

GRAPHIC DESIGN 3- Information Design | Spring Semester 2005

Class: Tues, 2-350p, SBE 17, Thur, 2-350p, ABAH 335

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“ the creative process is not performed by the skilled hand alone, or by the intellect alone,
but must be a unified process in which ‘head, heart, and hand play a simultaneous role.”

-herbert bayer, march 16, 1979-

Course Goals: The aim of this class level is learn how to represent sequential, multi-level, complex information in a clear, visual communication form. This process is known as information design or information architecture. The outcome is to create a ‘memorable experience’ for your audience, rather than just a ‘cultural artifact.’ This process is know as ‘experience design.’

We will create a body of work under the rubric of addressing the growing epidemic of obesity in this country. Right now, over $\frac{3}{4}$ of people are overweight; $\frac{1}{2}$ of these are obese. We will explore how the demographic of young adults, 18-25 years old, are effected and what can be done to alleviate this epidemic. We will create an information design project, via a Public Service Announcement, where the goal will be to educate and persuade the UMD students to be aware of and change their unhealthy behaviors to positive ones. We will conduct original research, write our own content, and design the project. Finally, we will test our outcomes in the public realm.

Course Project

Next, the entire class will vote on one visual concept (or a hybrid version). Then everyone will break into 3 major medium teams--- print, video and web--- to complete the final PSA campaign.

1. REALIZE = 25% of final grade Individually, you will conduct field research and collect data to support your topic. The broad categories will be eating, moving, shopping and doing. You will write a report on your findings and use the content for brainstorming as well as sketching thumbnails and roughs of your visual and verbal concepts for the class’ information design project.

2. VISUALIZE= 25% of final grade Then, you will work in design teams of 3 people, comprised of 3 different mediums- print, video and web. In this ”home” group, you will combine your individual research and concepts. Together you will create comps of your “pitch” for the final PSA communication campaign-

i.e. print collateral (posters, pamphlets), web (branching system), video (DVD mapping). Then the class will vote on one visual and conceptual direction or a hybrid one.

3. ACTUALIZE=25% of final grade

The entire class, while working in their broad medium groups will bring the entire visual and conceptual Public Service Announcements campaign to a finished visual and verbal communication form. Then everyone will locate UMD forums and outlets to distribute the final project you have created in the public realm on campus.

Ongoing: 25%

Readings, writings and discussions to apprehend the fundamental practices of information and experience design. 15% of final grade

Participation and attendance is critical, especially with group projects where members are dependent upon you. 10% of final grade

Overview of class:

You will work in specialized groups to lead class discussions in your area

Home and Medium Groups initially will be voluntary, and then assigning will take place dependent on design interest, ability, timing, etc.

You will work as a graphic designer in a STUDIO setting, with your classmates acting as members of your design team. You will nominate a team leader, who represent your group, and meet with me to make key class decisions throughout the semester. I will act in the capacity of a Creative Art Director.

Course Readings (subject to change depending on needs of class)

Required:

Citizen Designer, Steven Heller and Veronique Vienne

Experience Design, Nat Shredhoff

National Geographic Magazine article on Fat

Time Magazine article on Obesity

Keep up to date on what is going on with obesity in the USA by reading newspapers and magazines, watching national and local evening news programs, listening to radio (NPR) or searching websites

Other articles, reading handouts depending on need

Suggested:

Envisioning Information, Edward Tufte

Information Architects, Richard Saul Wurman

CLASS REQUIREMENTS

Attendance

1. All projects demand class participation and attendance. It is expected you will meet all classes and actively participate.

2. After 5 unexcused absences your final grade will be lowered by one full letter grade.

All absences must be documented.

Two tardiness or leaving early twice (more than 10 minutes) will constitute an absence.

3. NOTE: UMD expects for every contact hour you spend in class, to expend the same number of hours outside i.e. @ 4 hours of homework time per week.

4. Makeup will be each individual student's own responsibility to ask classmates for notes and changes in assignments and be prepared for next class assignment. If you still have questions, you may contact me for extra help via email or contact me during my office hours.

General Grading Guidelines

Grade	Quality of Work	Deadlines	Attendance	Attitude
A	Always turns in outstanding work which goes beyond requirements. Sets a standard which can be used as a mark for other students to achieve	All work on time	Meets all classes, or accounts for absences, usually in advance	Does not work for grade alone, but for what is to be gained from each learning experience. Shows distinct awareness of the inter-relationship between assignments and personal response to subject.
B	Turns in consistently good work, but knowledge and skill level are not fully developed; could do quite well in field of design.	All work on time	Meets all classes, or accounts for absences	Inquisitive & attentive to the learning process. Responsible but not yet fully using creative problem solving skills; for lack of time or effort.
C	Average level of competence; describes ability and performance level of the student who is neither above or below average. Most likely will be adequate in the field.	Usually on time	Maintains minimum requirements for class attendance; tendency to cut without excuse	Tendency to be phlegmatic in terms of interest in the course and not fully comprehending the interrelationships of graphic design assignments. Somewhat lackadaisical
D	Consistently below average; should be guided to another	Seldom meets deadlines	Consistently poor attendance and	Unconcerned with the course

	field of endeavor		unexplained absences	
F	Very poor work; not a field to pursue	Does not meet deadlines	Habitually poor attendance, lateness or leaves early	Hostile or impervious to learning process; apathetic

It is your responsibility to keep track of how you are doing (work, absences, etc.) to avoid any surprises at end of semester. If you have any questions about my grading policies, please make an appointment to see me during anytime in the semester.

GROUP GRADING

Each workgroup will rate each person, from 0 (lowest) to 4 (highest), based on the following perimeters: Active participation in the project. Attendance of workgroup meetings. Openness to others input, ideas, feedback. Offer constructive criticism. Collaborate for overall good of workgroup. Overall contribution to project

EXTRA CREDIT

1. Bring relevant, outside examples of class projects or assignments to share.
2. Write a one-page abstract of relevant, outside examples of class projects or assignments such as visiting graphic designers or works. Must be 12 point, typewritten, double-spaced, grammatically correct and properly spelled. The paper must contain descriptive and/or interpretive design language used in class.
3. Cooperates as a member of "community of learners" inside classes and outside assignments, readings, etc.; helps and assists colleagues; perfect attendance.

MATERIALS (subject to change)

1. Portfolio or large manila envelop for hand-ins of work assignments (at least 11"x14")
 - A. Clearly label with your name, student number, class, semester
2. Class sketchbook
 - A. Unlined
 - B. At least 8.5"x11"
3. Storage devices (chose your own):
 - A. Zip cartridges
 - B. CD-ROM
 - C. DVD
 - E. External hard drive
4. Portfolio book for hand in

CALENDAR (subject to change)

Week 1- 7: Project 1: REALIZE= 25% of final grade

Week 1

1.18 Introductions, Syllabus, Form groups. Screening of “Super Size Me” documentary

1.20 Discussion & RR: Citizen Designer, Good Citizenship- p 2-8

Time Magazine, Overcoming Obesity in America. June 7, 2004

http://www.time.com/time/searchresults?query=&coverstory=1&wordcount=all&venue=timearchive&search_date_range=specific&from_sp_month=06&from_sp_day=07&from_sp_year=2004&from_month=01&from_day=01&from_year=1923&to_month=12&to_day=31&to_year=2005§ion=Cover&x=29&y=5

Screening of Nightline, IDEO feature

Week 2

1.25 Studio: Start building data base of information, begin individual thumbnails of visual PSA campaign

1.27 Discussion & RR: Citizen Designer, Reality Branding p 87-90, National Geographic, The Heavy Cost of Fat. August 2004

<http://magma.nationalgeographic.com/ngm/0408/feature3/index.html>

Crit: Data base findings report and review individual thumbnails

Week 3

2.1 Studio: Continue research, type up findings, continue thumbnails

2.3 Discussion & RR: Citizen Designer, Adbuster p 239- 242

Crit: Findings report due and thumbnails; Home Group meet

Week 4

2.8 Studio: continue conduct research, type up findings. Develop roughs

2.10 Discussion & RR: Experience Design, Intro p 2-33, Information Design p 34-55

Crit: Home Group roughs; Vote on Medium Group directions

Week 5

2.15 Studio: Work on Medium Group- Comps

2.17 Discussion & RR: Experience Design, Cognitive Models p 60-105

Week 6

2.22 Studio: Finish Medium Group- Comps

2.24 Discussion & RR: Interface Design p 108-133, Interaction Design p 135-175

Week 7

3.1 Studio: Refine Medium Group- Comps

3.3 Discussion & RR: Experience Design, Communications p 178-207, Storytelling p 208-248

Crit: MIDTERM REVIEW: choose one PSA campaign direction

SUBMIT THUMBNAIL AND ROUGH SKETCHES FOR GRADING: Hard copy & digital copies in books (latter for Prof Ishino)

WEEK 8-14: Project 2 VISUALIZE=25% of final grade

Week 8

3.15 Studio: Develop chosen PSA campaign comps

3.17 Discussion & RR: Experience Design, The Senses p 244-279, Visual Design p 278-299

Crit: comps

Week 9- SPRING BREAK

3.22

3.24

Week 10

3.29 Studio: Develop PSA campaign comps

3.31 Crit: finishes

Week 11

4.5 Studio: Develop PSA campaign finishes

4.7 Crit: finishes

Week 12

4.12 Studio: Develop PSA campaign finishes

4.14 Crit: finishes

Week 13

4.19 Studio: Develop PSA campaign finishes

4.21 Crit: finishes

SUBMIT ALL FOR GRADING:

Hard copy and digital copies in notebook (latter for Prof Ishino)

WEEK 14-16: ACTUALIZE= 25% of final grade

Week 14

4.26 Studio: get work out

4.28 Crit: work distribution

Week 15

5.3 Studio: get work out

5.5 Crit: work distribution

Week 16- FINALS WEEK, May 9-13. May 11, Weds: 4-555p.

Review and crit of class, submit images of work in environment for grading: hard copy and digital copies in notebook for Professor Ishino

READING RESPONSE FORM

(listings must be typewritten, 12 pt, printed out)

Name:

Date:

Class:

Chapter heading(s) name(s):

Page numbers:

Section:

1. New/interesting/useful concepts (describe at least 3):

A.

B.

C.

2. Relevance's to current assignment (name at least 3):

A.

B.

C.

3. Questions on reading (list at least 3):

A.

B.

C.