT3665B 002**- Advanced Graphic Design
3 hours lecture/lab, non-essay half course

**Winter Term 2021/22**

**Class time**  Tuesdays - 9:30am - 12:30pm
**Class location**  Faculty of Information and Media Studies - FNB 2070
**Office Hours**  TBD
**Course Web Site**  MIT 3665B 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 Description

This course focuses in the creative and production side of Graphic design with real world applications. While the current focus of this course is on production, the assignments further students to elements of visual literacy, including Space & layout, Line, Shape, Texture, Value/Tone, Color/Hue, Balance, Typography, etc. Image making, illustration, photography, and digital artwork will be explored with a higher level of expectations. Two substancial, multifaceted projects will be provided that include multiple applications as well as hands on, physical mock-ups will be part of this challenging 12 week session.

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

Adobe Creative Cloud (CC) production package that includes:

• Adobe Acrobat Professional CC
• Adobe Illustrator CC
• Adobe Photoshop CC
• Adobe InDesign CC
• Adobe Type Kit CC

*Please note: 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*

## Course Objectives

Students who take this course will:

1. Will apply theoretical elements, principles and processes to actual design applications.
2. Explore how creativity and objectivity affect the design parameters of visual communications with an emphasis on tangible design.
3. Create, develop and produce written design stategies in conjuction with design projects with an emphasis on in-class verbal presentations.
4. Apply the digital tools of vector, bitmap, document and presentation/communication software in actual 3D mock-ups and real world applications.


## Requirements

1. Ideally previous course of MIT 2600B 002, Introduction to Graphic Design is required.

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 rational 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 including in-class input, and verbal critique(s).

4. This course is delivered as in-class lectures and demonstrations: therefore, any missed classes result in missed information and/or loss of continuity. Zoom sessions will be recorded and posted, there are no handouts given in the course.

## 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, all forms of art making media, blank sketchbook, iPad (Procreate) 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.
A rubric is established for each Assignment to evaluate a final grade.

**Assignment #1** - Postage Stamp + Point of Purchase Materials
(a series of stages and deadlines throughout the 8 weeks).............. Value 45%
**Due date: Tuesday Mar 01, 2022, 9:00PM**

**Assignment #2** - Record Cover + Packaging
(a series of stages and deadlines throughout the 6 weeks).............. Value 40%
**Due date: Tuesday Apr 05, 2022, 9:00PM**

**Participation** - Attendance + In-Class Participation
(show up and speak up).................................................................. Value 15%

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## Weekly Topics

1. Jan 11, 2022 . Course Introduction to Advanced Graphic Design and to Assignment One

2. Jan 18, 2022 . Lecture/Guest Speaker - Review work and presentations of Step One

3. Jan 25, 2022 . Lecture/Design - Review work and presentations of Step One

4. Feb 01, 2022 . Lecture/Design - Review work and presentations of Step Two

5. Feb 08, 2022 . Documentary - Review work and presentations of Step Three

6. Feb 15, 2022 . Review Doc and presentations of Step Four. Final project reviews.

7. Feb 22, 2022 . Reading Week (Feb 19-27)

8. Mar 01, 2022 . Final Day for Assignment One - Q&A - Assignment 2 brief

9. Mar 08, 2022 . Assignment Review, Lecture/Guest Speaker

10. Mar 15, 2022 . Lecture/Design - Review work and presentations of Step One

11. Mar 22, 2022 . Lecture/Design - Review work and presentations of Step Two

12. Mar 29, 2022 . Documentary - Review work and presentations of Step Three

13. Apr 05, 2022 . Final Day for Project Two - Final Q&A - Summary, Course Closure

## Statement on Use of Electronic Devices

IMC 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 time unless for students. 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).

Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

## ACADEMIC ACCOMMODATION

## Medical Accommodation

Please reference Western Univeristy for current medical accomodations, Self Reported Absence and weekly updates regarding Covid 19 protocols. If absent for 2 consecutive weeks of class, a student must contact FIMS Administration to review missed classes and potential future sessions.

## 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.

## 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.

### SDC's Learning Skills Services, Rm 4100 WSS, www.sdc.uwo.ca/learning

LS counsellors are ready to help you improve your learning skills. They offer presentations on strategies for improving time management, multiple-choice exam preparation/writing, textbook reading, and more. Peer support is offered throughout the Fall/Winter terms in the drop-in PAL Centre, and Individual Counselling is available year round.

### Other support services on campus:

**Office of the Registrar:** www.registrar.uwo.ca

**Student Development Centre:** www.sdc.uwo.ca

**Psychological Services:** www.sdc.uwo.ca/psych

**Services for Students with Disabilities:** www.sdc.uwo.ca/ssd

**Accessibility Information:** www.accessibility.uwo.ca/

**Writing Support Centre:** www.sdc.uwo.ca/writing

**Learning Skills Services:** www.sdc.uwo.ca/learning

**Indigenous Services:** indigenous.uwo.ca/

**International and Exchange Student Centre:** www.sdc.uwo.ca/int

**Career Centre at Western:** www.success.uwo.ca/careers/