The Illinois Institute of Art
Chicago

Course Title: Survey of Design and Media Arts

Course Number and Section: IC112, A   **Term:** Winter
                                           Year: 2004

Number of Contact Hours:6   **Time:** 12:00 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 book[1]
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.

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[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
	Homework 1 (Project 1): Research and sketch a tool of the artist
Week 2:	The Creative Problem Solving Process
	In-Class (Project 2): Describe a way you solved a problem creatively
	Art and Design Terminology
	Schedule Presentations
Week 3:	Commercial Art Critique, Art Producers and Consumers
	*Article Summary 1 due
	Computer Hardware Basics
	Homework (Project 3): Describe a computer hardware component
	Computer Software Basics
Week 4:	The Power of Software
	*Article Summary 2 due
	Homework (Project 4): Describe the most important software for an artist
	Midterm Review
Week 5:	**Midterm Exam**
	History of Graphic Design
	Homework (Project 5): Research a designer and provide sample work
Week 6:	Fundamentals of Graphic Design
	*Article Summary 3 due
	Design Development Process
	Final Paper Projects Assigned
	In-Class *(Project 6): Create 6 personal logo*
Week 7:	Careers in the Design Industry
	History of Animation
	*Article Summary 4 due
Week 8:	Animation Terms, Development and Careers
	*Article Summary 5 due
	In-Class *(Project 7): Create a simple character animation sheet*
	History of Multimedia (1)
Week 9:	History of Multimedia (2)
	Multimedia Terms and Technology
	Homework (Project 8): Research a video game(1970-1980)
Week 10:	Multimedia Development Process and Careers in the Industry
	Positions in the Multimedia Industry
	Homework (project 9): Create a video game concept
Week 11:	Final Project Due
	In-Class *(Project 10): Build a multimedia team*
	Final Exam
	In-class video arcade (if time allows)

I reserve the right to rearrange the schedule depending on student 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 begin. 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. This is also true of homework assignments. Homework is always due one week after it is assigned.

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.

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, emergencies, 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.