
Sample Syllabi

I N D E X

AD206 Studio in Visual Communications Design.....page 2

AD332 Visual Communications Design I.....page 11

AD206 | Studio in VCD |

Spring 18 | PAO B171 | MW 2:30 – 5:20pm | TT 8:30 – 11:20am |

Assistant Professor David Deal | ddeal@purdue.edu | 496.2082 |

Office Hours: by appointment | PAO B188 |

COURSE DESCRIPTION

A&D 206, Studio in VCD is a required course for all students on track to major in Visual Communications Design. This course will provide students with an opportunity to apply experiences from A&D 105, 106, 205, and/or 113 in the specific area of design/visual communication. The primary objective of this course is to encourage you to develop and master the basic conceptual thinking and visual and technical skills.

The projects in this course have been purposefully created to properly introduce you to the foundational basics of graphic design, building upon your 2D and 3D foundational coursework. We will deal with page layout (both single- and multi-page design), typography, use of imagery (including photographs, illustrations, and abstract graphics), proper material usage, and traditional and modern production skills. Further, you will begin to explore the rich history of graphic design and typography and its influences on the profession: past, present, and future.

COURSE OBJECTIVES

This course will:

Challenge you to transition from fundamental design skills to advanced graphic design applications

Introduce you to layout/grid systems and their theoretical and practical applications

Introduce you to the fundamentals of typography, exploring the relationships between type and image

Challenge you to gain proficiency in graphic software

Help you gain a better understanding of the history of graphic design

Help you develop more advanced problem solving skills

Adequately prepare for the Sophomore Review, and advanced junior- and senior-level design courses

TEXTS AND ONLINE SOURCES

Required Textbooks

Samara, Timothy, *Making and Breaking the Grid*, [Gloucester, MA]: Rockport Publishers, Inc., 2002.

Suggested Reading

Kane, John. *A Type Primer*, 2nd Edition. [Upper Saddle River, New Jersey]: Prentice Hall, Inc., 2011.

Carter, Rob; Day, Ben; and Meggs, Philip. *Typographic Specimens: The Great Typefaces*, [Hoboken, New Jersey]: John Wiley & Sons

Carter, Rob; Day, Ben; and Meggs, Philip. *Typographic Design: Form and Communication*, 3rd Edition. [Hoboken, New Jersey]: John Wiley & Sons, 2002.

Bierut, Michael, William Drenttel, Steven Heller, and D. K. Holland, editors. *Looking Closer: Critical Writings on Graphic Design*. New York: Allworth Press, 1994.

Suggested Reading cont.

Bringhurst, Robert. *The Elements of Typographic Style*. Vancouver, BC: Hartley and Marks Publishers, 2nd Edition, 2002.

Felici, James. *The Complete Manual of Typography*. [Mountain View, California]: Adobe Press, 2003.

Heller, Steven. *Paul Rand*. [London]: Phaidon Press, Ltd., 1999.

Hofmann, Armin. *Graphic Design Manual: Principles and Practice*.: Arthur Niggli Verlag, 2001.

Itten, Johannes. *The Art of Color*. [New York]: Van Nostrand Reinhold, 1970.

Kunz, Willi. *Typography: Macro- + Micro-Aesthetics: Fundamentals of Typographic Design*. [Sulgen, Switzerland]: Verlag Niggli AG, 1998.

Meggs, Philip B.. *A History of Graphic Design*. 4th edition. [Hoboken, New Jersey]: John Wiley & Sons, 2006

Rand, Paul. *A Designers Art*. [New Haven and London]: Yale University Press, 2000.

Rand, Paul. *Design Form and Chaos*. [New Haven and London]: Yale University Press, 1993.

Rand, Paul. *From Lascaux to Brooklyn*. [New Haven and London]: Yale University Press, 1996.

Ruder, Emil. *Typography*. [Niederteufen, Switzerland]: Ram Publications, 1996. 4th ed.

Spiekermann, Erik and E.M. Ginger. *Stop Stealing Sheep and Find Out How Type Works*. [Mountain View, California]. Adobe Press, 1993.

Wong, Wucius. *Principles of Form and Design*. [New York]: Van Nostrand Reinhold, 1993.

Suggested Periodical Reading

HOW, Communication Arts, eye, Graphis, ID, Baseline, Novum, Wired, CMYK, etc.

Online Resources

<http://www.aiga.org/>

<http://www.commart.com/>

<https://www.tdc.org/>

SUPPLIES

Sketchbook, USB, and the tools, supplies and materials from previous classes will be used in this course.

Additional supplies and materials will be required depending on the scope of your projects. You are required to professionally prepare each project for final presentation in class, and for presentation during Sophomore Review at the end of the Spring semester. Please budget for this process.

PAO Lab Printing Account/ You need to open BoilerExpress debit account to get the PAO Lab Printing Account at PAO monitor station. How Do I Get BoilerExpress Debit Account? If you have a University ID, all you need to do to activate your BoilerExpress debit account is fill out and return an application with a minimum \$25 check, or stop by the Card Office: Applications are available at the Card Services Office, all residence halls and the Purdue Memorial Union. For more information regarding the BoilerExpress card, visit the Card Services Office website.

Flash Drive

Various types of papers/boards for professional looking presentations

EXERCISES AND GRADING

Grades will be based on final Design (clarity of communication, originality of design and concept, and quality of final execution), Research, Sketch Development, Process Book, Critique Participation, and Oral Presentation.

Failure to adhere to **professional behavior** (i.e., absences, tardiness, work not turned in on time) will result in lower grades or possibly no credit (in extreme cases) at the discretion of your instructor. Your end-of-semester grade average will reflect **class participation, attendance, and general attitude toward your class work** in addition to your individual project grades.

Project 1 Symbol and Logotype - 25% of final grade

Project 2 Page Layouts - 20% of final grade

Project 3 Poster Design - 20% of final grade

Project 4 Design History Book - 25% of final grade

Research Paper - 5% of final grade

Class Participation - 5% of final grade

Semester grade numerical equivalents:

A+	97-100	4.0	B+	87 - 89	3.3	C+	77 - 79	2.3	D+	67 - 69	1.3	F	00 - 59	0
A	93 - 96	4.0	B	83 - 86	3.0	C	73 - 76	2.0	D	63 - 66	1.0			
A-	90 - 92	3.7	B-	80 - 82	2.7	C-	70 - 72	1.7	D-	60 - 62	0.7			

COURSE-SPECIFIC REQUIREMENTS, PROCEDURES AND EXPECTATIONS

Attendance

Students are expected to attend every class meeting. There are three allowed absences to be used in the case of illness, transportation problems, family emergencies, out-of-town excursions for other classes, etc. Absence thereafter (the 4th and 5th absences) will result in one letter off of your final grade of this course. Six or more absences will result in course failure. Upon return, students should provide documents to the instructor with: name, date(s) you were absent, course section, reason for absence.

Attendance will be recorded at the beginning of each class. Students arriving late should notify faculty of their presence before the end of class. Arriving late and leaving early (15 min to 90 min) will count as ½ absence.

Purdue University policy states that all students are expected to be present for every meeting of classes in which they are enrolled. All matters relative to attendance, including the make-up of missed work, are to be arranged between you and the instructor. Only the instructor can excuse you from classes or course responsibilities. In the case of an illness, accident, or an emergency, you should make direct contact with your instructor as soon as possible, preferably prior to class. If the instructor cannot be reached directly a message should be left in the instructor's departmental mailbox or with the department secretary. If you will be absent for more than five days, and have not been able to reach the instructor in person or by telephone or through leaving notification of

your circumstances with the divisional secretary, you or your representative should notify the Dean of Students (765-494-1254) as soon as possible after becoming aware that the absence is necessary.

Handouts

Students are responsible for acquiring course handouts, project papers for any missed class time. Lectures will not be repeated on an individual basis for those who are late or absent under any circumstance.

Late Projects

Projects must accompany student on due days. The Art & Design Office will not accept student work for an instructor. Late projects will not be accepted after the due date, unless the previous arrangements have been made with the instructor. Late projects will receive a letter grade deduction. Exceptions may be granted on an individual basis (e.g., due to hospital emergency, etc. and with evidence and document for not being able to turning project by the due date.) Incomplete grades will only be given out based on illness, hospitalization and instances of extreme personal problems.

Homework

Students are expected to complete out-of-class assignments in preparation for in-class critiques. Periodic checks and collection of assignments given are highly probable but not necessarily announced. Incomplete homework will be marked accordingly and will negatively affect your final grade.

Process Binder

Your process—the steps you take to visually conceptualize a project—need to be archived for evaluation. You are required to maintain a binder that contains a visual and chronological record of your work for each project. Organize assignment papers, handouts, your research materials, all sketches from thumbnails to final refinements for each of your projects. You should bring your binder with you to every class. You will submit your well-organized process material set for a project when you present each of your final design projects.

ART & DESIGN POLICY ON ACADEMIC HONESTY AND STUDENT CODE OF HONOR

The Office of the Dean of Students policy covers all academic activities at the university, including examinations, written papers, research, and visual works of art and design.

Academic Dishonesty Statement

Purdue prohibits “dishonesty in connection with any University activity. Cheating, plagiarism, or knowingly furnishing false information to the University are examples of dishonesty.” [Part 5, Section III-B-2-a, of University Regulations] Furthermore the university Senate has stipulated that “the commitment of acts of cheating, lying, and deceit in any of their diverse forms (such as the use of substitutes for taking examinations, the use of illegal cribs., plagiarism, and copying during examinations) is dishonest and must not be tolerated. Moreover, knowingly to aid and abet, directly or indirectly, other parties in committing dishonest acts is in itself dishonest.” [University Senate Document 72-18, December 15, 1972]

Plagiarism Statement

The Office of the Dean of Students will investigate instances of reported plagiarism and take appropriate actions. See the Dean of Students web page for descriptions of plagiarism and university plagiarism policies (http://www.purdue.edu/univregs/pages/stuconduct/stu_regulations.html). All acts of plagiarism are violations of the University Academic Dishonesty Policy and will be dealt with according to procedures established by the university.

Information for Art & Design Studio Courses

Copying, appropriation, reference and/or citation of visual works of art and design are permitted only when given as an assignment or with permission of instructor. One assignment to copy or appropriate should not be considered permission to copy or appropriate for any or all other course work. Students should consult with their instructor to avoid violating the policy.

In the interests of fostering a positive environment with high standards of integrity and achievement, copying or appropriating visual works of art and design created by other members of the Purdue University community (students, staff, and faculty) will be considered a violation of the code of honor and are prohibited.

This policy is not intended to supersede or replace U.S. or international copyright laws. Students are strongly advised to avoid violating copyright.

Reproduction of Student Work

The Purdue University Department of Art and Design (School of Visual & Performing Arts) retains a non-exclusive right to reproduce all VCD (Visual Communications Design) undergraduate and graduate student projects for the purpose of education, publication, promotion, illustration, advertising, and trade in any manner or medium now known or later developed in perpetuity.

GENERAL REQUIREMENTS, PROCEDURES AND EXPECTATIONS

PURDUE ATTENDANCE STATEMENT (*Excerpts*)

According to Purdue regulations, “The University expects that students will attend classes for which they are registered. (...) It is recognized that occasionally it may be necessary for a student to be absent from a scheduled course activity for personal reasons beyond his/her control (e.g., illness, family emergency, bereavement, etc.). The University expects each student to be responsible for class-related work missed as a result of an unavoidable absence; this work may be made up at the discretion of the instructor.”

(http://www.purdue.edu/studentregulations/regulations_procedures/classes.html)

Students are expected to be present for every meeting of the classes in which they are enrolled. Only the instructor can excuse a student from a course requirement or responsibility. When conflicts or absences can be anticipated, such as for many University sponsored activities and religious observations, the student should inform the instructor of the situation as far in advance as possible. For unanticipated or emergency absences when advance notification to an instructor is not possible, the student should contact the instructor as soon as

possible by email, or by contacting the main office that offers the course. When the student is unable to make direct contact with the instructor and is unable to leave word with the instructor's department because of circumstances beyond the student's control, and in cases of bereavement, the student or the student's representative should contact the Office of the Dean of Students.

It is recognized that occasionally it may be necessary for a student to be absent from a scheduled course activity for personal reasons beyond his/her control (e.g., illness, family emergency, bereavement, etc.). The University expects each student to be responsible for class-related work missed as a result of an unavoidable absence; this work may be made up at the discretion of the instructor.

CODE OF HONOR

From Vice President and Treasurer Memo A-16. Board of Trustees, April 30, 1970.

Revised by the January 9, 1975, July 10, May 31, 1997.

The purpose of the Purdue University academic community is to discover and disseminate truth. In order to achieve these goals, the university commits itself towards maintaining a culture of academic integrity and honesty. For this to be possible, self-discipline and a strong desire to benefit others must be present within each individual. Therefore, we students must follow the Regulations Governing Student Conduct of Purdue University out of a sense of mutual respect, rather than out of fear of the consequences of their violation.

PURDUE HONORS PLEDGE

*"As a boilermaker pursuing academic excellence, I pledge to be honest and true in all that I do.
Accountable together--we are Purdue."*

USE OF COPYRIGHTED MATERIALS

Students are expected, within the context of the Regulations Governing Student Conduct and other applicable University policies, to act responsibly and ethically by applying the appropriate exception under the Copyright Act to the use of copyrighted works in their activities and studies. The University does not assume legal responsibility for violations of copyright law by students who are not employees of the University.

A Copyrightable Work created by any person subject to this policy primarily to express and preserve scholarship as evidence of academic advancement or academic accomplishment. Such works may include, but are not limited to, scholarly publications, journal articles, research bulletins, monographs, books, plays, poems, musical compositions and other works of artistic imagination, and works of students created in the course of their education, such as exams, projects, theses or dissertations, papers and articles.

PLAGIARISM STATEMENT

The Office of the Dean of Students will investigate instances of reported plagiarism and take appropriate actions. See the Dean of Students web page for descriptions of plagiarism and university plagiarism policies).

<http://www.purdue.edu/univregs/studentconduct/regulations.html> All acts of plagiarism are violations of the University Academic Dishonesty Policy and will be dealt with according to procedures established by the university.

A&D STATEMENT ABOUT ACADEMIC HONESTY

Copying, appropriation, reference and/or citation of visual works of art and design are permitted only when given as an assignment or with permission of instructor. One assignment to copy or appropriate should not be considered permission to copy or appropriate for any or all other course work. Students should consult with their instructor to avoid violating the policy.

In the interests of fostering a positive environment with high standards of integrity and achievement, copying or appropriating visual works of art and design created by other members of the Purdue University community (students, staff, and faculty) will be considered a violation of the code of honor and are prohibited. Also, see http://www.purdue.edu/univregs/pages/stu_conduct/code_of_honor.html.

DISABILITY AND ADAPTIVE PROGRAMS

Students with disabilities must register with Adaptive Programs in the Office of the Dean of Students before classroom accommodations can be provided. If you are eligible for academic accommodations because you have a documented disability that will impact your work in this class, please schedule an appointment with the instructor as soon as possible to discuss your needs.

Purdue University strives to make learning experiences as accessible as possible. If you anticipate or experience physical or academic barriers based on disability, you are welcome to let me know so that we can discuss options. You are also encouraged to contact the Disability Resource Center at: drc@purdue.edu or by phone: 765-494-1247.

CAPS Information: Purdue University is committed to advancing the mental health and well-being of its students. If you or someone you know is feeling overwhelmed, depressed, and/or in need of support, services are available. For help, such individuals should contact Counseling and Psychological Services (CAPS) at (765)494-6995 and <http://www.purdue.edu/caps/> during and after hours, on weekends and holidays, or through its counselors physically located in the Purdue University Student Health Center (PUSH) during business hours.

VIOLENT BEHAVIOR POLICY

Purdue University is committed to providing a safe and secure campus environment for members of the university community. Purdue strives to create an educational environment for students and a work environment for employees that promote educational and career goals. Violent Behavior impedes such goals. Therefore, Violent Behavior is prohibited in or on any University Facility or while participating in any university activity.

See the University's website for additional information:

<http://www.purdue.edu/policies/facilities-safety/iva3.html>

PURDUE ACADEMIC DISHONESTY STATEMENT

Purdue prohibits "dishonesty in connection with any University activity. Cheating, plagiarism, or knowingly furnishing false information to the University are examples of dishonesty." [Part 5, Section III-B-2-a, of University Regulations] Furthermore the university Senate has stipulated that "the commitment of acts of cheating, lying, and deceit in any of their diverse forms (such as the use of substitutes for taking examinations, the use of illegal cribs., plagiarism, and copying during examinations) is dishonest and must not be tolerated. Moreover,

knowingly to aid and abet, directly or indirectly, other parties in committing dishonest acts is in itself dishonest.”
[University Senate Document 72-18, December 15, 1972]

STATEMENT ABOUT CLASS SCHEDULES/SYLLABI IN THE EVENT OF A CAMPUS EMERGENCY

In the event of a major campus emergency, course requirements, deadlines, and grading percentages are subject to changes that may be necessitated by a revised semester calendar or other circumstances. Please check course’s Blackboard for changes; you can also contact me by email: ddeal@purdue.edu and office number: 496-2082.

COURSE EVALUATIONS

During the last two weeks of the semester, you will be provided with an opportunity to evaluate this course and your instructor(s). Purdue now uses an online course evaluation system. Near the end of classes, you will receive an official e-mail from administrators with a link to the online evaluation suite. You will have up to two weeks to complete this evaluation. Your participation is an integral part to this course and your feedback is vital to improving education at Purdue University. I strongly urge you to participate in the evaluation system.

COURSE FEE REFUND POLICY

If an Art and Design course with course fees is dropped within the first week of classes, the fee will be removed from the student's account at 100%. If the student drops the course after the first week of classes the fee is considered non-refundable. If the student chooses to appeal this, they would need to contact the Chair of the Department of Art and Design; if an exception were approved, then the Department Chair would email the Comptroller & Bursar Office to adjust the fee as appropriate.

CAMPUS EMERGENCY STATEMENT

In the event of a major campus emergency, course requirements, deadlines, and grading percentages are subject to changes that may be necessitated by a revised semester calendar or other circumstances beyond the instructor's control. Here are ways to get information about the changes in this course: ddeal@purdue.edu, and office phone: 496-2082. Updates and emergency information will be posted on Purdue's website and please sign up for emergency text alerts on the Emergency Preparedness website http://www.purdue.edu/emergency_preparedness/

VISUAL AND PERFORMING ARTS BUILDING EMERGENCY PLAN (*Pao Hall*)

Emergency Contact information:

Facilities Coordinator: Jon Smith

Phone Number: 49-6477

Email Address: jssmith@purdue.edu

Office/Room Number: 1114

Non-emergency Contact Numbers:

Fire: Purdue Fire Department (PUFD) 494-6919

Police: Purdue Police Department (PUPO) 494-8221

Radiological and Environmental Management: 494-6371

Physical Facilities Services: 494-9999

Emergency Preparedness Office 494-0446

REPRODUCTION OF STUDENT WORK

The Purdue University Department of Art and Design (School of Visual & Performing Arts) retains a non-exclusive right to reproduce all VCD (Visual Communications Design) undergraduate and graduate student projects for the

purpose of education, publication, promotion, illustration, advertising, and trade in any manner or medium now known or later developed in perpetuity.

NON-DISCRIMINATION STATEMENT

Purdue University is committed to maintaining a community which recognizes and values the inherent worth and dignity of every person; fosters tolerance, sensitivity, understanding, and mutual respect among its members; and encourages each individual to strive to reach his or her own potential. In pursuit of its goal of academic excellence, the University seeks to develop and nurture diversity. The University believes that diversity among its many members strengthens the institution, stimulates creativity, promotes the exchange of ideas, and enriches campus life.

Purdue University prohibits discrimination against any member of the University community on the basis of race, religion, color, sex, age, national origin or ancestry, genetic information, marital status, parental status, sexual orientation, gender identity and expression, disability, or status as a veteran. The University will conduct its programs, services and activities consistent with applicable federal, state and local laws, regulations and orders and in conformance with the procedures and limitations as set forth in [Executive Memorandum No. D-1](#), which provides specific contractual rights and remedies.

Any student who believes they have been discriminated against may visit www.purdue.edu/report-hate to submit a complaint to the Office of Institutional Equity. Information may be reported anonymously.

You may want to refer students to Purdue's nondiscrimination statement:

http://www.purdue.edu/purdue/ea_eou_statement.html

CAMPUS RESOURCES AND SERVICE

Student Success – Campus and Community Resources

http://www.purdue.edu/studentssuccess/specialized/purduepromise/campus_community_res.html

Division of Diversity and Inclusion – Cultural and Resource Centers

<http://www.purdue.edu/diversity-inclusion/about-us/departments.html>

Office of the Registrar – Calendars

<http://www.purdue.edu/registrar/calendars/>

Vice Provost for Teaching & Learning website

<https://www.purdue.edu/provost/teachinglearning/>

COURSE SCHEDULE

See schedule handout.

DISCLAIMER

This syllabus and its course schedule are subject to change. The instructor will communicate changes to the students as soon as possible.

AD33201 & 02 | Visual Communications Design I |

Fall 18 | PAO B171 | MW | 01 8:30 – 11:20pm | 02 11:30 – 2:20pm |

Assistant Professor David Deal | ddeal@purdue.edu | 496.2082 |

Office Hours: by appointment | PAO B188 |

VCD Website: <https://www.cla.purdue.edu/vpa/ad/vcd>

VCD Facebook: <https://www.facebook.com/groups/vcdpurdue> [Sign Up ASAP]

VCD Instagram: https://www.instagram.com/purdue_vcd (#purduevcd, #purduedesigner)

COURSE DESCRIPTION

A&D 332 is a required course for all VCD majors. There are prerequisites of A&D 205 and A&D 206. This course will consist of lecture, design discourse, individual and group critiques, in-class studio work and homework. The student is held responsible for participation in both class and individual projects.

This course is designed to explore and develop your understanding typography and typographic design including letterform, typographic structure and the elements of typographic. Layout, design, and research will be integral in the successful completion of the projects. It is assumed that the student is familiar with basic design principles including typography, image manipulation, layout and proficient with computer as a design tool. Work outside of class periods is expected.

COURSE OBJECTIVES

To provide opportunities to explore the elements and principles of design and process as they relate to typography and letter forms

To engage students' conceptual skills as they apply to typography and typographic design

To further strengthen students' ability to create effective visual communications by way of complex problems emphasizing critical thinking, design process and presentation

TEXTS AND ONLINE SOURCES

Required Textbooks

The Elements of Typographic Style by Robert Bringhurst ISBN 978-0-88179-212-6

Typographic Design: Form and Communication by Carter, Meggs, Day, Maxa, and Sanders, 7th edition, ISBN 978-1119312567

Suggested Reading

Typography: Macro + Micro Aesthetics by Willi Kunz

Typography 26 (or any number you can find) The Annual of the Type Directors Club by The Type Directors Club

Designing Type by Karen Cheng

New Modernist Type by Steven Heller and Gail Anderson

Online Resources

<http://www.tdc.com/>

<http://www.myfonts.com/>

<http://www.aiga.org/>

<http://www.commarts.com/>

SUPPLIES

Sketchbook, USB, and the tools, supplies and materials from previous classes will be used in this course.

Additional supplies and materials will be required depending on the scope of your project. Please make sure you have funds in your PAO Lab Printing Account. I am estimating \$50 should cover printing costs for the semester.

EXERCISES AND GRADING

Grades will be based on final Design (clarity of communication, originality of design and concept, and quality of final execution), Research, Sketch Development, Process Book, Critique Participation, and Oral Presentation.

Project 1 and Project 2 will each count for 35% of your semester grade. Project 3 will count for 30% of your semester grade.

Semester grade numerical equivalents:

A+ 97-100 4.0	B+ 87 - 89 3.3	C+ 77 - 79 2.3	D+ 67 - 69 1.3	F 00 - 50
A 93 - 96 4.0	B 83 - 86 3.0	C 73 - 76 2.0	D 63 - 66 1.0	
A- 90 - 92 3.7	B- 80 - 82 2.7	C- 70 - 72 1.7	D- 60 - 62 0.7	

COURSE-SPECIFIC REQUIREMENTS, PROCEDURES AND EXPECTATIONS

ATTENDANCE

Students are expected to attend every class meeting. Attendance will be recorded at the beginning of the class. Students are responsible for acquiring course handouts, assignment sheets, and lectures notes for any missed class time. Lectures will not be repeated for those who are absent or late. There are three allowed absences to be used in the case of illness, transportation problems, family emergencies, etc. Every unexcused absence thereafter will impact your final grade (see Grading section). Upon return, students who need to be absent should provide an excuse appeal with name, course section and time, date(s) of absences and reason for the absence. If a student needs to be absent for more than five consecutive days, the instructor must be informed in advance or upon return (in extreme cases). Students may be required to verify the legitimacy of the absence with the Dean of Students Office to appeal for an excuse. Leaving class early will count as half absence. Six or more absences will result in automatic course failure (i.e., F for the class).

Note that PUSH does not provide students with "excuse" notes. Unless the student is acutely ill, there is nothing for PUSH to verify.

MEDIA PRODUCTION AND APPROPRIATION

Students are not expected to develop all of their media materials (e.g., photos, illustrations, sound, etc.). Borrowing art, appropriation and interventions are acceptable. However, students are required consult with the instructor for approval if they are using outside resources in their project and **must** provide a descriptive credit page with the project's final submission (electronically and/or on paper, as appropriate). Failure to consult with the instructor may result in non-acceptance of the project.

PROJECT'S PROGRESS REPORTS AND CRITIQUE SESSIONS

Students must show the overall progress of his/her work for any given project. Progress reports (e.g., develop concepts, review layout, and designs, etc.) must be completed and submitted before the beginning of the class unless otherwise noted. Critiques are based on project reports. Students may not be allowed to remain in class during critique if his/her progress reports are frequently incomplete and submitted by designated due dates and times. If a student is unable to complete a Progress Report due to emergencies or health issues, he/she must let the instructor know in advance (preferably in writing or via e-mail 24 hours before the class). All assigned Progress Reports are required; Students are responsible for making up any missed reports before submitting the project for grade.

NO-PROGRESS REPORT PENALTY

Students must show the overall progress of his/her project to the instructor during critique and/or assigned report dates. Failure to show the project's progress will result in non-acceptance of the project. The student will receive an F for the project.

ASSIGNMENT SUBMISSIONS

Students are required to submit works electronically (e.g., ai, psd, pdf, HTML) and in print format, as determined by the instructor. When required, printed works (e.g., storyboards) must be mounted on black mat boards. Submission of Electronic files must be in a designated server space (or Blackboard, if appropriate); Do not submit assignments via e-mail; Assignments must be submitted by the student and not by a classmate.

HOMEWORK ASSIGNMENTS

There will be several homework assignments in this course (e.g., design projects, technical tutorials, research paper, and presentations). Details about content, submission and presentation format will be discussed in class.

MISSED OR LATE WORK

Projects (homework, projects, assignments) will not be accepted after the established due date unless previous arrangements have been made with the instructor. Exceptions may be granted on an individual basis (e.g., due to hospital emergency, etc.) and students are expected to provide evidence for not being able to turn-in the project by the due date. No assignments will be accepted after one week (7 days) past the assignment deadline.

E-MAIL COMMUNICATIONS WITH THE INSTRUCTOR

When e-mailing the instructor for class-related matters, identify in the subject area your class number, section, and name followed by a descriptive title (e.g., AD 318_1: Janet Smith - Doctor's Appointment). If I immediately

see that it comes from a course, I prioritize the email. I tend not to respond to work related emails during the weekend. *Notice that works won't be critiqued and grades won't be submitted via e-mail.*

Example > Subject: AD431 – Joe Miller – Attendance

CLASSROOM CONDUCT AND COURTESY EXPECTATIONS

Students will receive warnings for misconduct, lack of classroom courtesy and/or disruptive behaviors while in class. Student may be required to leave the room if behavior persists.

The following are examples of lack of classroom courtesy that I have experienced:

- Working on assignments for other courses during class. Not tolerated at all!
- Internet activities such as surfing the web, playing games, instant messaging, downloading and checking e-mails. Absolutely no FaceBook in class!
- Answering or making cell phone calls or text messaging.
- Disrupting lectures and demonstrations: talking during lectures and demos, leaving and entering the classroom.
- Listening to music during demos and lectures (with or without headphones). Students are allowed to listen to music via headphones only during designated 'work time' in the lab. Also, when an assignment or activity demands sound, students are required to wear headphones in class in order to work on the project or activity, bring headphones with you for class.
- Wearing sunglasses in class (unless it is for medical reasons).
- Non-hygienic habits such as placing feet on the desk (especially with dirty shoes).
- No eating in the labs.
- Not complying with posted lab rules.

Expected shared responsibilities:

- Clean up your desk and monitor (as needed) before leaving the lab
- Do not use glue materials directly on the desks or mat boards, instead cover them with paper first (big roll of protective paper provided in B173).
- Return shared supplies to the supply station.
- Return magazines to magazine rack.
- Keep lab door closed for your own safety

GENERAL REQUIREMENTS, PROCEDURES AND EXPECTATIONS

PURDUE ATTENDANCE STATEMENT (*Excerpts*)

According to Purdue regulations, "The University expects that students will attend classes for which they are registered. (...) It is recognized that occasionally it may be necessary for a student to be absent from a scheduled course activity for personal reasons beyond his/her control (e.g., illness, family emergency, bereavement, etc.). The University expects each student to be responsible for class-related work missed as a result of an unavoidable absence; this work may be made up at the discretion of the instructor."

http://www.purdue.edu/studentregulations/regulations_procedures/classes.html

Students are expected to be present for every meeting of the classes in which they are enrolled. Only the instructor can excuse a student from a course requirement or responsibility. When conflicts or absences can be anticipated, such as for many University sponsored activities and religious observations, the student should inform the instructor of the situation as far in advance as possible. For unanticipated or emergency absences when advance notification to an instructor is not possible, the student should contact the instructor as soon as possible by email, or by contacting the main office that offers the course. When the student is unable to make direct contact with the instructor and is unable to leave word with the instructor's department because of circumstances beyond the student's control, and in cases of bereavement, the student or the student's representative should contact the Office of the Dean of Students.

It is recognized that occasionally it may be necessary for a student to be absent from a scheduled course activity for personal reasons beyond his/her control (e.g., illness, family emergency, bereavement, etc.). The University expects each student to be responsible for class-related work missed as a result of an unavoidable absence; this work may be made up at the discretion of the instructor.

CODE OF HONOR

From Vice President and Treasurer Memo A-16. Board of Trustees, April 30, 1970.

Revised by the January 9, 1975, July 10, May 31, 1997.

The purpose of the Purdue University academic community is to discover and disseminate truth. In order to achieve these goals, the university commits itself towards maintaining a culture of academic integrity and honesty. For this to be possible, self-discipline and a strong desire to benefit others must be present within each individual. Therefore, we students must follow the Regulations Governing Student Conduct of Purdue University out of a sense of mutual respect, rather than out of fear of the consequences of their violation.

PURDUE HONORS PLEDGE

*"As a boilermaker pursuing academic excellence, I pledge to be honest and true in all that I do.
Accountable together--we are Purdue."*

USE OF COPYRIGHTED MATERIALS

Students are expected, within the context of the Regulations Governing Student Conduct and other applicable University policies, to act responsibly and ethically by applying the appropriate exception under the Copyright Act to the use of copyrighted works in their activities and studies. The University does not assume legal responsibility for violations of copyright law by students who are not employees of the University.

A Copyrightable Work created by any person subject to this policy primarily to express and preserve scholarship as evidence of academic advancement or academic accomplishment. Such works may include, but are not limited to, scholarly publications, journal articles, research bulletins, monographs, books, plays, poems, musical compositions and other works of artistic imagination, and works of students created in the course of their education, such as exams, projects, theses or dissertations, papers and articles.

PLAGIARISM STATEMENT

The Office of the Dean of Students will investigate instances of reported plagiarism and take appropriate actions. See the Dean of Students web page for descriptions of plagiarism and university plagiarism policies).

<http://www.purdue.edu/univregs/studentconduct/regulations.html> All acts of plagiarism are violations of the University Academic Dishonesty Policy and will be dealt with according to procedures established by the university.

A&D STATEMENT ABOUT ACADEMIC HONESTY

Copying, appropriation, reference and/or citation of visual works of art and design are permitted only when given as an assignment or with permission of instructor. One assignment to copy or appropriate should not be considered permission to copy or appropriate for any or all other course work. Students should consult with their instructor to avoid violating the policy.

In the interests of fostering a positive environment with high standards of integrity and achievement, copying or appropriating visual works of art and design created by other members of the Purdue University community (students, staff, and faculty) will be considered a violation of the code of honor and are prohibited. Also, see http://www.purdue.edu/univregs/pages/stu_conduct/code_of_honor.html.

DISABILITY AND ADAPTIVE PROGRAMS

Students with disabilities must register with Adaptive Programs in the Office of the Dean of Students before classroom accommodations can be provided. If you are eligible for academic accommodations because you have a documented disability that will impact your work in this class, please schedule an appointment with the instructor as soon as possible to discuss your needs.

Purdue University strives to make learning experiences as accessible as possible. If you anticipate or experience physical or academic barriers based on disability, you are welcome to let me know so that we can discuss options. You are also encouraged to contact the Disability Resource Center at: drc@purdue.edu or by phone: 765-494-1247.

CAPS Information: Purdue University is committed to advancing the mental health and well-being of its students. If you or someone you know is feeling overwhelmed, depressed, and/or in need of support, services are available. For help, such individuals should contact Counseling and Psychological Services (CAPS) at (765)494-6995 and <http://www.purdue.edu/caps/> during and after hours, on weekends and holidays, or through its counselors physically located in the Purdue University Student Health Center (PUSH) during business hours.

VIOLENT BEHAVIOR POLICY

Purdue University is committed to providing a safe and secure campus environment for members of the university community. Purdue strives to create an educational environment for students and a work environment for employees that promote educational and career goals. Violent Behavior impedes such goals. Therefore, Violent Behavior is prohibited in or on any University Facility or while participating in any university activity.

See the University's website for additional information:

<http://www.purdue.edu/policies/facilities-safety/iva3.html>

PURDUE ACADEMIC DISHONESTY STATEMENT

Purdue prohibits "dishonesty in connection with any University activity. Cheating, plagiarism, or knowingly furnishing false information to the University are examples of dishonesty." [Part 5, Section III-B-2-a, of University Regulations] Furthermore the university Senate has stipulated that "the commitment of acts of cheating, lying, and deceit in any of their diverse forms (such as the use of substitutes for taking examinations, the use of illegal cribs., plagiarism, and copying during examinations) is dishonest and must not be tolerated. Moreover, knowingly to aid and abet, directly or indirectly, other parties in committing dishonest acts is in itself dishonest." [University Senate Document 72-18, December 15, 1972]

STATEMENT ABOUT CLASS SCHEDULES/SYLLABI IN THE EVENT OF A CAMPUS EMERGENCY

In the event of a major campus emergency, course requirements, deadlines, and grading percentages are subject to changes that may be necessitated by a revised semester calendar or other circumstances. Please check course's Blackboard for changes; you can also contact me by email: ddeal@purdue.edu and office number: 496-2082.

COURSE EVALUATIONS

During the last two weeks of the semester, you will be provided with an opportunity to evaluate this course and your instructor(s). Purdue now uses an online course evaluation system. Near the end of classes, you will receive an official e-mail from administrators with a link to the online evaluation suite. You will have up to two weeks to complete this evaluation. Your participation is an integral part to this course and your feedback is vital to improving education at Purdue University. I strongly urge you to participate in the evaluation system.

COURSE FEE REFUND POLICY

If an Art and Design course with course fees is dropped within the first week of classes, the fee will be removed from the student's account at 100%. If the student drops the course after the first week of classes the fee is considered non-refundable. If the student chooses to appeal this, they would need to contact the Chair of the Department of Art and Design; if an exception were approved, then the Department Chair would email the Comptroller & Bursar Office to adjust the fee as appropriate.

CAMPUS EMERGENCY STATEMENT

In the event of a major campus emergency, course requirements, deadlines, and grading percentages are subject to changes that may be necessitated by a revised semester calendar or other circumstances beyond the instructor's control. Here are ways to get information about the changes in this course: ddeal@purdue.edu, and office phone: 496-2082. Updates and emergency information will be posted on Purdue's website and please sign up for emergency text alerts on the Emergency Preparedness website http://www.purdue.edu/emergency_preparedness/

VISUAL AND PERFORMING ARTS BUILDING EMERGENCY PLAN (*Pao Hall*)

Emergency Contact information:

Facilities Coordinator: Jon Smith

Phone Number: 49-6477

Email Address: jssmith@purdue.edu

Office/Room Number: 1114

Non-emergency Contact Numbers:

Fire: Purdue Fire Department (PUFD) 494-6919

Police: Purdue Police Department (PUPO) 494-8221

Radiological and Environmental Management: 494-6371

Physical Facilities Services: 494-9999

Emergency Preparedness Office 494-0446

REPRODUCTION OF STUDENT WORK

The Purdue University Department of Art and Design (School of Visual & Performing Arts) retains a non-exclusive right to reproduce all VCD (Visual Communications Design) undergraduate and graduate student projects for the purpose of education, publication, promotion, illustration, advertising, and trade in any manner or medium now known or later developed in perpetuity.

NON-DISCRIMINATION STATEMENT

Purdue University is committed to maintaining a community which recognizes and values the inherent worth and dignity of every person; fosters tolerance, sensitivity, understanding, and mutual respect among its members; and encourages each individual to strive to reach his or her own potential. In pursuit of its goal of academic excellence, the University seeks to develop and nurture diversity. The University believes that diversity among its many members strengthens the institution, stimulates creativity, promotes the exchange of ideas, and enriches campus life.

Purdue University prohibits discrimination against any member of the University community on the basis of race, religion, color, sex, age, national origin or ancestry, genetic information, marital status, parental status, sexual orientation, gender identity and expression, disability, or status as a veteran. The University will conduct its programs, services and activities consistent with applicable federal, state and local laws, regulations and orders and in conformance with the procedures and limitations as set forth in [Executive Memorandum No. D-1](#), which provides specific contractual rights and remedies.

Any student who believes they have been discriminated against may visit www.purdue.edu/report-hate to submit a complaint to the Office of Institutional Equity. Information may be reported anonymously.

You may want to refer students to Purdue's nondiscrimination statement:

http://www.purdue.edu/purdue/ea_eou_statement.html

CAMPUS RESOURCES AND SERVICE

Student Success – Campus and Community Resources

http://www.purdue.edu/studentsuccess/specialized/purduepromise/campus_community_res.html

Division of Diversity and Inclusion – Cultural and Resource Centers

<http://www.purdue.edu/diversity-inclusion/about-us/departments.html>

Office of the Registrar – Calendars

<http://www.purdue.edu/registrar/calendars/>

Vice Provost for Teaching & Learning website

<https://www.purdue.edu/provost/teachinglearning/>

COURSE SCHEDULE

See schedule handout.

DISCLAIMER

This syllabus and its course schedule are subject to change. The instructor will communicate changes to the students as soon as possible.