ITLS 4230/6230: Graphic Design and Production I Syllabus

Course Description

This section ITLS 4230/6230 is designed to give an overview of the skills, concepts, and practices involved in graphic design. The course is project-based, in that there will be no quizzes and no final test or assessment. Grades will be based on the level of participation and the completion of assigned projects. Course participants will be required to participate fully in discussions, providing support and feedback to other course participants. Course participants will be required to complete the assignments by the assigned due dates. If a participant isn't able to complete the required assignments by their respective due dates for any reason, they are encouraged to contact the instructor to determine a future course of action. Late assignments will be docked 10% each day that it is overdue unless the instructor was previously contacted and arrangements were made to turn the assignments in at a later date. The course covers the following:

- The governing principles of graphic design.

- The graphic design process.

- Basic photo manipulation and editing using Adobe Photoshop.

- Using Adobe Illustrator to design more complex graphics and objects.

- Laying out larger designed documents using Adobe InDesign.

The course is intended to provide foundation concepts, practices, and skills for students to continue building on as they progress as designers. It is important to recognize that there is not a one-size-fits-all program to do all digital graphic design. Frequently, using multiple tools, such as the ones covered in this class, will yield the desired results from a design.

I hope to keep the stress of learning a lot of new skills and programs in a relatively short amount of time to a minimum. As the instructor, I am more interested in students developing knowledge and confidence in the concepts, tools, and skills that underpin successful graphic design.

Fees

There are no course fees.

Course Objectives

By the end of this course, you will be able to:

- Understand, recognize, and execute the core concepts of composition and design.

- Understand and use the design process.

- Have foundational competency and understanding of core digital design resources and tools (Adobe Illustrator, Photoshop, and InDesign).

Instructor: Tressa M. Haderlie

Email: Tressa.Haderlie@usu.edu

Phone: 435-797-0097 (Office)

You are welcome to schedule a time to meet with me via zoom here: Tressa's Appointment Page

Course Resources

Text Required: The Non-Designer's Book (4th Edition) by Robin Williams

There will be various articles, videos, lectures, and blog posts included in each week's module. These are intended to provide multiple ways to learn certain concepts and skills. It is not necessary to view or read everything that is posted in the modules unless they are otherwise noted as required reading.

As the semester progresses, I will be doing all of the projects and assignments alongside you. As I work in each program, I will screen record and post my demonstrations so that you will be able to follow along with your own projects.

Course Requirements

Each student will:

- Come prepared to fully participate in weekly discussions and activities.

- Have their projects, or required phases of their projects ready for peer critique.

- Be kind and constructive in their critiques and feedback. Feedback and critique are important parts of developing as a designer.

Evaluation Methods and Criteria

Course participants will be evaluated on their participation in discussions and the successful completion of their assignments and the various steps leading to those assignments. There will be no tests or quizzes assigned in this course. If course participants do the work and constructively participate in the course, they will receive a grade that reflects their effort. Course participants will not

be graded on their artistic skill, rather on their execution of design processes and principles, and the demonstration of understanding how to use the tools covered in the course.

Late Work

Late work will automatically be docked 1 point. For most assignments, this would drop you at least one letter-grade. Please submit your work on time. As we are working together in this course, late feedback is not useful to you or your fellow students.

Grade Scheme

The following grading standards will be used in this class:

Grade	Range
A	100 % to 93.0%
A-	< 93.0 % to 90.0%
B+	< 90.0 % to 87.0%
B	< 87.0 % to 83.0%
B-	< 83.0 % to 80.0%
C+	< 80.0 % to 77.0%
C	< 77.0 % to 73.0%
C-	< 73.0 % to 70.0%
D+	< 70.0 % to 67.0%
D	< 67.0 % to 60.0%
F	< 59.0 % to 0.0%

Rubric and Assignment Expectations

Assignment Type	Expectation	Usual Points
Initial Discussion Posts	Due by Wednesday at Midnight each week - You must post the item listed in the discussion description on both the Module page and the Discussion page for each discussion. You will need to post the item listed as well as your design thoughts and choices.	5
Response Discussion Posts	Due by Saturday at Midnight each week - Each week you will be required to provide meaningful feedback to 3 of your peers. To	

receive full points for your feedback, you must 1-comment on something you like & 2-comment on suggestions for improvements or changes.

9

(3 pts for each quality response)

Thumbnails	Hand-drawn (either digital or paper and pencil) quick sketches of your ideas for the assigned project.	5
Mood Boards	Must submit or post a jpg of mood board for assigned project. For full marks, mood board must contain no less than 20 related items	5
1st Iterations	Must post jpg of chosen thumbnail with more development / changes from original thumbnail idea	5
2nd Iterations	JPG of project must show significant changes / development beyond 1st iteration. Try to incorporate suggestions from your peers.	5
Final Iterations	Final submissions must be submitted (unless otherwise listed) as a JPG and also as the file type we are working in (i.e. Photoshop, Illustrator, InDesign) Final submissions must show significant development beyond 2nd iteration.	5
Style Sheets	Style sheets must contain all design details including chosen font, image, mood, color scheme, purpose, etc. Style sheets may be submitted in either Word or PDF format. Page 1 will include details on design choices. Page 2 will include JPG images of the project progress (Thumbnails, Chosen Thumbnail, 1st Iteration, 2nd Iteration, and Final Iteration)	5

Course Schedule/Outline

The course is broken down into 4 different sections focusing on different aspects and tools related to graphic design. Each of the 4 sections will have assignments and projects that help build toward the execution of a final project. The final project will require the course participants to use all of the programs, concepts, and skills learned over the course of the semester.

Section 1: Fundamentals of graphic design and starting low-tech. Note: This first section will be heavier on reading/viewing, in order to provide foundational understanding before adding the complexity of learning new tools and processes.

- Rule of Thirds.
- 7 Principles of Graphic Design (Read about the 4 Principles in the textbook).
- Identify good and bad designs, and what makes them that way.
- The design process
- Low-tech techniques to begin designing.

Section 2: Introduction to basic photo editing in Adobe Photoshop.

- Learn how to perform basic photo manipulation.
- Understand output formats
- Make photos "pop".
- Learn new tools and resources to make digital design easier.
- Make a motivational poster.
- Create a Photoshop project of your choice

Section 3: Introduction to Adobe Illustrator

- Introduction to vector graphics.
- Building a graphic design with multiple components.
- Building from shapes

Section 4: Introduction to Adobe InDesign, and the development of the final project.

- Styles
- InDesign is NOT a word processor.

- Final project. This will require you to use all the programs, tools, and skills learned over the semester.

For a more detailed schedule, see the Course Summary below.

AI Use

I really want you to learn how to use the tools we will be learning this semester Photoshop, Illustrator & InDesign. I would also like you to explore other tools, including AI options. I will be periodically encouraging you to use AI on a particular iteration of your projects for extra credit. Not everything AI returns is quality, but it can foster some cool creativity. We'll talk more about that as these opportunities come up throughout the semester. Assignments in Adobe programs must be submitted as a .jpg file AND as an Adobe file so I can see the steps you used to build your projects.

Attendance and Excused Absences Policy

This course is an asynchronous course without a set meeting time. There is no requirement to attend drop-in office hours. There will be regular due dates for assignments and discussions. Having been in your position as a student, I understand that life can unexpectedly "happen". If you should run into any issues that would prohibit you from participating fully in the class at any point, please contact me as soon as you are able and we can work out a solution.

Library Services

All USU students attending classes in Logan, at our Regional Campuses, or online can access all databases, e-journals, and e-books regardless of location. Additionally, the library will mail printed books to students, at no charge to them. Students can also borrow books from any Utah academic library. Take advantage of all library services and learn more at libguides.usu.edu/rc.

Classroom Civility

Utah State University supports the principle of freedom of expression for both faculty and students. The University respects the rights of faculty to teach and students to learn. Maintenance of these rights requires classroom conditions that do not impede the learning process. Disruptive classroom behavior will not be tolerated. An individual engaging in such behavior may be subject to disciplinary action. Read Student Code Article V Section V-3Links to an external site. for more information.

University Policies & Procedures

Academic Freedom and Professional Responsibilities

Academic freedom is the right to teach, study, discuss, investigate, discover, create, and publish freely. Academic freedom protects the rights of faculty members in teaching and of students in learning. Freedom in research is fundamental to the advancement of truth. Faculty members are entitled to full freedom in teaching, research, and creative activities, subject to the limitations imposed

by professional responsibility. Faculty Code Policy #403Links to an external site. further defines academic freedom and professional responsibilities.

Academic Integrity – "The Honor System"

Each student has the right and duty to pursue his or her academic experience free of dishonesty. To enhance the learning environment at Utah State University and to develop student academic integrity, each student agrees to the following Honor Pledge:

- "I pledge, on my honor, to conduct myself with the foremost level of academic integrity."

- A student who lives by the Honor Pledge is a student who does more than not cheat, falsify, or plagiarize. A student who lives by the Honor Pledge:

- Espouses academic integrity as an underlying and essential principle of the Utah State University community;

- Understands that each act of academic dishonesty devalues every degree that is awarded by this institution; and

- Is a welcomed and valued member of Utah State University.

Academic Dishonesty

The instructor of this course will take appropriate actions in response to Academic Dishonesty, as defined the University's Student Code. Acts of academic dishonesty include but are not limited to:

Cheating: using, attempting to use, or providing others with any unauthorized assistance in taking quizzes, tests, examinations, or in any other academic exercise or activity. Unauthorized assistance includes:

Working in a group when the instructor has designated that the quiz, test, examination, or any other academic exercise or activity be done "individually;"

Depending on the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments;

Substituting for another student, or permitting another student to substitute for oneself, in taking an examination or preparing academic work;

Acquiring tests or other academic material belonging to a faculty member, staff member, or another student without express permission;

Continuing to write after time has been called on a quiz, test, examination, or any other academic exercise or activity;

Submitting substantially the same work for credit in more than one class, except with prior approval of the instructor; or engaging in any form of research fraud.

Falsification: altering or fabricating any information or citation in an academic exercise or activity.

Plagiarism: representing, by paraphrase or direct quotation, the published or unpublished work of another person as one's own in any academic exercise or activity without full and clear acknowledgment. It also includes using materials prepared by another person or by an agency engaged in the sale of term papers or other academic materials.

For additional information go to: [ARTICLE VI. University Regulations Regarding Academic Integrity](#)

Discrimination and Sexual Misconduct

General Overview

USU strives to provide an environment for students and employees that is free from discrimination and sexual misconduct. If you experience sexual misconduct or discrimination at any point during the semester inside or outside of class, you are encouraged to contact the USU Title IX Coordinator via Distance Education room 400 in Logan, 435-797-1266, titleix@usu.edu, or at equity.usu.edu/report. You can learn more about the USU resources available for individuals who have experienced sexual misconduct at sexualrespect.usu.edu. Resources for individuals who have experienced discrimination are listed at equity.usu.edu/resources.

Required Reporting of Sexual Misconduct

The instructor is designated by USU as a "reporting employee." This means that if you share information about sexual misconduct. (sexual harassment, sexual exploitation, sexual assault, relationship violence, or sex-based stalking) with the instructor, they will report that information to the USU Title IX Coordinator. The instructor is also required to tell you about designated confidential resources, supportive measures, and how you can file a report with the USU Title IX Coordinator.

Withdrawal Policy and "I" Grade Policy

Students are required to complete all courses for which they are registered by the end of the semester. In some cases, a student may be unable to complete all of the coursework because of extenuating circumstances, but not due to poor performance or to retain financial aid. The term 'extenuating' circumstances includes: (1) incapacitating illness which prevents a student from attending classes for a minimum period of two weeks, (2) a death in the immediate family, (3) financial responsibilities requiring a student to alter a work schedule to secure employment, (4) change in work schedule as required by an employer, or (5) other emergencies deemed appropriate by the instructor.

Students with Disabilities

USU welcomes students with disabilities. If you have, or suspect you may have, a physical, mental health, or learning disability that may require accommodations in this course, please contact the

Disability Resource Center (DRC) Links to an external site.as early in the semester as possible (University Inn # 101, (435) 797-2444, drc@usu.edu). All disability related accommodations must be approved by the DRC. Once approved, the DRC will coordinate with faculty to provide accommodations.

Students who are at a higher risk for complications from COVID-19 or who contract COVID-19 may also be eligible for accommodations.

Respect for Diversity

Regardless of intent, careless or ill-informed remarks can be offensive and hurtful to others and detract from the learning climate. If you feel uncomfortable in a classroom due to offensive language or actions by an instructor or student(s) regarding ethnicity, gender, or sexual orientation, contact:

- Division of Student Affairs: https://studentaffairs.usu.eduLinks to an external site., (435) 797-1712, studentservices@usu.edu, TSC 220

- Student Legal Services: https://www.usu.edu/involvement/student-association/student-advocacy/legal-servicesLinks to an external site., (435) 797-2912, TSC 326,

- Access and Diversity: http://accesscenter.usu.eduLinks to an external site., (435) 797-1728, access@usu.edu; TSC 315

- Multicultural Programs: http://accesscenter.usu.edu/multicultureLinks to an external site., (435) 797-1728, TSC 315

- LGBTQA Programs: http://accesscenter.usu.edu/lgbtqaLinks to an external site., (435) 797-1728, TSC 3145

- Provost's Office Diversity Resources: https://www.usu.edu/provost/diversityLinks to an external site., (435) 797-8176

You can learn about your student rights by visiting:

The Code of Policies and Procedures for Students at Utah State University: https://studentconduct.usu.edu/studentcodeLinks to an external site.

Grievance Process

Students who feel they have been unfairly treated may file a grievance through the channels and procedures described in the Student Code: Article VIILinks to an external site..

 Full details for USU Academic Policies and Procedures can be found at:

Student Conduct

Academic Freedom and Professional Responsibility PolicyLinks to an external site.

Emergency Procedures

In the case of a drill or real emergency, classes will be notified to evacuate the building by the sound of the fire/emergency alarm system or by a building representative. In the event of a disaster that may interfere with either notification, evacuate as the situation dictates (i.e., in an earthquake when shaking ceases or immediately when a fire is discovered). Turn off computers and take any personal items with you. Elevators should not be used; instead, use the closest stairs.

General Health Protocols

The cold, flu, COVID-19, and other illnesses can have an impact on the health of our university community. USU welcomes the wearing of masks in all university buildings and encourages taking measures to mitigate risk as recommended by federal and state public health officials: getting vaccinated, staying home if you are sick (even with mild symptoms), and frequent hand washing.

Mental Health

Mental health is critically important for the success of USU students. As a student, you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce your ability to participate in daily activities. Utah State University provides free services for students to assist them with addressing these and other concerns. You can learn more about the broad range of confidential mental health services available on campus at Counseling and Psychological Services (CAPS)Links to an external site..

Students are also encouraged to download the "SafeUT App". to their smartphones. The SafeUT application is a 24/7 statewide crisis text and tip service that provides real-time crisis intervention to students through texting and a confidential tip program that can help anyone with emotional crises, bullying, relationship problems, mental health, or suicide related issues.

Course Summary:

Date	Details	Due
Wed May 8, 2024	Discussion Topic Module 1 Discussion	due by 11:59pm
Sat May 11, 2024	Module 1 - Qualtrics Survey	due by 11:59pm
Wed May 15, 2024	Discussion Topic Module 2 Discussion	due by 11:59pm
Sat May 18, 2024	Module 2 - Monster Mood Board	due by 11:59pm
Wed May 22, 2024	Discussion Topic Module 3 Discussion	due by 11:59pm

Sat May 25, 2024	Module 3 - Style Guide for Portfolio (Website)	due by 11:59pm
Sat Jun 1, 2024	Module 4 - 2nd Iteration of Monster	due by 11:59pm
	Discussion Topic Module 4 Discussion	due by 11:59pm
Wed Jun 5, 2024	Discussion Topic Module 5 Discussion	due by 11:59pm
Sat Jun 8, 2024	Module 5 - 2nd Iteration Retouched Photos	due by 11:59pm
	Module 5 - Final Iteration of Monster	due by 11:59pm
	Module 5 - Mood Board for Choice of PS Project	due by 11:59pm
	Module 5 - Thumbnails for Choice of PS project	due by 11:59pm
	Module 5 Style Guide for Monster	due by 11:59pm
Wed Jun 12, 2024	Discussion Topic Module 6 Discussion	due by 11:59pm
Sat Jun 15, 2024	Module 6 - 2nd Iteration Inspirational Poster	due by 11:59pm
Wed Jun 19, 2024	Discussion Topic Module 7 Discussion	due by 11:59pm
Sat Jun 22, 2024	Module 7 - 2nd Iteration Choice of PS Project	due by 11:59pm
	Module 7 - Mood Board for Logos	due by 11:59pm
	Module 7 - Style Sheet & Final It. Mot Poster	due by 11:59pm
Wed Jun 26, 2024	Discussion Topic Module 8 Discussion	due by 11:59pm
Sat Jun 29, 2024	Module 8 - Final It. for Choice of PS Project	due by 11:59pm
	Module 8 - Mood Board for Stylized Landscape	due by 11:59pm
	Module 8 - Portfolio in Progress	due by 11:59pm
	Module 8 - Style Guide Choice of Choice of PS Project	due by 11:59pm
	Module 8 - Thumbnails Stylized Landscape	due by 11:59pm
Wed Jul 3, 2024	Discussion Topic Module 9 Discussion	due by 11:59pm
Sat Jul 6, 2024	Module 9 - 2nd Iteration Logos	due by 11:59pm
	Module 9 - Mood Board Choice of Illustrator Project	due by 11:59pm
	Module 9 - Thumbnails Choice of Illustrator Project	due by 11:59pm
Wed Jul 10, 2024	Discussion Topic Module 10 Discussion	due by 11:59pm
Sat Jul 13, 2024	Module 10 - Final Iteration Logos	due by 11:59pm

	Module 10 - 2nd Iteration Stylized Landscape	due by 11:59pm
	Module 10 - Style Guide Logo	due by 11:59pm
Wed Jul 17, 2024	Discussion Topic Module 11 Discussion	due by 11:59pm
Sat Jul 20, 2024	Module 11 - 2nd Iteration Choice of Illustrator Project	due by 11:59pm
	Module 11 - Final Iteration Stylized Landscape	due by 11:59pm
	Module 11 - Style Guide Stylized Landscape	due by 11:59pm
Thu Jul 25, 2024	Discussion Topic Module 12 Discussion	due by 11:59pm
Sat Jul 27, 2024	Module 12 - Final Choice of Illustrator Project	due by 11:59pm
	Module 12 - Mood Board for Final Project	due by 11:59pm
	Module 12 - Style Guide Choice of Illustrator Project	due by 11:59pm
Wed Jul 31, 2024	Discussion Topic Module 13 Discussion	due by 11:59pm
Wed Aug 7, 2024	Discussion Topic Module 14 Discussion	due by 11:59pm
Fri Aug 9, 2024	Module 14 - Style Guide w/link to your Portfolio Website	due by 11:59pm
	Module 15 - Style Guide and Final Iteration Final Project	due by 11:59pm