

# N201

## DESIGN ISSUES IN DIGITAL MEDIA

Department of Human-Centered Computing  
Media Arts and Sciences Program  
Indiana University School of Informatics and Computing, Indianapolis  
Section No.: 22009      Credit Hours: 3      Prerequisite: N100

**First meeting: Monday, January 10, 2022 3:00 – 4:15 pm - Innovation Hall Room 102**

### Course Description

Design Issues in Digital Media focuses how digital media technology has changed the landscape for information design and media centered communication. In this course, students are challenged to research, develop and critically explore issues in digital media such as positive and or negative attributes of formats, file types, resolution, size, usage, design elements, content, and audience. Students will develop concepts, scenarios and communication strategies that place a strong emphasis on issues dealing with design issues that are problematic due to human-centered issues, design and or technology. The class will engage in constructive criticism and use analytical methods for evaluative purposes, which will focus on lessons learned.

### How to Contact Me

Please feel free to contact me using the information below:

- **Instructor Name:** Rodney Smith
- **Email:** smithrom@iupui.edu
- **Phone:** 317 278 7624
- **Zoom link:** <https://iu.zoom.us/j/3465103986>
- **Response time:** within 24 hours
- **Office hours:**
  - **Method:** Zoom by appointment
  - **Signup instructions:** send me an email via Canvas Inbox to arrange an appointment
- **When new material is added to the site, I will notify you by:** Canvas Inbox - Please watch your messages.
- To ensure you receive notifications, please refer to: [How do I set my Canvas notification preferences as a student?](#)

### Required Text

Available free from [Skillport](#)

White Space is Not Your Enemy: A Beginner's Guide to Communicating Visually through Graphic, Web & Multimedia Design  
by Kim Golombisky and Rebecca Hagen, Focal Press, 2010.

## Technical Requirements

You will need the following in order to participate in this course:

- Computer or tablet;
- Reliable internet connection;
- Microphone;
- Some way to make and post a simple video (e.g., using a webcam, or a smartphone);
- Access to Canvas using a [supported web browser](#).
- [Top Hat](#)

If you need assistance meeting these requirements, please contact your [campus student affairs office \(Links to an external site.\)](#), which can provide you with up-to-date information on resources specifically available to your campus.

## Tools We'll Be Using

- Canvas
- Zoom
- Kaltura
- Google
- MS Office
- Adobe Creative Cloud

## Resources

- [UIITS Tech Support: \(Links to an external site.\)](#) Open 24/7 to help with your technology questions.
- [Coronavirus COVID-19 FAQ: \(Links to an external site.\)](#) The most up-to-date resource to address questions about COVID-19 in the IU community.
- [Canvas Student Guide: \(Links to an external site.\)](#) Detailed instructions for using Canvas as a student.
- [IU Knowledge Base: \(Links to an external site.\)](#) Find answers to your detailed questions about technology at IU.

## Grade Breakdown

Quizzes/Discussions	= 100 points
Homework Assignments	= 100 points
Project #1 – Social Media Graphic	= 200 points
Project #2 – App Design Prototype	= 200 points
Project #3 – Adobe InDesign Project (Milemarker)	= 200 points
Final Project – Digital Press Kit	= 200 points

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**Total Possible Points = 1000**

## Grading Scale

A+     100% +     Professional level work, showing highest level of achievement

A	93–99.99%	Extraordinarily high achievement, quality of work; shows command of the subject matter
A–	90–92.99%	Excellent and thorough knowledge of the subject matter
B+	87–89.99%	Above average understanding of material and quality of work
B	83–86.99%	Mastery and fulfillment of all course requirements; good, acceptable work
B–	80–82.99%	Satisfactory quality of work
C+	77–79.99%	Modestly acceptable performance and quality of work
C	73–76.99%	Minimally acceptable performance and quality of work
C–	70–72.99%	Unacceptable work (Core course must be repeated for credit)
D+	67–69.99%	Unacceptable work (Course must be repeated for credit)
D	63–66.99%	Unacceptable work
D–	60–62.99%	Unacceptable work
F	Below 60	Unacceptable work

**Class Schedule (may be updated at any time)**

Week/Start Date	Topic	Reading Assignment
Week 1 starting Jan 10	Syllabus and general overview of semester. What is Design?	Chapter 1 - What is Design?
Week 2 starting Jan 17	<b>No Class Meeting Jan 17 – MLK Jr. Day</b>	Chapter 3 – I Need to Design This Today
Week 3 starting Jan 24	Design Issues with Layout, Part 1	Chapter 4 - Layout Sins Chapter 7, Layout
Week 4 starting Jan 31	Design Issues with Layout, Part 2	
Week 5 starting Feb 7	Design Issues with Typography	Chapter 8, Type
Week 6 starting Feb 14	Design Issues with Color	Chapter 9 - Color Basics
Week 7 starting Feb 21	Design Issues with Websites	Chapter 14 Designing For The Web
Week 8 starting Feb 28	Design Issues with Mobile Applications	Chapter 10 - Adding Visual Appeal

Week 9 starting Mar 7	Design Issues with Infographics	Chapter 11, The Scoop on Infographics
Week 10 starting Mar 14	<b>No Class Meeting – Spring Break</b>	
Week 11 starting Mar 21	Design Issues with Infographics	Chapter 13 Multimedia Components
Week 12 starting Mar 28	Design Issues with Infographics	
Week 13 starting Apr 4	Design Issues with Photography	
Week 14 starting Apr 11	Design Issues with Video	
Week 15 starting Apr 18	No Class Meeting - Project Workday	
Week 16 starting Apr 25	Project Showcase	
Week 17 starting May 2	<b>No Class Meeting - Finals Week</b>	

## Learning Outcomes Key

<b>Revised Bloom's Taxonomy (RBT)</b>	
1. Remembering, 2. Understanding, 3. Applying, 4. Analyzing, 5. Evaluating, 6. Creating	
<b>IUPUI+</b>	
<b><u>Profile 1: Communicator</u></b>	<b><u>Profile 2: Problem Solver</u></b>
<ol style="list-style-type: none"> <li>1. Evaluates Information</li> <li>2. Listens Actively</li> <li>3. Builds Relationships</li> <li>4. Convey Ideas Effectively</li> </ol>	<ol style="list-style-type: none"> <li>1. Thinks Critically</li> <li>2. Collaborates</li> <li>3. Analyzes, Synthesizes, and Evaluates</li> <li>4. Perseveres</li> </ol>
<b><u>Profile 3: Innovator</u></b>	<b><u>Profile 4: Community Contributor</u></b>
<ol style="list-style-type: none"> <li>1. Investigates</li> <li>2. Creates/Designs</li> <li>3. Confronts Challenges</li> <li>4. Makes Decisions</li> </ol>	<ol style="list-style-type: none"> <li>1. Builds Community</li> <li>2. Respectfully Engages Own and Other Cultures</li> <li>3. Behaves Ethically</li> <li>4. Anticipates Consequences</li> </ol>
<b>Statewide Competencies (SWC)</b>	
<p>6. <i>Humanistic and Artistic Ways of Knowing</i></p> <p>Upon completion of the Statewide Transfer General Education Core, students will</p> <ol style="list-style-type: none"> <li>6.1 Recognize and describe humanistic, historical, or artistic works or problems and patterns of the human experience.</li> <li>6.2 Apply disciplinary methodologies, epistemologies, and traditions of the humanities and the arts, including the ability to distinguish primary and secondary sources.</li> <li>6.3 Analyze and evaluate texts, objects, events, or ideas in their cultural, intellectual or historical contexts.</li> <li>6.4 Analyze the concepts and principles of various types of humanistic or artistic expression.</li> <li>6.5 Create, interpret, or reinterpret artistic and/or humanistic works through performance or criticism.</li> <li>6.6 Develop arguments about forms of human agency or expression grounded in rational analysis and in an understanding of and respect for spatial, temporal, and cultural contexts.</li> <li>6.7 Analyze diverse narratives and evidence to explore the complexity of human experience across space and time.</li> </ol>	

## Learning Outcomes

<i>Upon completion of this course, the student will</i>	<b>*RBT</b>	<b>IUPUI+</b>	<b>Statewide Competencies</b>	<b>PLO</b>	<b>Assessment</b>
<i>1. Evaluate and critique design issues related to digital media and technology, including social media</i>	1,2	P1.1, P1.2	6.1	4, 5, 7	Final Exam
<i>2. Implement perspective drawing, working with grids, composition, typography, color theory, media and multimedia using digital applications Adobe Illustrator and Photoshop.</i>	1,2	P1.1, P1.2	6.1 6.2	4, 5, 7	Logo Project Website Layout Adobe XD Project Basic Video Digital Branding Final Exam
<i>3. Develop communication, analytical, and critical thinking skills.</i>	3	P1.4, P2.1,P3.1	6.3 6.4 6.5	4, 6, 7	Project #1 Social Media Project #2 App Prototype Project #3 Animated Infographic (milemarker)
<i>4. Plan and create team productions centered on specific individual skill sets and research.</i>	2,4	P1.1, P1.4, P1.2, P2.1, P3.1	6.3 6.4	1, 2, 3, 7, 8, 9, 10	Final Project -Digital Press Kit
<i>5. Implement self-imposed deadlines and time management to fulfill final project expectations and budget considerations.</i>	4,6	P1.4, P2.2,P3.2	6.5	8, 9,10	Final Project -Digital Press Kit
<i>6. Examine the impact of individual roles of team members, document impact on project and role of communication within the team.</i>	5,6	P1.1, P1.4, P2., P3.2	6.5	8, 9, 10	Final Project -Digital Press Kit

**Media Arts and Science B.S. Program-level Learning Outcomes (PLOs)**

**†Profiles of Learning for Undergraduate Success (IUPUI+)**

1. Understand digital media and its effective use as a form of communication.	<b>P1.1 Communicator</b> – Evaluates Information
2. Implement perspective drawing, working with grids, composition, typography, color theory, media and multimedia using digital applications Adobe Illustrator and Photoshop.	<b>P1.4 Communicator</b> – Conveys Ideas Effectively <b>P1.2 Communicator</b> – Listen Actively* <b>P3.2 Innovator</b> – Creates/Designs**
3. Work effectively as a member of a team to achieve a common goal.	<b>P2.2 Problem Solver</b> – Collaborates <b>P1.3 Communicator</b> – Builds Relationships*
4. Analyze a problem, identify and evaluate alternatives, and plan an appropriate solution.	<b>P2.1 Problem Solver</b> – Thinks Critically <b>P3.1 Innovator</b> – Investigates*
5. Evaluate media from multiple perspectives using the theories, concepts, and language of digital media with an appreciation for the history, theory, and traditions of digital media.	<b>P2.3 Problem Solver</b> – Analyzes, Synthesizes, and Evaluates
6. Demonstrate mastery of the concepts, techniques, and tools in one or more digital media specialties.	<b>P2.4 Problem Solver</b> – Perseveres <b>P3.2 Innovator</b> – Creates/Designs*
7. Develop professional quality digital media productions by promptly applying knowledge and skills including best practices and standards.	<b>P3.2 Innovator</b> – Creates/Designs <b>P3.3 Innovator</b> – Confronts Challenges*
8. Explain the impact of digital media on individuals, organizations, and society.	<b>P4.4 Community Contributor</b> – Anticipates Consequences <b>P4.1 Community Contributor</b> – Builds Community*
9. Acknowledge diverse opinions regarding professional, ethical, legal, and social issues with a global perspective.	<b>P4.3 Community Contributor</b> – Behaves Ethically <b>P4.2 Community Contributor</b> – Respectfully Engages Own and Other Cultures*
10. Plan for continuing professional development with an appreciation of the need for lifelong learning.	<b>P3.4 Innovator</b> – Makes Decisions

## **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.

Attendance will be taken at the beginning of class by the instructor or teaching assistant. Students present at the beginning of class will receive full credit for attendance. Students arriving after attendance has been taken will receive 80% credit for that class period; it is the responsibility of the late arriving students to contact the instructor or TA at the end of class to make sure they are marked late and not absent. Students who do not attend will be marked absent and will receive 0% attendance for the class period.

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: Each class factors into a score of 100 points. Any missed or late classes will reduce this score. 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 will 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.

### **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 Canvas. 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, projects will only be graded if submitted by the stated deadline.

### **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>

### **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:** <sup>[L]</sup><sub>SEP</sub> 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:<sup>[[ ]]</sup><sub>SEP</sub>
      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:**<sup>[[ ]]</sup><sub>SEP</sub> 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:**<sup>[[ ]]</sup><sub>SEP</sub> 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:**<sup>[[ ]]</sup><sub>SEP</sub> 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. **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.

2. **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. **Communication:** For classroom-based courses, the instructor or teaching assistant should respond to emails by the end of the next class or, for online courses, within two Indiana University working days, which excludes weekends and holidays. The instructor should provide weekly office hours or accept appointments for face-to-face, telephone, or teleconferenced meetings, and announce periods of extended absence in advance.
4. **Counseling and Psychological Services (CAPS):** Students seeking counseling or other psychological services should contact the CAPS office by phone at 274-2548 or email at capsindy@iupui.edu. For more information visit <http://life.iupui.edu/caps/>.
5. **Course evaluations:** Course evaluations provide vital information for improving the quality of courses and programs. Students are urged to complete one course and instructor evaluation for each section in which they are enrolled at the School of Informatics and Computing with the following three exceptions: (a) The student has withdrawn from the course; (b) fewer than five students are enrolled in the section (in which case maintaining anonymity is difficult); and (c) the section is a laboratory that must be taken with a course having a different section number. Course evaluations are completed at <https://soic.iupui.edu/app/course-eval/>. Course evaluations are typically open from the eleventh week. Course evaluations are anonymous, which means that no one can view the name of the student completing the evaluation. In addition, no one can view the evaluation itself until after the instructor has submitted the final grades for the

course. In small sections, demographic information should be left blank, if it could be used to identify the student.

6. **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](mailto:aes@iupui.edu), Tel. 317 274-3241). Visit <http://aes.iupui.edu> for more information.
7. **Email:** Indiana University uses your IU email account as an official means of communication, and students should check it daily for pertinent information. Although you may have your IU email forwarded to an outside email account, please email faculty and staff from your IU email account.
8. **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>
9. **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)
10. **No class attendance without official enrollment.** Only those who are officially enrolled in this course may attend class unless they are enrolled as an auditor or making up an Incomplete by prior arrangement with the instructor. This policy does not apply to those assisting a student with a documented disability, serving in an instructional role, or administrative personnel. <http://registrar.iupui.edu/official-enrollment-class-attendance.html> Children may *not* attend class with their parents, guardians, or childcare providers.
11. **Religious holidays:** Students seeking accommodation for religious observances must submit a request form to the course instructor by the end of the second week of the semester. For information visit <http://registrar.iupui.edu/religious.html>.
12. **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.
13. **Sexual misconduct:** IU does not tolerate sexual harassment or violence. For more information and resources, visit <http://stopsexualviolence.iu.edu/>.
14. **Student advocate:** The Student Advocate provides assistance to students with personal, financial, and academic issues. The Student Advocate Office is located in the Campus Center, Suite 350. The Student Advocate may also be contacted by phone at 317 274-4431 or by email at [studvoc@iupui.edu](mailto:studvoc@iupui.edu). For more information visit <http://studentaffairs.iupui.edu/advocate>.

## 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.