

Digital Design 201: Communication Design

Meets: TBA
Email: n/a
Office: TBA
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Course description:

This course will explore primary issues relating to communication design, its practice and application. Students will be introduced to conceptual approaches to the field, as well as to various methodologies and points of consideration, which will assist them in their practice as designers in all media. Projects involving research and analysis, as well as practical application will allow students to put into practice what they have learned.

Course objectives:

By the end of the course, students will have gained:

- An introductory knowledge of the communications profession
- An understanding of the history of communications design
- An understanding of design principles
- A better understanding of design methodologies
- A clearer understanding of design practice
- An understanding of how computer technologies have effected the field
- A conception of how design is effected by culture & society
- As well as an understanding of how culture & society effect design

Credit Hours:

3 hours

Pre-requisites:

None

Required reading:

Communication Design Principles, Methods, and Practice by Jorge Frascara

Strongly suggested:

While this class has not been designated as 'web-enhanced,' it is strongly urged that students wishing to take full advantage of the class have:

- Some familiarity with the Internet;
- Access to the Internet from home or elsewhere
- An active email account.

Necessary Materials:

- Portable memory solution such as portable hard drive or flash drive for transporting work to and from class
- Blank CD-R(s) or DVD-R for final deliverable

Due dates:

Late assignments will not be accepted without a physician's or counselor's note.

Grading:

Projects	75
Paper	15
Participation	10
Total	100

Grades:

90-100	A
80-89	B
70-79	C
60-69	D
0-50	F

There is no R grade in this course.

Introduction to Communication Design (COM) assignments:

This course will be an organic mix of lecture and practice with the professor working to explain the concepts, give examples, and also oversee how well students grasp the concepts discussed as they work on assigned projects. 10% of the grade will be based on engagement and consistent attendance, while the balance of the grade will be determined by students work on 10 short reaction papers and four projects over the course of fifteen weeks.

Assignment	Type	Date	Graded Points
Information, Redundancy & Noise Project	Take-home / In class	RP1	10
Early 20 th Century Design Presentation	Take-home / In class	RP2	10
Language & Specification Points in Print Media	Take-home / In class	RP3	10
Consideration Project	Take-home / In class	RP4	10
Campaign for Social Networking Web Site	Take-home / In class	RP5	10
US Currency Redesign Project	Take-home / In class	RP6	10
Web Site Development	Take-home / In class	RP7	15
Social Marketing Research Paper	Take- home	RP8	15
Total			90

Notes on the grading criteria:

Work will be evaluated according to the following criteria:

- Understanding, interpretation, communication of course concepts
- Critical thinking
- Design Process
- Research and Analysis of related issues
- Contribution to in-class discussion

The COM assignments:

What follows are brief descriptions of the USE assignments students will be doing over the course of the term. Detailed instructions will be provided in-class. Without a physician or counselor's note, late assignments will not be accepted and so will receive a grade of 0.

Information, Redundancy & Noise Project

Identify two cases each of Information, Redundancy and Noise as described by Frascara and occurring in print media. Analyze and document these. Create an information board for in-class discussion.

Early 20th Century Design Presentation

Compare and Contrast two early 20th century design styles mentioned by Frascara. Research examples of each and analyze for presentation. Use KeyNote or Power Point to develop and design a five-minute presentation for the class.

Language & Specification Points in Print Media

Bring in one good example and one bad example of Frascara's Language and Specification points (page 62 & 63) in current print media. Analyze and document these. Create an information board for in-class discussion.

Consideration Project

Develop an evaluation plan for a project promoting a local business by using Frascara's preliminary project considerations (page 88) as a starting point. Consider the end audience of the piece and what their expectations might be in developing your plan of attack. Give a short KeyNote or PowerPoint presentation to the class.

Campaign for Social Networking Site

Develop an imaginary advertising campaign for a social networking site – the site can be fictitious or already exist, but the campaign must be entirely original. Begin by using Frascara's 10 developmental points to formulate your project's development and presentation. Presentation method to be decided by student.

US Currency Redesign Project

Develop a new design for US currency taking into consideration the information communicated as well as needs of the end user including various handicapped users.

Social marketing research paper

Do some research into social marketing. Analyze examples of both successful and unsuccessful social marketing. What does this tell you about communication designers? What might you put forth as a theory of social marketing with which to proceed in your career as a designer? How might this help you develop a philosophy of design?

Participation:

A student's participation grade is based primarily on their attendance and participation in class. Every student begins the term with 10 participation points. Attendance is mandatory for every single scheduled class. For each class missed, 3 participation points will be deducted. Tardy students will have 2 participation points deducted. More than three absences will amount to a failure, as a student may not earn less than 0 participation points.

Academic policies (from Catalogue):

Hostos Community College believes that developing student's abilities to think through issues and problems by themselves is central to the educational process. Since the Hostos College degree signifies that the student knows the material s/he has studied, and the practice of academic dishonesty results in grades or scores that do not reflect how much or how well the student has learned, understood, or mastered the material, the College will investigate any form of academic dishonesty brought to its attention. If the charge of academic dishonesty is proved, the College will impose sanctions. The three most common forms of academic dishonesty are cheating, plagiarism, and bribery.

Cheating (from Catalogue):

In the collegiate setting, cheating is defined as the purposeful misrepresentation of another's work as one's own. Faculty and students alike are responsible for upholding the integrity of this institution by not participating either directly or indirectly in act of cheating and by discouraging others from doing so.

Plagiarism (from Catalogue):

Plagiarism is a form of cheating which occurs when persons, even if unintentionally, fail to acknowledge appropriately the sources for the ideas, language, concepts, inventions, etc. referred to in their own work. Thus, any attempt to claim another's intellectual or artistic work as one's own constitutes an act of plagiarism.

Bribery (from Catalogue):

In the collegiate setting, bribery involves the offering, promising, or giving of items of value, such as money or gifts, to a person in a position of authority, such as a teacher, administrator, or staff member, so as to influence his/her judgment or conduct in favor of the student. The offering of sexual favors in exchange for a grade, test score, or other academic favor, shall be considered attempted bribery. The matter of sexual favors, either requested or offered, in exchange for a grade, test score or other academic favor, shall also be handled as per the Sexual Harassment procedures of the College.

College attendance policy (from Catalogue):

Students are expected to attend all class meetings in the courses for which they are registered. Classes begin at the times indicated in the official schedule of classes. Arrival in class after the scheduled starting time constitutes lateness.

The maximum number of absences is limited to 15% of the number of scheduled class hours per semester and a student absent more than the indicated 15% is deemed excessively absent. Attendance is monitored from the first official day of classes. In the case of excessive absences or lateness, the instructor has the right to lower the grade, assign a failing grade, or assign additional written work or readings.

Absences due to late registration, change of program, or extenuating circumstances will be considered on an individual basis by the instructor. Each department and program may specify in writing a different attendance policy. Instructors are required to keep an official record of student attendance and inform each class of the College's or department attendance policy.

NOTE:

- Any work missed during any period of absence must be made up by the student.
- To meet financial aid criteria, a student must attend class at least once in the first three weeks and once in either the fourth or fifth week of class.
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Course schedule:

Readings must be completed for each class. Not all assigned texts will be discussed in class or covered in the class lectures.

CLASS	COM Project Due	ROOM	TOPIC	READ FOR TODAY
1		TBA	Discussion: Class Introduction	No reading
2		TBA	Discussion: Information, Redundancy & Noise	Jorge Frascara's Communication Design Principles, Methods, and Practice Chapter 1
3	RP1	TBA	Discussion: Presentations	No reading

4		TBA	Discussion: Presentation Styles & Skills History of Communication Design	Jorge Frascara's Communication Design Principles, Methods, and Practice Chapter 2
5	RP2	TBA	Discussion: Presentations	No reading
6	RP3	TBA	Discussion Presentations of Language & Specification Projects	Jorge Frascara's Communication Design Principles, Methods, and Practice Chapter 3
7	RP4	TBA	Discussion: Consideration Project Presentations	No reading
8		TBA	Discussion: Assessing need and evaluating audience	Jorge Frascara's Communication Design Principles, Methods, and Practice Chapter 4
9	RP5	TBA	Discussion: Social Networking Site Presentations	No reading
10		TBA	Discussion: Usability in Communication Design	Jorge Frascara's Communication Design Principles, Methods, and Practice Chapter 5
11	RP6	TBA	Discussion: Curency Redesign Project Presentation	No reading
12		TBA	Discussion: The Computer as Communicator Hostos Web Site Analysis Discussion	Jorge Frascara's Communication Design Principles, Methods, and Practice Chapter 6
13	RP7	TBA	Discussion: Hostos Web Site Redesign	No reading
14		TBA	Discussion: Communication Designer as Social engineer	Jorge Frascara's Communication Design Principles, Methods, and Practice Chapter 7
15	RP8	TBA	Discussion: Design Philosophy Final Paper Due	No reading

COURSE ID	-
PASSWORD	-