

Syllabus T Th 11:00am-12:30pm
I 320U Graphic Design SZB 5.624

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Spring 2022 danielkramer@utexas.edu

Office hours: By appointment

Course description This mixed-format course consisting of lecture, discussion, and studio will allow students of all experience levels to develop fundamental visual and graphic design theory and skills to prepare for careers in Informatics and related fields. Course topics include visual design foundations, user interface foundations, and design thinking methods. Students will have the opportunity to create multiple projects for their personal portfolios. Students will engage with industry professionals to provide insight about professional careers in design. Student feedback will be collected throughout the course to ensure the curriculum is adding the most value for students.

Prerequisites Informatics 310U

Effective Spring 2022 only - students concurrently registered for I 310U will be permitted in I 320U

Learning outcomes Students will be able to:

- Generate divergent ideas for ambiguous and complex problems.
- Design and present work at the appropriate level of detail for the audience.
- Critique design works of self and others with tact to improve output.
- Demonstrate foundational graphic design skills by creating works with high attention to detail.

- Develop cohesive visual systems across multiple mediums.
- Support design rationale using appropriate design vocabulary.
- Create accessible design works for all users.
- Develop skills for mastering industry-used design software.

How will you learn? Teaching modality information

Students can expect a mixed-format, in-person course consisting of lecture, discussion, and studio time to explore and practice course concepts and software. Students can expect the following general course format:

- Tuesdays - lectures
- Thursdays - project due dates, critiques, studio time

Students should expect in-person instruction unless otherwise directed by the university, such as the first two weeks of this semester.

Note: that some weeks do not follow this format and are subject to change. Please review the course schedule for specific details.

Asking for help

I'm always happy to chat during office hours by appointment! Please complete this form if you'd like to schedule office hours. Once I received your request, I will follow up with my availability so we can chat soon:

<https://forms.gle/pfL4AQgyZtnWAuEUA>

Diversity, equity, and inclusion

It is my intent that students from all diverse backgrounds and perspectives be well served by this course, that students' learning needs be addressed, and that the diversity that students bring to this class can be comfortably expressed and be viewed as a resource,

strength and benefit to all students. Please come to me at any time with any concerns.

Services for students with disabilities

The university is committed to creating an accessible and inclusive learning environment consistent with university policy and federal and state law. Please let me know if you experience any barriers to learning so I can work with you to ensure you have equal opportunity to participate fully in this course. If you are a student with a disability, or think you may have a disability, and need accommodations please contact Services for Students with Disabilities (SSD). Please refer to SSD's website for contact and more information: <http://diversity.utexas.edu/disability/>. If you are already registered with SSD, please deliver your Accommodation Letter to me as early as possible in the semester so we can discuss your approved accommodations and needs in this course.

Course requirements and attendance

Required materials

Laptop - you need access to a laptop for:

- Canvas (to submit projects and access course readings)
- Figma

Attendance and participation

Students are expected to attend every class. Every student should demonstrate ongoing engagement in class discussions. Absences will only be excused in situations following university policy (illness, religious holy days, participation in University activities at the request of university authorities, and compelling absences beyond your control) with proper documentation and timely notification (prior to class for nonemergencies).

Grading and evaluation **Projects: 85%**

Students will complete three assignments throughout the semester to supplement course concepts and objectives. Rubrics will be provided at the introduction of each assignment:

- 25% Project 1 - TED Talk
- 30% Project 2 - UI Audit/Redesign
- 30% Project 3 - "Future Austin" Design Challenge

Teamwork peer evaluation: 5%

Students will evaluate each group members' performance for Project 3, "Future Austin" Design Challenge. This is the only group project, essentially making Project 3 a total of 35% students' final grade (30% Project 3 + 5% Teamwork peer evaluation).

Attendance/Participation: 10%

Attendance and participation is critical to a student's development and class success. Students can expect a high degree of collaboration in a classroom environment where all students' voices and opinions matter. Attending every class, completing readings and assignments is crucial to actively engage in class discussions. Student attendance, willingness to discuss topics, and collaboration with classmates may be considered (positively or negatively) if a student earns a borderline grade.

Grading scale All grades including final grades will be earned using the following scale:

- 100-94% = A
- 93-90% = A-
- 89-87% = B+
- 86-84% = B

- 83-80% = B-
- 79-77% = C+
- 76-74% = C
- 73-70% = C-
- 69-67% = D+
- 66-64% = D
- 63%-60% = D-
- F = <60%

Late work and missing work

I understand life happens, especially during a pandemic. Should students be unable to submit an assignment by the due date, they must submit an extension request on or before the assignment's due date. Therefore all students will be required to submit something on an assignment due date. Complete this form should you need an extension on an assignment. Explain why you were unable to complete the assignment on time. Please use this as an opportunity to reflect on your academic habits and I will use this as an opportunity to analyze if there are ways I can better support your academic success. Please submit an assignment extension requests here: <https://forms.gle/oPKUzZcr8BqfAmYJ9>

Note: Students will be allowed a maximum of two extensions per semester. Extensions cannot be used for a unit's final assignment.

Course policies and disclosures

Academic Integrity Expectations

Students who violate University rules on academic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since such dishonesty harms the individual, all students, and the integrity of the University, policies on academic dishonesty will be strictly enforced. For further information, please visit the Student Conduct and Academic Integrity website at:

<http://deanofstudents.utexas.edu/conduct>.

Confidentiality of class recordings

Class recordings are reserved only for students in this class for educational purposes and are protected under FERPA. The recordings should not be shared outside the class in any form. Violation of this restriction by a student could lead to Student Misconduct proceedings.

Names and pronouns

Professional courtesy and sensitivity are especially important with respect to individuals and topics dealing with differences of race, culture, religion, politics, sexual orientation, gender, gender variance, and nationalities. I will gladly honor your request to address you by your chosen name and by the gender pronouns you use. Class rosters are provided to the instructor with the student's chosen (not legal) name, if you have provided one. If you wish to provide or update a chosen name, that can be done easily at this page, and you can add your pronouns to Canvas.

Course Projects These are overviews for each project. Additional details will be provided for projects as they are introduced throughout the semester.

1. TED Talk Students will create deliverables for a TED Talk they'll present about their interest in Informatics.

Deliverables

- Moodboard
- Social media post/poster
- Presentation deck
- Speech 3-5 min

2. UI Audit/Redesign Students will conduct a User Interface (UI) audit on a former Informatics class project. If there are no past projects to audit, one will be assigned. Then students will redesign the UI based on their audit.

Deliverables

- Design audit evaluation
- Developer annotations
- Redesigned UI

3. "Future Austin" Design Challenge Students will use design thinking to create a solution for their projection of Austin in 2050. This is a group project of 2-3 students per group.

Deliverables

- Will vary by group

Course outline All instructions, assignments, readings, rubrics and essential information will be on the Canvas website at utexas.instructure.com. Check Canvas regularly. Changes to the schedule may be made at my discretion if circumstances require. I will announce any such changes in class and will also communicate them via a Canvas announcement. It is your responsibility to note these changes when announced, and I will do my best to ensure that you are notified of changes with as much advance notice as possible.

	Tuesday (Lecture)	Thursday (Studio/critique)
	Unit 1: Visual Design Foundations	
Week 1- Intro to Graphic Design	<p>January 18</p> <p>Lecture:</p> <ul style="list-style-type: none"> -Enrollment check -Ice breaker -Graphic Design course overview <p>Video: 3 Ways to Level Up Your Visual Design Skills</p>	<p>January 20</p> <p>Lecture:</p> <ul style="list-style-type: none"> - What is graphic design? -A Brief History of Graphic Design -Moodboards -Introduce Project 1 - TED Talk <p>Readings due:</p> <p>A brief history of graphic design</p> <p>Mood board</p>
Week 2- Elements and Principles of Design	<p>January 25</p> <p>Lecture:</p> <ul style="list-style-type: none"> -Elements of Art -Principles of Design -Gestalt Principles <p>Readings due:</p> <p>5 Principles of Visual Design in UX</p> <p>Elements of Art</p> <p>Principles of Design</p>	<p>January 27</p> <p>Lecture:</p> <ul style="list-style-type: none"> -How to Critique <p>-Due/crit: TED Talk mood board</p>

	<p>Gestalt Principles</p> <p>How to give and receive great design feedback</p>	
<p>Week 3- Grids and Typography</p>	<p>February 1</p> <p>Lecture: -Grids -Typography</p> <p>Readings due: Typography Terms Cheat Sheet</p> <p>Typography design: Rules and terms every designer must know</p> <p>20 Typography Terms You Need to Know</p>	<p>February 3</p> <p>-Due/crit: TED talk thumbnail sketches, TED Talk outline</p> <p>-Studio time</p>
<p>Week 4- Color</p>	<p>February 8</p> <p>Lecture: -Color Theory -Psychology of Color -Intro to Figma</p> <p>Readings due: Color Theory Part 1</p> <p>Color Theory Part 2</p> <p>Color Theory Part 3</p>	<p>February 10</p> <p>-Due/Crit: Digital poster draft 1 and slide deck draft 1</p> <p>-Studio time</p>
<p>Week 5- Presentation Design</p>	<p>February 15</p> <p>Lecture: -Slide design -Presentation storytelling -Small group practice</p> <p>Readings due:</p>	<p>February 17</p> <p>-Due/Crit: Digital poster draft 2 and slide deck draft 2</p> <p>-Studio time</p>

	20 tips for better presentation design Public speaking tips TED Talks - Chris Anderson	
Week 6- TED Talk Presentation	February 22 -Due: FINAL TED Talk digital poster/slide deck for ALL -TED Talk presentations part 1	February 24 -TED Talk presentations part 2 -Curriculum feedback survey -TED Talk self-reflection
	Unit 2: UI Foundations	
Week 7- UI Audit Methods	March 1 -UI Heuristics -PURE Method -Accessibility Readings due: Human Interface Guidelines 10 Usability Heuristics for User Interface Design Quantifying and Comparing Ease of Use Without Breaking the Bank	March 3 -Due/crit: UI audit/redesign project identified -Studio time
Week 8- Design Language Systems	March 8 -Design Language Systems -Apple's HIG -Google's MD Spec Readings due: Human Interface Guidelines Design Language System Flat UI Elements Attract Less Attention and Cause Uncertainty What is Visual Design	March 10 -Due/crit: UI Audit -Studio time

Spring Break	March 15 -No class	March 17 -No class
Week 9- Designing hi-fidelity	March 22 -Prototyping -Motion graphics Readings due: What is Motion Graphics?	March 24 -Due/crit: UI redesign draft 1 -Studio time
Week 10- Working with devs	March 29 -Working with developers Readings due: How Designers Work With Developers 8 Tips for UX designer on how to coexist with developers Design annotations that will make your developers happy	March 31 -Due/crit: UI redesign draft 2 -Studio time
Week 11- UI Redesign due	April 5 -Guest speaker	April 7 -Due/crit: FINAL UI redesign -Curriculum feedback survey -UI Audit/Redesign self-reflection -Introduce “Future Austin” Design Challenge
	Unit 3: Design Challenge	
Week 12- Design Thinking	April 12 -Design Challenge exercises -Design Thinking -Crazy 8's Readings due: Design Thinking defined Google Design Sprints - Crazy 8's	April 14 -Due: “Future Austin” Design Challenge project goals -Studio time

<p>Week 13- Future Design</p>	<p>April 19</p> <ul style="list-style-type: none"> -Future design trends -Studio time <p>Readings due:</p> <p>The biggest trends in graphic design for 2022, as predicted by leading creatives</p> <p>What's the future of graphic design?</p> <p>This is what graphic design will look like in 2033</p>	<p>April 21</p> <ul style="list-style-type: none"> -Due: "Future Austin" Design Challenge project check-in -Studio time
<p>Week 14- Working session</p>	<p>April 26</p> <ul style="list-style-type: none"> -Studio time 	<p>April 28</p> <ul style="list-style-type: none"> -Due: "Future Austin" Design Challenge project check-in -Studio time
<p>Week 15- Final presentation</p>	<p>May 3</p> <ul style="list-style-type: none"> -Due: FINAL "Future Austin" Design Challenge -Presentations part 1 	<p>May 5</p> <ul style="list-style-type: none"> -Presentations part 2 -End of semester survey - "Future Austin" Design Challenge self-reflection