Statement on Copyright:

Syllabus -- 2021 Spring

Excluding materials for purchase, syllabus information may be subject to change. The most up-to-date syllabus is located within the course in HuskyCT.

Course and Instructor Information

Course Title: Design Lab 2
Credits: 3.0
Format: Online
Prerequisites: Open to Digital Media and Design majors only; others by instructor consent.

Instructor: Ting Zhou
Email: tingzhou@uonn.edu
VIRTUAL OFFICE HOURS BY APPOINTMENT: If you would like to schedule an appointment to discuss a question or concern related to class, please send me an email ~48 hours before the day you would like to meet and specify a 4-hour window during which you will be free. If I am available on the day you've suggested, I will select a time during the 4-hour window provided; otherwise, I will suggest an alternate day and time.

I will then send you a zoom link and confirmation of the day and time of our virtual office hour meeting.

Teaching Assistant: Matthew Mulline
Email: matthew.mullin@uconn.edu

Course Materials

Required course materials should be obtained before the first day of class.

Students will be required to use Adobe Creative Cloud applications either in campus labs or on their own computers. Student computers must meet the minimum DMD department standard. Additional equipment will be provided by the department through reservations and check out. See the departmental policies regarding check out, care, use and return of equipment.

Required Materials:

1、Karl Gerstner: Designing Programmes: Programme as Typeface, Typography, Picture, Method（You can download the digital version)

2、The Brand Gap: How to Bridge the Distance Between Business Strategy and Design（You can download the digital version)

Additional course readings and media are available within HuskyCT, through either an Internet link or Library Resources

Course Description

This course introduces students to a practice-based, hands-on approach to digital media design theory, principles, and practices of digital screen based visual communication. Through a multidisciplinary perspective involving art, design, art history, and media studies, students will address how culture visualizes screen based communication through both image and type.

Course Objectives

By the end of the semester, you should be able to:

1. Develop effective arrangements of text, information, and visuals with typographic elements
2. Gain experience designing an identity system and applying it in varied formats
3. Identify methods and processes for conceptualizing in time-based media (diagramming, storyboarding, keyframing, etc.)
4. Design and completion of professional (broadcast) quality motion-based projects
5. Learn the basic concepts of user-centered design.
6. Use critique as constructive conversation to help further refine formal solutions.

Course Requirements and Grading

Summary of Course Grading:

Project 1 Poster Design	30%
Project 2 Branding Design	30%
Project 3 Icon design based on project 2	30%
Participation	10%

Grading Scale:

Grade	Letter Grade	GPA
93-100	A	4.0
90-92	A-	3.7
87-89	B+	3.3
83-86	B	3.0
80-82	B-	2.7
77-79	C+	2.3
73-76	C	2.0
70-72	C-	1.7
67-69	D+	1.3
63-66	D	1.0
60-62	D-	0.7
<60	F	0.0

Due Dates and Late Policy

All course due dates are identified in the HUSKYCT. Deadlines are based on Eastern Time unless otherwise specified.

The instructor reserves the right to change dates accordingly as the semester progresses. All changes will be communicated in an appropriate manner.

Projects turned in late will be assessed a penalty: a half-letter grade if it is one day late, or a full-letter grade for 2-7 days late and will not be accepted if overdue by more than seven days.

Feedback and Grades

Creativity is the key to doing well in this class and in getting the most out of it. The work involves great patience and perseverance at times. By being creative in what you do, by finding answers in yourself, you will continue to find the energy to persevere without trouble, and you will easily work your way towards a good grade.

The purpose of grading is to clearly and accurately pinpoint the strengths and weaknesses of your progress. You will receive a grade on each project and a progress report at midterm. This report will evaluate progress, note strengths and areas for improvement. Your overall grade will be based on your understanding of the information and ideas discussed, and your formal, technical, and conceptual progress as demonstrated in projects and exercises, and professionalism during the course. Students will be evaluated through class participation, research, presentations, and technical proficiency with various project and media applications. Aesthetic applications, and problem solving are also points of evaluation. Students will be evaluated on their creativity and diligence in applying the course tools to produce cogent and polished work. Our goals are to go beyond simply achieving technical proficiency, as we will also focus on learning principles in preparation for both artistic and commercial endeavors.

I will make every effort to provide feedback and grades in 5 days. To keep track of your performance in the course, refer to My Grades in HuskyCT.

Weekly Time Commitment

You should expect to dedicate 4 hours a week to this course. This expectation is based on the various course activities, assignments, and assessments and the University of Connecticut's policy regarding credit hours. (More information related to hours per week per credit can be accessed at the Online Student website).

Revisions To Syllabus

The information contained in this syllabus is subject to revision at the discretion of the instructor. Students will be notified of any changes that will be made.

Communication

Good communication is essential to a successful class experience. Please come and talk to me if you anticipate any conflicts with any of the due dates of the course or if you need any special accommodation in order to successfully complete the requirements of the course. The sooner I know about any exceptional circumstances the better, and the more likely we are to come up with non-stressful alternatives. If you encounter any questions or challenges with an assignment, please come talk to me or email me. I am here to help.

However, please try to email me at least 24 hours before a deadline. Please try your best to compose emails with a salutation and closing, and using complete, grammatical sentences.

Course Outline

Project 1 Poster Design	30%
Project 2 Branding Design	40%
Project 3 Icon design based on project 2	30%

Calendar and Class Meeting Schedule

How to Succeed in this Course

All students can succeed in this course and we are here to help you along the way. Please do not hesitate to ask questions or attend office hours. All questions are important here. Success in this course program depends heavily on your personal health and well-being. Recognize that stress is an expected part of the college experience, and it often can be compounded by unexpected setbacks or life changes outside the classroom. Your teaching assistants and I strongly encourage you to reframe challenges as an unavoidable pathway to success. Reflect on your role in taking care of yourself throughout the semester, before the demands of exams and projects reach their peak. Please feel free to reach out to me about any difficulty you may be having that may impact your performance in your courses or campus life as soon as it occurs and before it becomes too overwhelming. In addition to your academic advisor, I strongly encourage you to contact the many other support services on campus that stand ready to assist you.

Resources for Students Experiencing Distress

The University of Connecticut is committed to supporting students in their mental health, their psychological and social well-being, and their connection to their academic experience and overall wellness. The university believes that academic, personal, and professional development can flourish only when each member of our community is assured equitable access to mental health services. The university aims to make access to mental health attainable while fostering a community reflecting equity and diversity and understands that good mental health may lead to personal and professional growth, greater self-awareness, increased social engagement, enhanced academic success, and campus and community involvement.

Students who feel they may benefit from speaking with a mental health professional can find support and resources through the **Student Health and Wellness-Mental Health** (SHaW-MH) office. Through SHaW-MH, students can make an appointment with a mental health professional and engage in confidential conversations or seek recommendations or referrals for any mental health or psychological concern.

Mental health services are included as part of the university's student health insurance plan and also partially funded through university fees. If you do not have UConn's student health insurance plan, most major insurance plans are also accepted. Students can visit the **Student Health and Wellness-Mental Health located in Storrs on the main campus in the Arjona Building, 4th Floor,** or contact the office at **(860) 486-4705, or** **https://studenthealth.uconn.edu/** for services or questions**.**

Accommodations for Illness or Extended Absences

Please stay home if you are feeling ill and please go home if you are in class and start to feel ill. If illness prevents you from attending class, it is your responsibility to notify me as soon as possible. You do not need to disclose the nature of your illness, however, you will need to work with me to determine how you will complete coursework during your absence.

If life circumstances are affecting your ability to focus on courses and your UConn experience, students can email the Dean of Students at dos@uconn.edu to request support. Regional campus students should email the Student Services staff at their home campus to request support and faculty notification.

COVID-19 Specific Information: People with COVID-19 have had a wide range of symptoms reported – ranging from mild symptoms to severe illness. These symptoms may appear 2-14 days after exposure to the virus and can include:

- Fever,
- Cough,
- Shortness of breath or difficulty breathing
- Chills
- Repeated shaking with chills
- Muscle pain
- Headache

- Sore throat
- New loss of taste or smell

Additional information including what to do if you test positive or you are informed through contract tracing that you were in contact with someone who tested positive, and answers to other important questions can be found here: https://studenthealth.uconn.edu/updates-events/coronavirus/

Software/Technical Requirements (with Accessibility and Privacy Information)

The software/technical requirements for this course include:
- Equipment Recommendations (https://remotework.uconn.edu/equipment-recommendations/)
- HuskyCT/Blackboard (HuskyCT/ Blackboard Accessibility Statement, HuskyCT/ Blackboard Privacy Policy)
- Adobe Acrobat Reader (Adobe Reader Accessibility Statement, Adobe Reader Privacy Policy)
- Google Apps (Google Apps Accessibility, Google for Education Privacy Policy)
- Microsoft Office (free to UConn students through uconn.onthehub.com) (Microsoft Accessibility Statement, Microsoft Privacy Statement)
- Dedicated access to high-speed internet with a minimum speed of 1.5 Mbps (4 Mbps or higher is recommended).
- Adobe Illustrator, Adobe XD and Adobe After Effects.

Privacy Statement: For information on managing your privacy at the University of Connecticut, visit the University's Privacy page. NOTE: This course has NOT been designed for use with mobile devices.

Help

Technical and Academic Help provides a guide to technical and academic assistance.

This course uses the learning management platform, HuskyCT. If you have difficulty accessing HuskyCT, you have access to the in person/live person support options available during regular business hours through the Help Center. You also have 24x7 Course Support including access to live chat, phone, and support documents.

Student Technology Training

Student technology training is now available in a new HuskyCT short course created by students for students. It will prepare you to use the IT systems and services that you will use throughout your time at UConn, whether learning online or on-campus. It is available at https://lms.uconn.edu/ultra/courses/_80016_1/cl/outline .

Evaluation of Course Experience

Students will be given an opportunity to provide feedback on their course experience and instruction using the University's standard procedures, which are administered by the Office of Institutional Research and Effectiveness (OIRE).

The University of Connecticut is dedicated to supporting and enhancing teaching effectiveness and student learning using a variety of methods. The Student Evaluation of Teaching (SET) is just one tool used to help faculty enhance their teaching. The SET is used for both formative (self-improvement) and summative (evaluation) purposes.

Additional informal formative surveys and other feedback instruments may be administered within the course.