DES 1100

Adrienne Martin, MA
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Text/VM: 909.278.7893

Important Information about eMail:

It is essential that you activate and **check your CSUSB e-mail account** as it is the only way I have to send information or announcements to you **outside of class.**

A test e-mail message was sent out prior to the first class. If you did not receive the test e-mail, you should go to https://www.csusb.edu/its/support/technology-support/ email to get help with e-mail settings. If you have trouble signing in, you can contact the Telecommunications Department at x75133.

IT Phone Support is available 24/7 at 909- 537-7677.

The class moves quickly so please make sure from the start that you have appropriate email. It is your responsibility.

The syllabus and schedule are subject to change.

"Design is Creativity with Strategy."
~ Rob Curedale

California State University, San Bernardino
College of Arts and Letters / Design
DES1100. Digital Applications Basics Fall 2022

Course and Instructor Information:

Instructor:	Adrienne Martin, MA
Office location:	Virtual/Zoom
Cellphone:	909.278.7893 for voice or text messaging
Email:	Adrienne.Martin@csusb.edu
Office hours:	TBD
Class Days/Time:	9:00-11:20am TuTh
Classroom:	VAC-232

Prerequisite courses, prior knowledge and/or additional skills required:
Semester Co-requisite: DES 1110

Course Description
Fundamental use and introduction to the features and functions within current design software applications. Course taught from the perspective of using the application (software) to produce communication design including image-based communication solutions. Two hours of discussion and two hours of activity. Materials fee required.

This class will focus on professional standards software that is used in the creation of graphic design. Students will learn the basics of the Adobe Creative Suite and how they are useful tools to facilitate effective visual communication.

Program Learning Outcomes (PLOs):
You will be able to demonstrate depth of knowledge in your ability to use current technology to conceive, design, produce, and create visual form to successfully communicate ideas, opinions, and concepts that are consistent with the professional field of applied digital media.

Course Learning Outcomes (CLOs)/Student Learning Outcomes (SLOs):
Learning Outcomes will be delineated in each Project with a Rubric that clearly identifies criteria and achievement level as an evaluation instrument. Upon successful completion of this course, students will be able to:

CLO/SLO 1: Identify the visual design tools and execute technologies for screen based and print graphic design
- Demonstrate fundamental competency in the Adobe Creative Cloud Suite software: Photoshop, Illustrator, InDesign and Acrobat
- Understand the purpose and basic functionality of Adobe Dimensions and XD

CLO/SLO 2: Use digital software to create effective graphic design collateral
- Produce Image manipulation with Adobe Photoshop through tools such as masks, sharpening, filters, smart objects and layering
- Create vectors with Adobe Illustrator for items such as logo design, maps, charts and illustrations
- Produce individual and multiple page layouts using InDesign
- Create PDFs for proofing and printing using Adobe Acrobat

STUDENT WORK
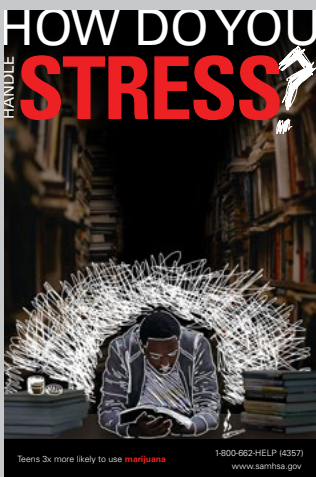
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CLO/SLO 3: Understand the digital environment
- Identify subtractive and additive color models as well as the differences in CMYK, RGB, Spot and web gamuts
- Combine assets from Photoshop and Illustrator into InDesign for print
- Appropriate use of typography and fonts: Open Type, True Type and Postscript

CLO/SLO 4: Participate in the design process
- Use the design process successfully by creating effective compositions through the use of principles such as visual hierarchy, color palette, shape, texture, alignment, balance, contrast, repetition, proximity, gestalt, positive and negative space, and target market impact to create successful visual information design.
- Use research and ideation to create thumbnails and rough sketches
- Use critiques effectively to improve compositions through revision
- Successfully articulate details of their compositions through descriptions of Typography, Color, Image, Grid and Creative Strategy
- Create presentation artwork using industry standard techniques

Additional "Soft Skill" Learning Objectives:
- Acquiring an interest in learning more by asking questions and seeking answers
- To demonstrate independence in project management by practicing successfully proactive planning, goal setting, and time management.
- To demonstrate interdependence in project management through applying professional communication skills, while practicing ethical character traits of honesty, fairness and openness in problem solving, conflict management, decision-making, and team work.

Required Reading
Samara, Timothy. Drawing for Graphic Design: Understanding Conceptual Principles and Practical Techniques to Create Unique, Effective Design Solutions, Quarto Publishing Group USA, 2012. Link to Free ProQuest E-book Central, - Pfau Library.

Excellent assistance in locating resources and suggestions can be found by contacting:

Teodora Bozhilova, VRC Director: teodora.bozhilova@csusb.edu
VRC website: https://www.csusb.edu/visual-resource-center

Stacey Magedanz, Art Librarian: magedanz@csusb.edu
Pfau Library Website: https://www.csusb.edu/library

Required or Recommended Web Sources
Although you are NOT required to purchase books for this class, however there are required free resources at:
- Adobe Photoshop Tutorials: https://helpx.adobe.com/photoshop/tutorials.html
- Adobe Illustrator Tutorials: https://helpx.adobe.com/illustrator/tutorials.html
- Adobe InDesign Tutorials: https://helpx.adobe.com/indesign/tutorials.html
- Adobe Acrobat Tutorials: https://helpx.adobe.com/acrobat/tutorials.html
- Creating an Interactive PDF: https://helpx.adobe.com/indesign/how-to/indesign-create-interactive-pdf.html

Free Page Layout Software Tutorials:
- Design a multi-page mag feature by Jo Gulliver: MultiPage tutorial with support files
- Page Layout Design / Grids by Serif PagePlus X5: Page Layout Design with Grids

Additional Recommended Readings / Bibliography
Anderson, Gail. The Graphic Design Idea Book: Inspiration from 50 Masters, Laurence King Publishing, 2016. ISBN 9781780679921
    Link to Pfau Library E-book: Free Proquest E-book Central

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Leborg, Christian. Visual Grammar. Princeton Architectural Press, 2006. Print ISBN 9781568985817
Link to Pfau Library E-book: Free Proquest E-book Central

Poulin, Richard. The Language of Graphic Design : An Illustrated Handbook for Understanding Fundamental Design Principles, Quarto Publishing Group USA, 2011
Link to Pfau Library E-book: Free Proquest E-book Central

Samara, Timothy. Design Elements: Understanding the Rules and Knowing When to Break Them - Updated and Expanded, Quarto Publishing Group USA, 2014.
Link to Pfau Library E-book: Free Proquest E-book Central

Ward, Al. Photoshop for Right-Brainers: The Art of Photo Manipulation, John Wiley & Sons, 2004. ISBN 9780470113790
Link to Pfau Library E-book: Free Proquest E-book Central

Assignments:

To support the Program Learning Outcomes of developing a depth of knowledge in your ability to use current technology we will be doing **3 Projects** in DES1100 Digital Application Basics. Each project is outlined in a thorough Creative Brief with instructions, rubrics, descriptions and resources. Each project contains specific Course Learning Outcomes / Student Learning Outcomes (CLO/SLOs) that are referenced in Formative and Summative Assessment Instruments through rubrics with both qualitative and quantitative descriptions of Achievement levels.

The projects are worth **20% each** or **60% of your total semester grade** for this class.

1. Photoshop Image Manipulation
2. Illustrator Drawn Vectors
3. InDesign Multi-Page Layout

There will be weekly Participation and Assignments, which include, but not limited to reading, tutorials, classroom discussions or group work. Participation and Assignments are worth a total of 35% of your semester grade for this class.

The final 5% of your semester grade will be accrued from quizzes and a final exam.

A	100 – 93	4.0 points
A-	92 – 90	3.7 points
B+	89 – 87	3.4 points
B	86 – 83	3.0 points
B-	82 – 80	2.7 points
C+	79 – 77	2.4 points
C	76 - 73	2.0 points
C-	72 – 70	1.7 points
D+	69 – 65	1.4 points
D	64 – 60	1.0 points
F	59 and below	0.0 points

Percentages of Evaluation Items

Class Participation........................... 10%
Assignments..................................... 25%
Projects 3@20%................................60%
Quizzes.. 5%

Total...100%

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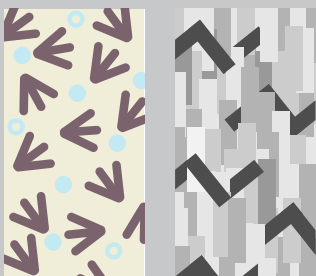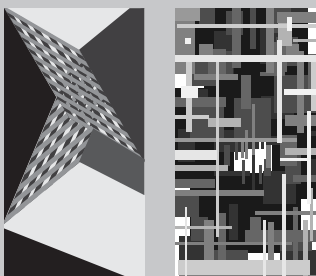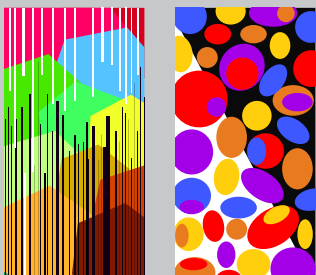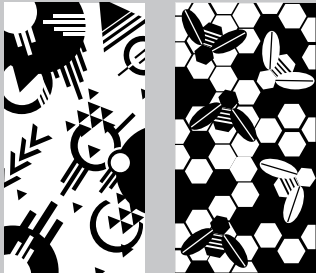
Grading Policy:

- All work must be received by the set deadline as outlined in the assignments. IF WORK IS SUBMITTED LATE IT MAY BE ACCEPTED WITH A LATE PENALTY.
- ALL PROJECTS are due when indicated unless otherwise specified by instructor.
- ABSOLUTELY NO WORK WILL BE ACCEPTED AFTER THE SEMESTER END DATE.
- It will be determined by teacher's discretion to award additional projects for extra credit and /or omit projects as incentive for academically successful students.
- Project specific grading information will be outlined WITH A RUBRIC AND LINKS TO LEARNING OUTCOMES
- EACH PROJECT will have a creative brief with an overview and clearly outlined expectations and submission requirements

Important Note about Late Work:
Late work will receive an initial 30% reduction and more as time progresses. Students are expected to participate in classroom discussions, activities and critique with a positive intent in an appropriate manner. Anything less would be reflected in the Participation score.

Grading Scale and Process for Evaluation:
All assignments will have clear criteria and objectives to meet. All students shall be treated equitably. It will be that student's right to know his/her grade at ANY reasonable point that information is requested by that student. The criteria for determining a student's grade shall be as follows (on a percentage of total point basis).

Class Schedule
IMPORTANT NOTE ABOUT SUBMISSIONS: All course work will be submitted in Canvas. Details regarding rubrics and achievement will be clearly posted in the class shell in Canvas. The condensed tentative agenda for the semester is as follows:

Week	Date	Topics, Assignments and Projects
1	8/20-8/21	**Topic(s):** Review Syllabus. Complete assessment survey. Drawing skills for Graphic Design.
2	8/22-8/28	**Topic(s):** Introduction to Digital Application Basics and software overview. Saving and naming conventions. Image Resolution and Size, Copyright Rules. Photoshop Basics
3	8/29-9/4	**Topic(s):** Photoshop – Layers, Selections, Masking and Adjustment Layers
4	9/6-9/11	**HOLIDAY:** Veteran's Day, 9/5 (no class work) **Topic(s):** Photoshop – Color and Image Compositing. Photoshop Project (Part 1)–Research and Ideation.
5	9/12-9/18	**Topic(s):**Photoshop – Typography and Effects. Photoshop Project (Part 2)–Production
6	9/19-9/25	**Topic(s):** Tips for discussing your compositions. Exporting as PDF file. Photoshop Project (Part 3)–Production
7	9/26-10/2	**Topic(s):** Illustrator Introduction and Overview, Basic Tools. Photoshop Project (Part 3)–Due
8	10/3-10/9	**Topic(s):**Illustrator – Drawing Tools, Pen Tool

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Week	Date	Topics, Assignments and Projects
9	10/10-10/16	**Topic(s):** Illustrator techniques and composition. Illustrator Project (Part 1) – Research and ideation
10	10/17-10/23	**VIRTUAL FIELD TRIP:** Adobe MAX (10/18-10/20) **Topic(s):** Illustrator Project (Part 2-Step 1)
11	10/24-10/30	**Topic(s):** InDesign Introduction. Illustrator Project (Part 2-Step 2)
12	10/31-11/6	**Topic(s):**InDesign Typography and Layout.
13	11/7-11/13	**HOLIDAY:** Veteran's Day, 11/11 (no class work) **Topic(s):** Multi-page documents. InDesign Project (Step 1) - Research and ideation
14	11/14-11/20	**Topic(s):**InDesign – document InDesign Project (Step 2) - Production
15	11/21-11/23	**HOLIDAY:** Thanksgiving, 11/25 – 11/28 (no class work) **Topic(s):**InDesign Project (Step 3) - Production
16	11/28 – 12/3	**Topic(s):**InDesign Project (Step 3) - Due Last opportunity to submit missing items/projects. Participation. **FINALS WEEK**

Safety Practices & Issues for the Course:
This is an asynchronous distance education class so no specific Safety Training is required. Students are reminded to be aware of their safety using art tools such as cutting and gluing if they create presentation or portfolio artwork from printed digital compositions created in this class or others.

University Policies:
Students are referred to the General Regulations and Procedures in the CSUSB Bulletin of Courses for the university's policies on course withdrawal, cheating, and plagiarism.

Plagiarism and Cheating
Students are expected to be familiar with the University's Policy on cheating and Plagiarism. Please review this at CSUSB Bulletin-Plagiarism and Cheating. (You will have to scroll down quite a ways to get to the section Plagiarism and Cheating "… instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person's ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified."

Participation and Attendance
There will be weekly Lectures and Labs that are mandatory for attendance.

Missed or late assignments, may be made up to achieve a "late score", however this must be arranged in advance of the due date. See FAM 818.9 Missed Class Time and Makeup Policy for information about extracurricular and co-curricular activities.

Classroom Protocol
Students are expected to spend time outside of the classroom doing exercises, tutorials assignments and projects.

Students are expected to engage in frequent interaction with others during classroom group activities and discussions.

Dropping and Adding
Students are responsible for understanding the policies and procedures

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about add/drops, academic renewal, etc. found at Academic Regulations and Standards

THE CENSUS DATE for the Fall Semester is September 19, 2021. Last day to drop classes without record

Campus Policy in Compliance with the American Disabilities Act

CSUSB Syllabus Policy (2.g) states that at a minimum, each course syllabus must contain a statement of ADA compliance (below are the 2007-08 official statements for supporting students with disabilities), and the reminder that it is the student's responsibility to seek academic accommodations for a verified disability in a timely manner.

Support for Students with Disabilities

Main Campus:

If you are in need of an accommodation for a disability in order to participate in this class, please see the instructor and contact Services to Students with Disabilities at (909) 537-5238.

If you require assistance in the event of an emergency, you are advised to establish a buddy system with a buddy and an alternate buddy in the class Individuals with disabilities should prepare for an emergency ahead of time by instructing a classmate and the instructor.

Palm Desert Campus:

If you are in need of an accommodation for a disability in order to participate in this class, please let me know ASAP and also contact Rosie Garza in Services to Students with Disabilities at the Palm Desert Campus in RG-209, 760-341-2883 extension 78117, or at the San Bernardino Campus in UH-183, 909-537-5238, ssd@csusb.edu

If you require assistance in the event of an emergency, you are advised to establish a buddy system with a buddy and an alternate buddy in the class. Individuals with disabilities should prepare for an emergency ahead of time by instructing a classmate and the instructor.

Academic ('Grade') Grievances

Academic or grade grievances must be initiated by the student within 40 business days after grades are issued. Academic grievances can concern grades, non admittance to a course, major or program and suspension or expulsion from the university. In general, this means that faculty must keep records for at least one semester (Fall or Spring) after the course has ended. For grade grievances, students file a report with the appropriate Dean's Office. The Department Chair then works together with the Dean's Office to collect pertinent information such as syllabi, grading rubrics, etc. Attempts are made to resolve the issue before the College Level Report is completed. If the student is dissatisfied with the College Level Report, the grievance moves to the Vice President of Student Affairs' office and the Academic Grievance committee for a final resolution.

• Academic Grievance Policy
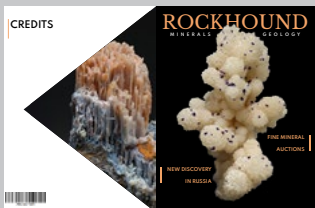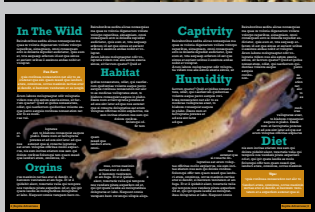
Non-academic Grievances -

Non-academic grievances are usually complaints of discrimination, harassment or inappropriate behavior. They may be filed by a student against another student, faculty, staff, or administrator. The grievance must filed within 20 work days after the end of the academic semester.

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• Non-Academic Grievance Policy

VRC – Visual Resources Center & Innovative Materials Collection:
All students taking Department of Art & Design courses should use the VRC as a resource to help with the study of art and design and to help with the making of art and design works.

The Visual Resource Center (VRC) at the Department of Art & Design provides the resources to facilitate students and faculty who use images and other visual media in their studies, teaching, research and creative projects in art, art history, design and other humanities disciplines.

It is home to an ever-growing online image database of over 20,000 digital images of works of art in addition to 1,500 art reference materials, books and journals, 400 films, and over 70,000 slides. The VRC develops and maintains the online image database that is used in classroom instructions, student presentations, and research.

The VRC has a growing collection of innovative materials samples for making art and design works. It has computers, iPad Pros, scanners, and other equipment for use by students and faculty. It conducts workshops on visual literacy, how to cite art works and text sources, plus a wide range of other topics.

The VRC is located in the Visual Arts Building on the second floor. It is open to all CSUSB students, faculty and staff for research and study from 8:00am – 5:00pm, Monday-Friday. The VRC is closed on University recognized holidays (see the academic calendar for specific dates).

For a full view of everything the VRC offers please visit the website: https://cal.csusb.edu/visual-resource-center

From the CAA Guidelines for Baccalaureate Degrees in Art and Design:

"No strong BA, BS, or BFA program in art/design can thrive without an adequate library, computer technology, appropriate access to high-quality visual resources, and exhibition spaces or opportunities to fit the scope of the department."

Class Materials:
All class material will be disseminated electronically through the use of Canvas. Please contact me if you have any questions regarding the class or would like clarification or advice:

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adrienne.martin@csusb.edu
909.278.7893 for text or voice messaging