



**The Illinois Institute of Art®
Chicago**

Course Title: Survey of Design and Media Arts

Course Number and Section: IC112, B **Term:** Summer
Year: 2003

Number of Contact Hours:6 **Time:** 3:00 pm Monday and Wednesday
Place: 180 N. Wabash

Instructor: Lindsay D. Grace

Office Phone / E-mail: LG3311@fac.aii.edu
Office Hours: TBA

Course Description:

Students are introduced to the creative process and commercial critique. Students will gain a better understanding of the graphic design, animation and multimedia industries through an overview of the industry terminology, history, and existing career opportunities.

Required Materials:

Three ring binder
Notepad (for notes)
8.5" X 11" bound sketch book¹
Minimum 2 floppy disks for written assignments
Pens, pencils, markers as needed.

Textbook(s): None. Handouts and articles will be provided.

Objectives: The course will promote student's ability to:

- Understand and apply the creative problem solving process.
- Explain the computer hardware and software that relate to graphic design, animation and multimedia.
- Define the terms used in, and related to, graphic design, animation, and multimedia
- Explain current developments in technology as they relate to graphic design, animation, and multimedia.
- Recognize elements and principles of good design techniques in graphic design, animation, and multimedia.
- Understand the processes of graphic design, animation, and multimedia development.
- Understand and distinguish skills necessary to pursue a career in graphic design, animation, and multimedia.

¹ You must use an 8.5" x 11" notebook, because you will be handing in photocopied work from this sketchbook.

Weekly Schedule:

Week 1:	Course Introduction What is art? Professional Skills <i>Assignment 1: Research and present a tool of the artist</i> <i>In-Class Project 1: Product Sketch</i>
Week 2:	The Creative Problem Solving Process <i>Art and Design Terminology</i> <i>*Assignment 1 presentations Due</i> <i>In-Class Project 2: Describe a way you solved a problem creatively</i>
Week 3:	Commercial Art critique, Art Producers and Consumers <i>*Article Summary 1 due</i> Computer Hardware Basics <i>In-Class Project 3: Describe a computer hardware component</i>
Week 4:	Computer Software Basics <i>*Article Summary 2 due</i> <i>In-Class Project 4: Describe a computer software component</i>
Week 5:	Midterm Review Midterm Exam <i>In-Class Project 5: Explain the importance of critiquing art</i>
Week 6:	History of Graphic Design Fundamentals of Graphic Design <i>*Article Summary 3 due</i> <i>Final Paper Projects Assigned</i> <i>In-Class Project 6: Sketch 6 personal logos</i>
Week 7:	Design Development Process Careers in the Design Industry History of Animation <i>*Article Summary 4 due</i> <i>In-Class Project 7: Describe a career that you like in graphic design</i>
Week 8:	Animation Terms and Technology Animation Development and Careers in the Industry <i>*Article Summary 5 due</i> <i>In-Class Project 8: Pick best logo (from project 6), and design animation for it.</i>
Week 9:	History of Multimedia Multimedia Terms and Technology <i>In-Class Project 9: Design & sketch your self promo website</i>
Week 10:	Multimedia Development Process and Careers in the Industry Positions in the Multimedia Industry <i>In-Class Project 10: Design & sketch a flow chart for your website</i>
Week 11:	Final Project Due Final Exam

I reserve the right to rearrange the schedule depending on student and course needs.

Lectures, assignments, and presentations

There will be a lecture for every class that meets. During some classes there will be an in-class project to complete. The project must be handed in at the beginning of class in the following week. A project assigned on a Monday, for example, will be due the next Monday.

There will be 6 article summaries assigned. These summaries will be completed outside of class. Article summaries must be word processed, double-spaced, and written properly. Not following directions, very poor grammar and spelling errors will result in low grades. Article summaries are graded on a 1 to 20 scale. Please review the document entitled *Article Summary Guidelines* for more information.

Each student will be expected to do one 2-minute presentation in front of the class. The presentation will be based on one article summary of the student's choosing. The date of the presentation will be assigned on a first come, first serve basis. Presentations will be graded on a 1 – 10 scale. Students who discuss the important points of the article, and show that they prepared their presentation before class will do well. Students must provide a copy of their article to the instructor 1 week before they plan to present. If two or more students plan to summarize and present the same article, we will work out a compromise between the instructor and the students involved. All such matters will be handled on a first come, first serve basis. The first student to indicate that they plan to summarize and present will have precedence.

Grading System:

Projects / Exercises(10):	100 points	(10 points each)
Article Summaries (5):	100 points	(20 points each article)
Quizzes (5):	40 points	(10 points each quiz, I will drop the lowest grade)
Presentation:	10 points	
Midterm Exam:	100 points	
Final Paper:	50 points	
Final Exam	100 points	
Total:	500 points	

Point Score range	Letter Grade
93 and above	A
90-92	A-
87-89	B+
83-86	B
80-82	B-
77-79	C+
73-76	C
70-72	C-
67-69	D+
63-66	D
60-62	D-
Below 60	F

If you need help on any assignment, please ask.

Course Requirements and Policies

All students must adhere to the guidelines set forth by the Illinois Institute of Art's student handbook.

Attendance:

Students are expected to attend each class and arrive on time. Any student arriving late for an exam or quiz may not be given a chance to complete it. Always be prompt. Attend lecture on time. Arrive from breaks on time.

Makeup exams and acceptance of late assignments will only be granted in the following circumstances; Medical excuse, emergency situations, campus-sponsored activities.

All issues of attendance and tardiness will be handled as school policy dictates and at the discretion of the instructor.

Cheating and Plagiarism:

Any student that cheats or plagiarizes will be reported to the school administration for immediate discipline.

Late work will not be accepted.