COMM 430 / DIGITAL DESIGN / SPRING 2017

Tuesday + 7:00pm – 9:30pm + SoC 015

Jared Wekenman + jwekenman@luc.edu + Office Hours By Appointment

COURSE DESCRIPTION

This course will focus on digital design with specific emphasis on the creation, refinement, and publishing of content for the web. Along the way, we'll address the following topic areas:

- Theories of visual and image-based storytelling
- Photo enhancement and manipulation
- Motion graphics
- Graphic design for web and print publishing
- Contemporary web design techniques for visual storytelling and promotion

REQUIRED TEXTS

Required and suggested readings will be provided by the instructor via Sakai.

REQUIRED MATERIALS & EQUIPMENT

- External Hard Drive
- Color Wheel. There are many similar options. Here is one that I like.
- Web Hosting & Domain (Note: do not purchase in advance, we will discuss this in class.)

LEARNING GOALS

This course will introduce students to the following digital design concepts and skills using a project-based approach.

- SKILLS + TECHNOLOGY CONCEPTS
- Photoshop
- Illustrator
- HTML/CSS
- Web CMSs (Wordpress, etc.)
- After Effects
- Color Theory
- UX Design
- Principals of Typography

POLICIES

Late Work / Lost Work

Bosses, editors, and clients will not tolerate late or lost work and neither will I. Extensions will not be granted. Incompletes will not be assigned. Make-up work will not be assigned unless pre-arranged, or due to an authorized documented absence. If you fear you will miss a deadline, please discuss it with me ASAP. Backup your files. If an assignment is lost or you discover a discrepancy later in the semester,

email documentation will be required. It is your responsibility to make sure I get your work - it is not my responsibility to tell you your file was corrupted, or your email bounced, or to remind you to hand in work.

Attendance / Lateness
Missed work cannot be made up or excused except in the case of severe illness, death in the family, or religious holiday. These absences must be documented if you'd like to make up missed work. Documentation for a university-authorized absence must be cleared with the professor in advance. Coming in late disrupts the class, and you'll likely miss important information. It is your responsibility to ask classmates for announcements you may have missed by arriving late.
Illness If you are ill, please do not come to class. Notify me and contact the Wellness Center for advice and get documentation.

Participation
You'll hear lectures, participate in discussion, and provide feedback to classmates. Your positive and substantive contribution to each of these class elements is expected for a passing grade - doing the bare minimum will earn you a bare minimum grade. Your physical presence in the room is less than bare minimum participation; participation includes attendance, attention, and attitude as well as substantive contributions.
Leaving early, texting, checking Facebook, chatting, sleeping, eating meals, and doing other non-class related work are distractions to you, me, and your classmates. If you need to leave class early, please tell me before class starts.

Classroom Citizenship
Students are expected to respect each other. When you enter a classroom, you are a member of a community of learning. Your success depends on your neighbors' success. Treat each other with tolerance and understanding. The people you'll interact with in class are your peers and future colleagues. Strive to do better on your own, but also strive to help your classmates to elevate the level of conversation and constructive criticism in the classroom. You are responsible for your own work, but you are also responsible to your teacher and your peers. Your positive substantive participation is a valuable aspect of the class.

Computers in the Classroom
Most class meetings will include a section of lab time where we use the classroom computers to learn software. If you would like to bring your own device (laptop, smartphone, etc.) to take notes, that is acceptable.

We'll be relying heavily on web resources to help expand our knowledge of contemporary digital design culture as well as to help us answer questions / troubleshoot software and other tools. This is particularly true with regards to design software: there are many forums, FAQs, tutorials, and other resources online that will help expand your knowledge of these tools. LEARN TO CONSULT THESE RESOURCES BEFORE YOU ASK FOR HELP.

A reminder: be respectful with your use of technology. Please do not use valuable class time to send text messages, use headphones to listen to music, watch wacky videos, look at Facebook, check email, chat, etc. Doing so will lower your participation grade severely.

Students with Disabilities
Any student with a learning disability that needs special accommodation during exams or class periods should provide documentation from Services for Students with Disabilities confidentially to the instructor. The instructor will accommodate that student's needs in the best way possible, given the constraints of the course content and processes. It is the student's responsibility to plan in advance in order to meet their own needs and assignment due dates.

Academic Dishonesty
Academic dishonesty of any kind will not be tolerated. Plagiarism in your work will result in a minimum of a failing grade for that assignment. The case may carry further sanctions from the School of Communication or the University, the most serious being permanent expulsion. Avoid turning in work that could be interpreted as plagiarism or academically dishonest (e.g., failing to properly credit a source or using someone else's ideas without clarifying that they are not yours). This is an academic community; being uninformed or naïve is not an acceptable excuse. It is dishonest to: • turn in the same work for two classes; • turn in a paper you have not written yourself; or • copy from another student or use a "cheat sheet" during an exam.

Grading
The grade given to average work on all assignments is a C. So, if you just complete the bare minimum for each assignment, expect to earn a C for your work. Grades of B or A indicate impressive achievement above the average. Grades of A in particular indicate especially exceptional work. Grades below C indicate inadequacies or errors in any or all of the grading criteria. The university grading scale will be used. Percentage grades are not rounded up. An 87.45% is a B+, not an A-.

Students will receive comments and grades for each assignment unless otherwise noted in the syllabus. It is your responsibility to keep track of the grades you earn. I will not send you updates on cumulative grades. I will not send you warnings when you drop below some point value. I will not send you prompts to participate more or to work harder. The total points for the class and for the assignment are listed in the syllabus so at any point in the semester, you should be able to calculate an approximation of your grade easily. Students may meet with me during office hours throughout the semester to discuss their grades and comments.

If you would like to discuss a grade on an assignment you must make an appointment to visit me during office hours. Bring the assignment, my comments, and a written explanation of how your work met the requirements of the assignment, and showed impressive achievement above the average. You have two weeks from the day I return the assignment to dispute my assessment of that work. After two weeks, I will assume you are satisfied with my assessment, and I will not reconsider the assessment for any reason.

The grading scale is as follows:
A = 94% - 100%
A- = 90% - 93%
B+ = 87% - 89%
B = 84% - 86%
B- = 80% - 83%
C+ = 77% - 79%
C = 74% - 76%
C- = 70% - 73%
D+ = 67% - 69%
D = 65% - 66%
F = 64% and below

Elements Contributing to your Grade
Total Points – 1000
- Attendance / Participation – 200p
- Final Project – 300p
- Assignments – 50p each (500 total)

SCHEDULE
*The schedule is subject to change. You will be notified if this happens.
**Readings for each class should be completed before the beginning of the lecture.

WEEK	DATE	TOPIC
1	Jan 14	Introduction to course
2	Jan 21	**Lecture:** Web design and development **Reading:** 6 Phases of the Website Design and Development Process: https://www.idesignstudios.com/web-design/phases-web-design-development-process/ **Activity:** 2.5 parallax tutorial completion
3	Jan 28	**Lecture:** Basic Design Principals **Reading:** **Activity:** AE: Keyframes and text effects
4	Feb 4	**Lecture:** Typography **Reading:** **Activity:** AE: Advanced Motion Easing

5	Feb 11	**Lecture:** Color Theory / Photo Correction **Reading:** **Activity:** PS and Br: Color Correction, exposure correction, blemish removal
6	Feb 18	**Lecture:** Layout for print +Talk about final projects **Reading:** **Activity:** PS: photo compositing & poster design
7	Feb 25	**Lecture:** Questions and general review **Reading:** **Activity:** Ai: basic drawing in Illustrator
8	Mar 3	SPRING BREAK
9	Mar 10	**Lecture:** Planning your website +know your audience **Reading:** **Activity:** Wireframes and Prototypes
10	Mar 17	**Lecture:** Present project progress **Reading:** **Activity:** Intro to HTML & CSS
11	Mar 24	**Lecture:** Working with Wordpress / Elementor **Reading:** **Activity:** AE: reflection and chrome effects
12	Mar 31	**Lecture:** Review Concepts **Reading:** **Activity:** Making GIFs from video
13	Apr 7	**Lecture: Work Day** **Reading:** **Activity:** Consult with instructor virtually if needed

14	Apr 14	**Lecture:** Review and critique projects **Reading:** **Activity:**
15	Apr 21	**Activity:** Final Presentations
16	Apr 28	**Exam Period:** Final project revisions due by end of scheduled exam period.