550-347 M1 and MA

Visual Communication and Graphic Design Basics & Introduction into Affinity Photo and Affinity Publisher

Spring 2021

Tuesday: 9:15am – 12:15pm
Friday: 9:15am – 12:15pm

Time: TUE March 9 – FRI April 30, 2021 (spring break 2020: March 13 – March 21)
Room: ZOOM

Syllabus

Instructor
Géza G. Schenk
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Office hours by appointment

Teaching Assistant
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Office hours by appointment

Course Description

550-347 is a half-semester course with 14 lectures and 14 labs in 7 weeks and starts on 1/19, respectively 03/09.
2D Digital Communication is an introduction into the fundamental principles of visual communication and graphic design, as well as into Affinity Photo and Publisher. As a powerful tool for the landscape architect, graphic design helps the individual convey his/her design intent through effectively communicating and selling ideas to fellow professionals and clients.

This course expands upon the drawing and drafting fundamentals acquired in Landscape Drawing and the introductory studios, expanding the students' toolbox to include graphic design and desktop publishing software.

Course Format

This course presents the basic principles and techniques of design communication with

- Lectures
- Lab Lessons
- Assignments
- Quizzes
- Final Project

Lectures teach basics of graphic design and visual communication, relevant for landscape architects.
Lab Lessons focus on software (Affinty Photo and Affinity Publisher).
Assignments implement the software skills taught in the labs.
At the end of the half-semester, a *Final Project* will contribute to the students' overall grade.

Learning Objectives

- Develop novice-level knowledge of digital graphic tools appropriate for illustrative documents
  including:

-    The use of Photo for image editing and for the production of illustrative graphics
-    The use of Publisher as a desktop publishing tool for booklets, posters, boards, and other representations

- Develop representational skills for use in the Design Studio sequence of classes.
- Illustrate a basic knowledge of graphic composition and design.
- Demonstrate an awareness of the distinction between technical and illustrative graphics and an understanding of the appropriate use f or different representational methodologies.
- Integrate illustrative graphics, drawing, and drafting.

Student Obligations and Expectations

The course is a pre-requisite in the Landscape Architecture degree program. This class is offered for 1.5 credits with time spent in lecture and in lab sections. In accordance with university policy, students are expected to work an additional 9.75 hours per week outside of class. Therefore, please prepare appropriate time in your schedule for this

semester in relationship to your other course work and the limited number of seats available in the computer lab.

Other course obligations include:

1. During certain lectures, quizzes will be given. The lab period will be used to introduce tools appropriate for homework assignments. The instructor will not revisit any content that was missed by a student's absence or tardiness. THEREFORE, YOUR ATTENDANCE WILL BE DIRECTLY RELATED TO YOUR SUCCESS IN THIS CLASS.

2. LATE HOMEWORK WILL NOT BE ACCEPTED. Exceptions will be made, if contact with the instructor regarding the assignment has occurred prior to the due date and the absence meets the requirements of the Department for an excused absence.

3. Take notes during class presentations to help retain knowledge and repeat procedures outside of class. THERE WILL BE NO SCRIPT FOR Affinity PHOTO OR Affinity PUBLISHER Lab Lessons.

4. Practice: Learning Affinity Photo and Affinity Publisher requires consistent use outside of class time, as well as a willingness to ask questions and review new techniques and tools introduced in the classroom.
    There are many tutorials on the Affinity web page:
    https://affinity.serif.com/en-us/learn/

5. Complete the Final Project on time. Please Note: LATE PROJECTS WILL LOSE ONE FULL LETTER GRADE FOR EACH DAY THE PROJECT IS PAST DUE.

6. Seek help, when needed, in advance of an assignment's due date.

Equipment, Materials and Software

The Landscape Architecture Department requires that each student purchase an individual laptop according to specified guidelines:

http://landarch.rutgers.edu/laptoprequirement.html

Project deadlines will NOT be extended because resources were not available in the computer lab or due to incompatible file types/errors. The schedule for the Computer Lab is posted outside the Lab for each semester. Please plan accordingly.

Affinity PHOTO and Affinity PUBLISHER

Each student must have Affinity PHOTO and Affinity PUBLISHER on his/her computer. Affinity programs can be purchased at a ONE-TIME payment of $49.99 per program - no subscription business model like Adobe.

Links: https://affinity.serif.com/en-us/photo/
https://affinity.serif.com/en-us/publisher/

For further information, please contact Marcus Knowlton: knowlton@rutgers.edu

PLEASE MAKE SURE THAT Affinity PHOTO and Affinity PUBLISHER are installed on your computer. In case you have Adobe Photoshop and Adobe InDesign on your computer, you can use those programs instead. Please note that there are quite some differences between Adobe and Affinity programs (though their applications serve the same purposes). The classes will be held based on Affinity programs.

Assignments and Grading

Students will receive grades and feedback on all assignments and exercises that are completed throughout the semester. The individual break-down of the cumulative semester grade is as follows:

15%   Quizzes
20%   Participation, Attendance
30%   Lab Assignments
35%   Final Project
100% Maximum Course Grade

Final Course Grades

All course grades are related to the following numerical scoring system (where x=your grade). Your final course grade is computed by cumulating each score received throughout the semester and weighted by the percentages given above.

A: $x > 90\%$
B+: $90\% > x > 87\%$
B: $87\% > x > 80\%$
C+: $80\% > x > 77\%$
C: $77\% > x > 70\%$

D: 70**%** > x > 60%
F: x < 60%

Policies

Except for circumstances truly beyond the student's control, all projects and homework are due on the dates and at the times specified throughout the semester. No late homework will be accepted. Final Projects that are incomplete on the due date should still be submitted on the date it is due to receive at least partial credit. Turning in no work for an assignment or a project will result in a grade of zero [0]. *Any final project submitted late will lose a letter grade for each day past due*. Working beyond a due date is both unrealistic in a professional setting and unfair to your classmates in this course.

If you encounter any personal circumstances that inhibit your ability to fulfill the requirements of this course, you should immediately contact the instructor. In addition, any student with a special need, circumstance, or disability, should make an appointment to see the instructor during the first week of classes.

Departmental policy allows for a total of three unexcused absences. Four or more absences will automatically lower your final grade by one full letter grade [for example, a B down to a C+]. Each additional three absences will result in another step reduction. If a circumstance arises beyond your control, please notify the Instructor *prior* to the class meeting, and other arrangements will be made. **Documented** medical and family emergences are, of course, excused.

Attendance will be taken at the start of all lectures and labs. Late arrivals greater than 10 minutes will be marked as a full absence by the Instructor. Students on academic probation have NO ALLOWABLE ABSENCES. Content missed due to an excused absence will be made available, however, an excused absence does not automatically prolong an assigned due date for any exercise or project.

If there is a printing/plotting problem, PDF files can be emailed to the instructor by the due date and the assignment will not be considered late. However, a printed/plotted version is due by the following class period or a late penalty will be assessed thereafter.

All information in this syllabus and course schedule is subject to change throughout the semester and will be announced in the scheduled lecture periods and posted to Sakai. **It is your responsibility to stay informed!**

Violations of the University Integrity Policy

The intentional copying of another student's file or portion of the file and presenting it as your own work, is in direct violation of the University Integrity Policy. Please refer to the complete Integrity Policy at: http://academicintegrity.rutgers.edu/integrity.shtml.

Any copying and/or "sharing" of exercises, assignments and projects will be treated as Level 2 violations and subject to the sanctions as outline in the Integrity Policy:

1. A failing grade on the assignment.
2. A failing grade for the course.

Disciplinary warning or probation.

Lectures and Labs Schedule

Section M1

Week	Day	Lecture	Lab
1	1/19	The basic design elements	Basics: Pixel, vectors, resolution, color spaces
1	1/22	The design process	Photo 1: Introduction, interface, basic tools
2	1/26	Copyright, symmetry, scale	Photo 2: Selecting, refining - work on ASSIGNMENT 1
2	1/29	Resolution, grids	Photo 3: Layers, transparency, composition, stacking
3	2/2	Typography	Photo 4: Masking, effects, file size
3	2/5	Hierarchy	Photo 5: work on ASSIGNMENT 2
4	2/9	Color, time - Portfolios	Photo 6: Discussion of ASSIGNMENT 2 in class - Publisher 1: Interface
4	2/12	Framing - Brief poster history	Publisher 2: Setting up a document
5	2/16	Complex information	Publisher 3: Effects, applying the graphic design tools from the lecture
5	2/19	Presentation Boards I	Publisher 4: Typography and styles - ASSIGNMENT 3
6	2/23	Presentation Boards II	Publisher 5: Work on ASSIGNMENT 3 (individual support)
6	2/26	Introduction of FINAL PROJECT	Work on FINAL PROJECT
7	3/2	Work on FINAL PROJECT	Work on FINAL PROJECT
7	3/5	Final Presentations	Final Presentations

Section MA

Week	Day	Lecture	Lab
1	3/9	The basic design elements	Basics: Pixel, vectors, resolution, color spaces
1	3/12	The design process	Photo 1: Introduction, interface, basic tools
Spring	Break		
2	3/23	Copyright, symmetry, scale	Photo 2: Selecting, refining - work on ASSIGNMENT 1
2	3/26	Resolution, grids	Photo 3: Layers, transparency, composition, stacking
3	3/30	Typography	Photo 4: Masking, effects, file size
3	4/2	Hierarchy	Photo 5: work on ASSIGNMENT 2
4	4/6	Color, time - Portfolios	Photo 6: Discussion of ASSIGNMENT 2 in class - Publisher 1: Interface
4	4/9	Framing - Brief poster history	Publisher 2: Setting up a document
5	4/13	Complex information	Publisher 3: Effects, applying the graphic design tools from the lecture
5	4/16	Presentation Boards I	Publisher 4: Typography and styles - ASSIGNMENT 3
6	4/20	Presentation Boards II	Publisher 5: Work on ASSIGNMENT 3 (individual support)
6	4/23	Introduction of FINAL PROJECT	Work on FINAL PROJECT
7	4/27	Work on FINAL PROJECT	Work on FINAL PROJECT
7	4/30	Final Presentations	Final Presentations