NEWM N201
Design Issues in Digital Media

Department of Human-Centered Computing
Indiana University School of Informatics and Computing, Indianapolis
Fall 2013 – 3 Credit Hours

Lecture:
31498 6–7:15 pm Tuesdays IT 252

Laboratory:
32125 1–2:15 pm Thursdays IT 271
32126 3–4:15 pm Thursdays IT 271

Website: https://oncourse.iu.edu/

Instructor: Susan Tennant, MFA, Assistant Director, Media Arts and Science Program, Clinical Associate Professor

Office Hours: Tuesday 3–4 pm and Wednesdays 3–4 pm or by appointment

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COURSE DESCRIPTION
Exploration of the traditional principles of visual design, as expressed in digital design tools and applied to digital media. Topics include visual literacy, fundamental design elements and design principles, and their expression in various tools for digital design. Hands-on practice with applying design principles in several projects.

EXTENDED COURSE DESCRIPTION
This course focuses on communication design for interactive multimedia platforms. Students are challenged to research, develop, and produce interactive concepts, scenarios, formats, products, and communication strategies within a process that places a strong emphasis on information design. Critical reflections on the student’s role as a designer of communication processes and the contexts in which these processes occur constitute a vital part of this course. Basic perspective drawing, composition design, color theory and constructive criticism will be part of the skills students will acquire.

In this course, content related issues figure prominently. Content that was traditionally communicated by means of one-way media is now delivered in an interactive process in which the consumer is actively participating. This course places a strong emphasis on asking, “What are the implications for content design of producing, distributing, consuming content on interactive multimedia platforms?” This question touches a range of domains related to the structure and organization of information in time and space, the visualization of information, the design and production process, distribution models and strategies of distributors, and the design of the experience/context by which this information is consumed by the end-user(s).
**Required Textbook:**
*Design Basics (7th edition)*
David A. Laure and Stephen Pentak
Cengage Learning
ISBN-10: 0495500860

**Recommended References (Optional):**
*Visual Explanations Images and Quantities, Evidence and Narrative*
Edward Tufte
Graphics Press
*Envisioning Information*
Books are available from the IUPUI Library.

**Required Equipment:**
- Laptop computer (Laptop Policy: [http://soic.iupui.edu/technology/laptop/](http://soic.iupui.edu/technology/laptop/)) for writing, illustrating, and taking notes in class (It is the student’s responsibility to take notes; the instructor does not post notes.)
- Digital camera or camera phone
- Sketchbook (or paper), pencil, ruler, and eraser

**Required Software:**
All software required for this course may be downloaded free of charge from [http://iuware.iu.edu](http://iuware.iu.edu) or purchased with media for a nominal fee from Barnes & Noble @IUPUI Bookstore.
- Microsoft Office Suite
  - Word
  - PowerPoint
- Adobe Creative Suite
  - Illustrator
  - Photoshop
  - Premier
Documents should be submitted thorough OnCourse in PDF format. (Should you need assistance, contact the instructor.)
STUDENT LEARNING OUTCOMES

1. Hone problem-solving skills to resolve design issues in visual communication and digital media technologies through research, brainstorming with others, experimentation, and analysis.
2. Apply the design process in the development of digital media to communicate visually instead of verbally.
3. Generate and evaluate a multiplicity of designs to discover improved solutions.
4. Create work that demonstrates an understanding of the target audience.
5. Research design issues in digital media from the following perspectives: visual, content-related, technological, and human factors.
6. Communicate ideas, exhibiting adept visual, written, and oral presentation skills.
7. Collaborate effectively with peers while critiquing each other’s work, exhibiting adept group communication, decision making, and negotiation skills.
8. Apply the following design principles and conventions in the creation of digital media: perspective drawing composition, color theory, unity, emphasis and focal point, scale and proportion, symmetry/asymmetry, balance and organization, visual rhythm, topography, and working with grids.
9. Apply the following design elements in the creation of digital media: line, shape and volume, pattern and texture, illusion of space, illusion of motion, color, value, and shading.
10. Make conceptual, aesthetic, and technical decisions based on design principles.
11. Develop a communication design portfolio exhibiting design proficiency and disciplinary professionalism.
12. Design a still and moving corporate logo.
13. Communicate visually through the design of print media.
14. Communicate visually through the design of Web and mobile media.
15. Create informational graphics for digital media.

The success of each assignment or project will depend upon how well you preplan the assignment and develop a workable solution.

PRINCIPLES OF UNDERGRADUATE LEARNING (PULs):

This course is designed to demonstrate IUPUI’s principles of undergraduate learning (PULs):

1. Core communication: written, oral and visual skills  
2. Core communication: Quantitative skills  
3. Core communication: information resources skills

2. Critical thinking

3. Integration and application of knowledge

4. Intellectual depth, breadth, and adaptiveness

5. Understanding society and culture

6. Values and ethics

- 1A. Some emphasis
- 1B. Moderate emphasis
- 1C. Some emphasis
- 2. Moderate emphasis
- 4. Major emphasis
- 5. Some emphasis
- 6. Moderate emphasis
SCHEDULE AND ASSIGNMENTS

AUGUST

Week 1  08.20.12

Lecture Topic 1: Design Issues
Explanation of lecture and lab, expectations
  • Review syllabus, rules, expectations, guidelines, regulations, bathroom breaks, and protocol.

Lab: drawing exercises; bring paper and pencil
  • Assignment: Get the textbook and read chapter 1: Design process

Week 2  08.27.13

Lecture Topic 2: Critical Thinking
Developing critical thinking and problem solving skills that apply to design issues in digital media
  • Review: Chapter 1 Design Process
  • Logo design
  • http://www.wellsdrew.com/blog/greatest-logos-of-all-time/

Lab: drawing exercises- composition design overview Logos in a box using isometric exercise make block letters of your name and or initials and create a logo. Think about personality, emphasis, purpose of the logo and company.
  • Assignment: Read Chapter 2: Unity pages 28-40

SEPTEMBER

Week 3  09.03.13

Lecture Topic 3: Design Principles—Looking, thinking, and doing
  • Review Chapter 2: Unity pages 28-40
  TED Talk: John Maeda, president of RISD on how art, technology, and design inform creative leaders:
    http://www.ted.com/talks/john_maeda_how_art_technology_and_design_inform_creative_leaders.html

Lab: Drawing exercises – shape and form, intro to perspective drawing, review type
  • Assignment: Read Chapter 2: Unity pages 42-52
  • Assignment: Presentation

Read the article: Design issues in Europe Today also located under resources.

Week 4  09.10.13

Lecture Topics: Visual design issues in digital media; Unity
  Ted talk Kevin Allocca: Why video goes viral
  • Review: Chapter 2: Unity pages 42-52

Lab: composition design overview
  Due: Assignment: Presentation
• **Assignment:** Read Chapter 3: Emphasis and focal point

Week 5 09.17.13

**Lecture Topics:** Emphasis and Focal Point, Typography

• Review: Chapter 3

**Lab:** Introduction to Adobe Illustrator and logo design

• **Assignment:** Logo design for still and motion graphics
• **Assignment:** Read Chapter 4: Scale and Proportion

Week 6 09.24.13

**Lecture Topic:** Visual design issues in digital media: Scale and Proportion

• Review Chapter 4:

**Lab:** Logo and motion graphics

**Due Assignment:** Logo still #1

• **Assignment:** Read Chapter 5: Symmetrical/Asymmetrical
• **Assignment:** Work on motion graphic for logo

OCT

Week 7 10.01.13

**Lecture Topic:** Balance and organization

• Review: Chapter 5: Symmetrical/Asymmetrical

**Lab:** Poster design layout

**Due Assignment:** Logo motion #2

• **Assignment:** Poster
• **Assignment:** Read Chapter 6: Visual Rhythm

Week 8 10.08.13

**Lecture Topic:** Rhythm and Motion

• Review chapter 6: Visual rhythm

**Lab:** Environmental graphics layout

**Due Assignment:** Poster

• **Assignment:** Billboard
• **Assignment:** Read Chapters 7 and 8

Week 9 10.15.11 FALL BREAK NO CLASS

Week 10 10.22.13

**Lecture Topic:** Design elements: Line, shape/volume

• Review Chapter 7 and 8

**Lab:** Mockups and layout for websites

• **Assignment:** Read Chapter 9–11

**Due:** **Assignment:** Billboard

• **Assignment:** Website Mockup
Week 11 10.29.13
Lecture Topic: Illusion of Space and perspective, pattern and texture
  • Review: Read Chapters 9–11
Lab: Advanced Perspective drawing exercises
  • Assignment: Read Chapters 12–13
  • Assignment: work on Website mockup

NOV
Week 12 11.05.13
Lecture Topic: Design issues in time-based digital media
  • Review Chapters 12–13
Lab: Color and value
**Due Assignment:** Website Mockup
  • Assignment: Mobile Mockup

Week 13 11.12.13
Lecture:
Lab: Color and shading
  • Assignment: work on Mobile mock up
  • Assignment: Research Edward Tufte

Week 14 11.19.13
Lecture Topic: Information design; #1
  • Review: Edward Tufte
Lab: Information design using grids/ Maps
**Due Assignment:** mobile design mock up

Week 15 11.26.13
Lecture: Lecture Topic: Information design; #2
  • How to create informational graphics: maps, airline safety, etc.
Lab: Information design—maps with landmarks
  • Assignment: Digital map

DEC
Week 16 12.03.13
  • Review of class, faculty evaluations
12.05.13 Last class
**Due:** Assignment: Digital Map
  • Assignment: Have a great holiday
ASSIGNMENTS

**Presentation** 5 points
Research design issues in digital media from the following perspectives: visual, content-related, technological, and human factors, and create a digital presentation of 10 minute maximum.

**Digital logo** 10 points
1. Develop a still graphical logo for a new online company. 5 points
2. Develop a motion graphical logo for the new online company. 5 points

**Poster** 20 points
Develop a poster graphic of the new online company that incorporates the logo

**Billboard** 20 points
Develop an environmental graphic of the new online company that incorporates the logo

**Website mockup** 20 points
Create a mock up of a website for desktop or laptop computer of the new company that incorporates the logo and menu items: Home page and 4–6 screens

**Mobile device mockup** 20 points
Using your website mock up develop a design for a mobile device of the new company that incorporates the logo, all or part of the environmental graphics and menu items: Home page and 4–6 screens

**Digital map** 5 points
Create a digital map of the route from your home to ICTC using landmarks (images) incorporated into the map. You can download the map and alter it to fit this assignment.

**Total points** 100 points

**Grading Scale:**

A+ 100% Professional level work, showing highest level of achievement
A  93–99% Extraordinarily high achievement, quality of work; shows command of the subject matter
A−  90–92% Excellent and thorough knowledge of the subject matter
B+  87–89% Above average understanding of material and quality of work
B  83–86% Mastery and fulfillment of all course requirements; good, acceptable work
B−  80–82% Satisfactory quality of work
C+  77–79% Minimally acceptable performance and quality of work
C  73–76% Unacceptable work, does not demonstrate mastery
C−  70–72% Unacceptable work
D+  67–69% Unacceptable work
D  63–66% Unacceptable work
D−  60–62% Unacceptable work
F  Below 60 Failure
EXPECTATIONS, GUIDELINES, AND POLICIES

Attendance:
A basic requirement of this course is that you will participate in all class meetings, whether online or face-to-face, and conscientiously complete all required course activities and assignments. Class attendance is required for classroom-based courses. It entails being present and attentive for the entire class period. Attendance shall be taken in every class. If you do not sign the attendance sheet while in class, you shall be marked absent. Signing the attendance sheet for another student is prohibited. The instructor is required to submit to the Registrar a record of student attendance, and action shall be taken if the record conveys a trend of absenteeism.

Only the following are acceptable excuses for absences: death in the immediate family (e.g. mother, father, spouse, child, or sibling), hospitalization or serious illness; jury duty; court ordered summons; religious holiday; university/school coordinated athletic or scholastic activities; an unanticipated event that would cause attendance to result in substantial hardship to one’s self or immediate family. Absences must be explained with the submission of appropriate documentation to the satisfaction of the instructor, who will decide whether missed work may be made up. Absences that do not satisfy the above criteria are considered unexcused. To protect your privacy, doctor’s excuses should exclude the nature of the condition and focus instead on how the condition impacts your attendance and academic performance.

Missing class reduces your grade through the following grade reduction policy: You are allowed two excused or unexcused absences. Each additional absence, unless excused, results in a 5% reduction in your final course grade. More than six absences result in an F in the course. Missing class may also reduce your grade by eliminating opportunities for class participation. For all absences, the student is responsible for all covered materials and assignments.

Incomplete:
The instructor may assign an Incomplete (I) grade only if at least 75% of the required coursework has been completed at passing quality and holding you to previously established time limits would result in unjust hardship to you. All unfinished work must be completed by the date set by the instructor. Left unchanged, an Incomplete automatically becomes an F after one year. [http://registrar.iupui.edu/incomp.html](http://registrar.iupui.edu/incomp.html)

Deliverables:
You are responsible for completing each deliverable (e.g., assignment, quiz) by its deadline and submitting it by the specified method. Deadlines are outlined in the syllabus or in supplementary documents accessible through OnCourse. Should you miss a class, you are still responsible for completing the deliverable and for finding out what was covered in class, including any new or modified deliverable. In fairness to the instructor and students who completed their work on time, a grade on a deliverable shall be reduced 10%, if it is submitted late and a further 10% for each 24-hour period it is submitted after the deadline.
Communication
All class documents, including the syllabus and assignments, will be posted on OnCourse. Feel free to email me at any time with questions or concerns.

Class Format
Our time in the classroom will combine lectures, demonstrations, and lab exercises.

Homework
All assignments will be discussed during class and posted on OnCourse.

Workload
This class will include a number of homework assignments designed to reinforce the concepts presented in class. As you budget your time for the semester, you should anticipate spending several hours per week to finish and refine your assignments and final project.

Due Dates
Any assignment will be accepted up to 24 hours after the due date at a 50% reduced credit. Assignments will not be accepted after this 24-hour period.

Plagiarism
Use of another’s work in your animation assignments without proper attribution is plagiarism. In this class, the majority of your animation and assets are expected to be your own work. Document your sources along with the project should you use any assets that are not your own. Any project deemed to be using significantly amounts of plagiarized content will receive a failing grade (50% of the projects total worth).

CODE OF CONDUCT
All students should aspire to the highest standards of academic integrity. Using another student’s work on an assignment, cheating on a test, not quoting or citing references correctly, or any other form of dishonesty or plagiarism shall result in a grade of zero on the item and possibly an F in the course. Incidences of academic misconduct shall be referred to the Department Chair and repeated violations shall result in dismissal from the program.

All students are responsible for reading, understanding, and applying the Code of Student Rights, Responsibilities and Conduct and in particular the section on academic misconduct. Refer to The Code > Responsibilities > Academic Misconduct at http://www.indiana.edu/~code/. All students must also successfully complete the Indiana University Department of Education “How to Recognize Plagiarism” Tutorial and Test. https://www.indiana.edu/~istd You must document the difference between your writing and that of others. Use quotation marks in addition to a citation, page number, and reference whenever writing someone else’s words (e.g., following the Publication Manual of the American Psychological Association). To detect plagiarism instructors apply a range of methods, including Turnitin.com. http://www.ulib.iupui.edu/libinfo/turnitin
Academic Misconduct:

1. **Cheating:** Cheating is considered to be an attempt to use or provide unauthorized assistance, materials, information, or study aids in any form and in any academic exercise or environment.
   
a. A student must not use external assistance on any “in-class” or “take-home” examination, unless the instructor specifically has authorized external assistance. This prohibition includes, but is not limited to, the use of tutors, books, notes, calculators, computers, and wireless communication devices.
   
b. A student must not use another person as a substitute in the taking of an examination or quiz, nor allow other persons to conduct research or to prepare work, without advanced authorization from the instructor to whom the work is being submitted.
   
c. A student must not use materials from a commercial term paper company, files of papers prepared by other persons, or submit documents found on the Internet.
   
d. A student must not collaborate with other persons on a particular project and submit a copy of a written report that is represented explicitly or implicitly as the student’s individual work.
   
e. A student must not use any unauthorized assistance in a laboratory, at a computer terminal, or on fieldwork.
   
f. A student must not steal examinations or other course materials, including but not limited to, physical copies and photographic or electronic images.
   
g. A student must not submit substantial portions of the same academic work for credit or honors more than once without permission of the instructor or program to whom the work is being submitted.
   
h. A student must not, without authorization, alter a grade or score in any way, nor alter answers on a returned exam or assignment for credit.

2. **Fabrication:** A student must not falsify or invent any information or data in an academic exercise including, but not limited to, records or reports, laboratory results, and citation to the sources of information.

3. **Plagiarism:** Plagiarism is defined as presenting someone else’s work, including the work of other students, as one’s own. Any ideas or materials taken from another source for either written or oral use must be fully acknowledged, unless the information is common knowledge. What is considered “common knowledge” may differ from course to course.
   
a. A student must not adopt or reproduce ideas, opinions, theories, formulas, graphics, or pictures of another person without acknowledgment.
   
b. A student must give credit to the originality of others and acknowledge indebtedness whenever:
      1. directly quoting another person’s actual words, whether oral or written;
      2. using another person’s ideas, opinions, or theories;
      3. paraphrasing the words, ideas, opinions, or theories of others, whether oral or written;
      4. borrowing facts, statistics, or illustrative material; or
5. offering materials assembled or collected by others in the form of projects or collections without acknowledgment

4. **Interference**: A student must not steal, change, destroy, or impede another student’s work, nor should the student unjustly attempt, through a bribe, a promise of favors or threats, to affect any student’s grade or the evaluation of academic performance. Impeding another student’s work includes, but is not limited to, the theft, defacement, or mutilation of resources so as to deprive others of the information they contain.

5. **Violation of Course Rules**: A student must not violate course rules established by a department, the course syllabus, verbal or written instructions, or the course materials that are rationally related to the content of the course or to the enhancement of the learning process in the course.

6. **Facilitating Academic Dishonesty**: A student must not intentionally or knowingly help or attempt to help another student to commit an act of academic misconduct, nor allow another student to use his or her work or resources to commit an act of misconduct.

**OTHER POLICIES**

1. **IUPUI course policies**: A number of campus policies governing IUPUI courses may be found at the following link: [http://registrar.iupui.edu/course_policies.html](http://registrar.iupui.edu/course_policies.html)

2. **Classroom civility**: To maintain an effective and inclusive learning environment, it is important to be an attentive and respectful participant in lectures, discussions, group work, and other classroom exercises. Thus, unnecessary disruptions should be avoided, such as ringing cell phones engagement in private conversations and other unrelated activities. Cell phones, media players, or any noisy devices should be turned off during a class. Texting, surfing the Internet, and posting to Facebook or Twitter during class are generally not permitted. Laptop use may be permitted if it is used for taking notes or conducting class activities. Students should check with the instructor about permissible devices in class. IUPUI nurtures and promotes “a campus climate that seeks, values, and cultivates diversity in all of its forms and that provides conditions necessary for all campus community members to feel welcomed, supported, included, and valued” (IUPUI Strategic Initiative 9). IUPUI prohibits “discrimination against anyone for reasons of race, color, religion, national origin, sex, sexual orientation, marital status, age, disability, or [veteran] status” (Office of Equal Opportunity). Profanity or derogatory comments about the instructor, fellow students, invited speakers or other classroom visitors, or any members of the campus community shall not be tolerated. A violation of this rule shall result in a warning and, if the offense continues, possible disciplinary action.

3. **Right to revise**: The instructor reserves the right to make changes to this syllabus as necessary and, in such an event, will notify students of the changes immediately.

4. **Bringing children to class**: To ensure an effective learning environment, children are not permitted to attend class with their parents, guardians, or childcare providers.

5. **Disabilities Policy**: In compliance with the Americans with Disabilities Act (ADA), all qualified students enrolled in this course are entitled to reasonable accommodations. Please notify the instructor during the first week of class of
accommodations needed for the course. Students requiring accommodations because of a disability must register with Adaptive Educational Services (AES) and complete the appropriate AES-issued before receiving accommodations. The AES office is located at UC 100, Taylor Hall (Email: aes@iupui.edu, Tel. 317 274-3241). Visit http://aes.iupui.edu for more information.

6. **Administrative Withdrawal:** A basic requirement of this course is that students participate in all class discussions and conscientiously complete all required course activities and/or assignments. If a student is unable to attend, participate in, or complete an assignment on time, it is the student’s responsibility to inform the instructor. If a student misses more than half of the required activities within the first 25% of the course without contacting the instructor, the student may be administratively withdrawn from this course. Administrative withdrawal may have academic, financial, and financial aid implications. Administrative withdrawal will take place after the full refund period, and a student who has been administratively withdrawn from a course is ineligible for a tuition refund. Contact the instructor with questions concerning administrative withdrawal.

7. **Emergency Preparedness:** Safety on campus is everyone’s responsibility. Know what to do in an emergency so that you can protect yourself and others. For specific information, visit the emergency management website. [http://protect.iu.edu/emergency](http://protect.iu.edu/emergency)

**MISSION STATEMENT**

The Mission of IUPUI is to provide for its constituents excellence in

- Teaching and Learning;
- Research, Scholarship, and Creative Activity; and
- Civic Engagement.

With each of these core activities characterized by

- Collaboration within and across disciplines and with the community;
- A commitment to ensuring diversity; and
- Pursuit of best practices.

IUPUI’s mission is derived from and aligned with the principal components—Communities of Learning, Responsibilities of Excellence, Accountability and Best Practices—of Indiana University’s Strategic Directions Charter.

**STATEMENT OF VALUES**

IUPUI values the commitment of students to learning; of faculty to the highest standards of teaching, scholarship, and service; and of staff to the highest standards of service. IUPUI recognizes students as partners in learning. IUPUI values the opportunities afforded by its location in Indiana’s capital city and is committed to serving the needs of its community. Thus, IUPUI students, faculty, and staff are involved in the community, both to provide educational programs and patient care and to apply learning to community needs through service. As a leader in fostering collaborative relationships, IUPUI values collegiality, cooperation, creativity, innovation, and entrepreneurship as well as honesty, integrity, and support for open inquiry and dissemination of findings. IUPUI is committed to the personal and professional development of its students, faculty, and staff and to continuous improvement of its programs and services.