

# DES369 Visual Systems / Spring 2019

## **Annabelle Gould**

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Office Hours:  
M 11:30–12:30pm  
Room 251

Canvas: DES369

## **COURSE OVERVIEW + GOALS**

This course will focus on the creation and development of a cohesive, innovative visual system applied across a variety of media formats. In this class you will explore organizational strategies and graphic interpretations of themes using typography and imagery, with the objective of creating a related network of dynamic solutions. Everything covered in Advanced Typography, Introduction to Motion, Branding and Interface I will be utilized in this class.

The challenge when developing a comprehensive design program is to present a compelling message that uses engaging visual language without becoming repetitive or disjointed in the execution. Topics covered in this course include:

- 1) The construction of meaning through verbal and visual language;
- 2) Designing for a system (rather than a single product) that includes a wide range of media formats and sizes;
- 3) Integrating color, type, imagery and graphic elements to produce a compelling visual language that reinforces the chosen theme/topic;
- 4) Using a rigorous design process to develop provocative and smart solutions;
- 5) Issues related to audience, image creation and production.

## **COURSE STRUCTURE + REQUIREMENTS**

The quarter will consist of two projects: a form studies assignment and one longer system project with several components. Class time will be split between lectures, critiques, and workdays. For large critiques the class will be split into two groups (A and B). One group will present on Mondays, the other will present on Wednesdays.

## **FINAL EXAM**

Thursday June 13, 8:30–10:20 (attendance is expected)

## **GRADING BREAKDOWN**

**Project 1** (30% each)

**Project 2** (50% each)

**Class participation, individual effort and process** (20%)

The following criteria is used when determining grades:

A 3.8–4.0 is given to a student who has exhibited the highest possible performance in all aspects of the course—final projects, the design process and participation are excellent. This student independently seeks out additional information on design and is highly committed/passionate about his/her work.

A 3.4–3.7 is given to a student who exhibits superior performance in all aspects of the course—the final projects, design process, and participation are uniformly of high quality. This student has a thorough understanding of all concepts presented, and is motivated to improve and succeed.

A 2.9–3.3 is given to a student who has good performance in most aspects of the course. This student follows a thorough design process, has good design work, and consistent participation that reflects a clear understanding of almost all concepts being presented.

A 2.5–2.8 is given to a student who has fair performance in the course. The final work is adequate, with a design process that reflects the minimum needed to complete assignments. Participation and motivation are moderate.

A 0.0–2.4 is given to a student with poor performance in the course. Projects are incorrectly prepared, incomplete or missing. This student does not understand the majority of concepts presented and rarely participates in class. This student is not prepared for subsequent courses in design.

*All students are required to pass every design studio class with a minimum grade of a 2.0. Receiving a grade below the 2.0 benchmark will result in a one-quarter probationary period. Continued failure to pass subsequent design courses with a minimum 2.0 grade could result in expulsion from the design major.*

### **POLICIES + EVALUATION**

All work for this class should be approached with a high degree of professionalism. Attendance is required for all class sessions. If you miss class for any reason, it is your responsibility to contact fellow classmates to make up the work. Please make every effort to be on time. Arriving late is seen as a lack of interest and a sign of disrespect for your colleagues. Work that is not ready (or pinned up) at the beginning of class will not be critiqued. Late work is heavily discouraged and will not be accepted without prior permission. Grading is based on the quality of your work during the quarter (both visually and conceptually); your design process (the extent of exploration and variation throughout each project) and on participation in group discussions and critiques.

### **RECOMMENDED READING**

*Dynamic Identities: How to Create a Living Brand* by Irene van Nes

*Graphic Design, Referenced: A Visual Guide to the Language, Applications, and History of Graphic Design* by Armin Vit

*Festival Graphics* published by Index Books

*GeoGraphics: Simple Form Graphics in Print and Motion* by Victionary

*Hands On: Interactive Design in Print* by Victionary

*Genius Moves: 100 Icons of Graphic Design* by Steven Heller

*Introducing Culture Identities: Design for Museums, Theaters and Cultural Institutions* edited by R. Klanten, A. Sinofzik and F. Schulze

*Print Work: Capture the Best Publication and Promotion* by Victionary

*The Designer and the Grid* by Lucienne Roberts + Julia Thrift

*Universal Principles of Design* by William Lidwell + Kritina Holden + Jill Butler

For additional material, visit the References section on Canvas.

### **EMAIL + CORRESPONDENCE**

Class announcements are sent to registered students via Canvas. Check your UW email daily. For all e-mail communication, please observe normal business etiquette with formal salutations to instructors and colleagues, written in proper English without acronyms or abbreviations.

*As a matter of policy, no assignments will be critiqued through email. Use your colleagues, critiques during class time, or office hours for feedback on projects. Note: office hours are not a substitute for missing class.*

### **LAPTOPS/FILE STORAGE**

It is strongly recommended that you back up all work on a weekly basis. You should also make a habit of saving process work (rather than saving over each version as you go). Use a jump drive, buy a portable hard drive, subscribe to a backup service (Crash Plan), use UW server space or iCloud. Make sure that you regularly run any necessary system updates on your laptop to prevent failures and crashes.

**ACCOMMODATIONS**

If you need to request academic accommodations due to a disability, please contact Disabled Student Services, 448 Schmitz, 543-8924. If you have a letter from Disabled Student Services indicating you need academic accommodations, please present it to me so we can discuss what you might need for the class.

**PLAGIARISM**

Plagiarism is defined as using in your own work the creations, ideas, words, inventions, or work of someone else without formally acknowledging them through the use of quotation marks, footnotes, bibliography, or other reference. Please check with course faculty if you have questions about what constitutes plagiarism. Instances of plagiarism will be referred to the Vice Provost/Special Assistant to the President for Student Relations and may lead to disciplinary action.

**VIOLENCE AWARENESS + PREVENTION**

- Preventing violence is everyone's responsibility. If you're concerned, tell someone.
- Always call 911 if you or others may be in danger.
- Call 206-685-SAFE (7233) to report non-urgent threats of violence and for referrals to UW counseling and/or safety resources.
- TTY or VP callers, please call through your preferred relay service.
- Don't walk alone. Campus safety guards can walk with you on campus after dark. Call Husky NightWalk 206-685-WALK (9255).
- Stay connected in an emergency with UW Alert.
- Register your mobile number to receive instant notification of campus emergencies via text and voice messaging.
- Sign up online at [www.washington.edu/alert](http://www.washington.edu/alert).
- For more information visit the SafeCampus website at [www.washington.edu/safecampus](http://www.washington.edu/safecampus).