USCRoski

DES 203 Digital Tools for Design (33439)
Units: 2.0
Spring, 2018
Thursday, 11:00 a.m. – 2:00 p.m.

Final Critique:
Tuesday, May 8th, 2018
11:00 a.m. – 1:00 p.m.

Location: Watt Hall #105

Instructor: Ian Besler
Office Hours: Thursday, 2:00 p.m. - 4:00 p.m.
(by appointment)
Contact Info: ibesler@usc.edu
Mailbox: Roski main office, Watt Hall #104

Course Description

Design 203 Digital Tools is an exploration of the processes of design, in terms of germination, ideation, and execution of design solutions to assigned design problems; this will be integrated with the acquisition of basic computer design skills that will be necessary to successfully solve the assigned design problems. The computer skills learned are integral to a professional career in the design world today. Instruction will include class lectures and outside research. Students will be given exercises and projects to be completed outside and in class so access to a computer outside of class, with the relevant software, will be required.

Learning Objectives

1. To raise awareness of design and it implementation
2. To develop perceptual skills for visual communication
3. To raise the awareness of the computer and various peripherals as important tools for designers

Co-Requisite: DES 102 Design Fundamentals

Course Notes
Students are expected to attend all classes and to arrive on time for all classes. Attendance will be taken and will impact grade. This course is divided into lectures, critiques, and limited studio time. Students are expected to complete research, exercises, and projects outside of the class period – a complete listing of computer labs and hours on campus will be provided. Mutual respect in the classroom is critical. Critique is a central component of design practice. Criticism will be constructive and is a response to the appropriateness of the idea and not the dignity of the individual. It is imperative to meet the deadlines given. Every class session that a project is late the student will be penalized one letter grade (10%) of the total project grade.

Technological Proficiency and Hardware/Software Required
- Laptop computer
- Adobe Creative Suite (CS6 or later)
  - Adobe Illustrator
  - Adobe Photoshop
  - Adobe InDesign
- Mouse
- Color printer
  - Galen Media Lab (Harris Hall Lab 220C, 213-821-3899)
    - Mon-Thur 9am - 9pm
    - Fri-Sun 9am - 5pm
- Scanner

Required Readings and Supplementary Materials
- Black matte mounting board ("Nielsen Bainbridge board")
  15 inches by 20 inches (at least six boards)
- Spraymount (3M Super77 Multipurpose Adhesive)
  or double-sided tape
- Notebook/sketchbook
- Drawing supplies (pen, pencil, marker)
- X-Acto or OLFA craft blade
- Straightedge ruler
- USB flash drive or portable hard drive

Description and Assessment of Assignments
- Deadlines are of the utmost importance. All work is expected to completed and ready for submission at the beginning of class. Any work submitted after the designated class start time will be counted as late and points will be deducted accordingly.

Grading Breakdown
- 20% Project One
- 20% Project Two
- 20% Project Three
- 20% Project Four
- 20% Exercises, participation, attendance

Grading Scale
Course final grades will be determined using the following scale
- A   95-100
- A-   90-94
- B+   87-89
- B   83-86
- B-   80-82
- C+   77-79
- C   73-76
- C-   70-72
- D+   67-69
- D   63-66
- D-   60-62
- F   59 and below

Assignment Rubrics
- 25% Conceptual
- 25% Process
- 25% Presentation, finish, craftsmanship
- 25% Work completed as specified based on project brief instructions

Assignment Submission Policy
All assignments are due when the class period begins on the day of their prescribed deadline.

Grading Timeline
All grades will be posted to USC Blackboard within one week of the submission deadline.

Additional Policies
- Attendance and timeliness will be taken at the beginning of each class
- Per university policy, a written doctor's note is the only valid form of excused absence
- Any falsification of attendance will be considered grounds for a violation of ethics before the University Office of Student Judicial Affairs
- Refrain from disruptive activities: sleeping, texting, e-mailing or online browsing for purposes other than class research, will result in a point deduction for student's daily class participation grade
- It is always the student's responsibility (not the instructor's) to seek means (if possible) to submit work that was missed due to absence or lateness
- Certain elements of this syllabus may be changed at the instructor's discretion. If there is any aspect of this syllabus which you do not understand, or to which you take exception, please let the instructor know within the first week of class.

Course Schedule: A Weekly Breakdown

- **Week 01 (01/11/2018)**
  - Introduction
    - Syllabus
    - Adobe Creative Cloud Suite
  - Design Brief: Project One
- **Week 02 (01/18/2018)**
  - Demo: Adobe Illustrator Basics
  - Work Session: Project One
- **Week 03 (01/25/2018)**
  - Demo: Adobe Illustrator (Continued)
  - Work Session: Project One
- **Week 04 (02/01/2018)**
  - One-on-One Desk Critiques
  - Work Session: Project One
- **Week 05 (02/08/2018)** <mark>Project One due</mark>
  - Formal Group Critique: Project One
  - Design Brief: Project Two
- **Week 06 (02/15/2018)**
  - Demo: Adobe Illustrator (Continued)
  - Work Session: Project Two
- **Week 07 (02/22/2018)**
  - Demo: Adobe Illustrator (Continued)
  - Work Session: Project Two
- **Week 08 (03/01/2018)**
  - One-on-One Desk Critiques
  - Work Session: Project Two
- **Week 09 (03/08/2018)** <mark>Project Two due</mark>
  - Formal Group Critique: Project Two
  - Design Brief: Project Three
- **Week 10 (03/15/2018)** <mark>No Class (Spring Recess)</mark>
- **Week 11 (03/22/2018)**
  - Demo: Adobe Photoshop
  - Work Session: Project Three
- **Week 12 (03/29/2018)**
  - Demo: Adobe Photoshop (Continued)
  - Work Session: Project Three
- **Week 13 (04/05/2018)**
  - One-on-One Desk Critiques
  - Work Session: Project Three
- **Week 14 (04/12/2018)** <mark>Project Three due</mark>
  - Formal Group Critique: Project Three
  - Design Brief: Project Four
- **Week 15 (04/19/2018)**
  - Demo: Adobe InDesign
  - Work Session: Project Four
- **Week 16 (04/26/2018)**
  - Demo: Adobe InDesign (Continued)
  - One-on-One Desk Critiques
  - Work Session: Project Four
- **Week 17 (05/08/2018)** <mark>Project Four due</mark>
  - Formal Group Critique: Project Four

Statement on Academic Conduct and Support Systems

Academic Conduct:

Plagiarism – presenting someone else's ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Part B, Section 11, "Behavior Violating University Standards" policy.usc.edu/scampus-part-b. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, http://policy.usc.edu/scientific-misconduct.

Support Systems:

Student Counseling Services (SCS) – (213) 740-7711 – 24/7 on call
Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention. engemannshc.usc.edu/counseling

National Suicide Prevention Lifeline – 1 (800) 273-8255
Provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week. www.suicidepreventionlifeline.org

Relationship and Sexual Violence Prevention Services (RSVP) – (213) 740-4900 – 24/7 on call
Free and confidential therapy services, workshops, and training for situations related to gender-based harm.
engemannshc.usc.edu/rsvp

Sexual Assault Resource Center
For more information about how to get help or help a survivor, rights, reporting options, and additional resources, visit the website: sarc.usc.edu

Office of Equity and Diversity (OED)/Title IX Compliance – (213) 740-5086
Works with faculty, staff, visitors, applicants, and students around issues of protected class. equity.usc.edu

Bias Assessment Response and Support
Incidents of bias, hate crimes and microaggressions need to be reported allowing for appropriate investigation and response. studentaffairs.usc.edu/bias-assessment-response-support

The Office of Disability Services and Programs
Provides certification for students with disabilities and helps arrange relevant accommodations. dsp.usc.edu

Student Support and Advocacy – (213) 821-4710
Assists students and families in resolving complex issues adversely affecting their success as a student EX: personal, financial, and academic. studentaffairs.usc.edu/ssa

Diversity at USC
Information on events, programs and training, the Diversity Task Force (including representatives for each school), chronology, participation, and various resources for students. diversity.usc.edu

USC Emergency Information
Provides safety and other updates, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible. emergency.usc.edu

USC Department of Public Safety – UPC: (213) 740-4321 – HSC: (323) 442-1000 – 24-hour emergency or to report a crime.
Provides overall safety to USC community. dps.usc.edu