

Syllabus -- 2021 Fall

Excluding materials for purchase, syllabus information may be subject to change. The most up-to-date syllabus is located within the course in HuskyCT.

Course and Instructor Information

Course Title: Design Lab 1

Credits: 3

Format: In Person

Prerequisites: Open only to Digital Media and Design majors, others by instructor consent.

Professor: Ting Zhou

Email: tingzhou@uconn.edu

Other: <https://tingzhou.design> Instagram: isnotdesign

Teaching Assistant: Yingzhuo Liu yingzhuo.liu@uconn.edu

Office Hours/Availability: Students can email the instructor to schedule an office hours appointment.

Course Materials

Required course materials should be obtained before the first day of class.

DMD BFA Majors Software requirement: This course requires one or more of the Adobe Creative Cloud software programs . Students are responsible for purchasing the latest version of Adobe's Creative Cloud for education apps and installing it on their personal computer.

Student computers must meet the minimum DMD department standard.

Other Required Materials:

Sketch Book

Additional course readings and media are available within HuskyCT, through either an Internet link or Library Resources

Course Description

Exploration of the creation, manipulation, and reception of digital images through project-based work using image-editing software. Through lecture, discussion, projects and critique, students will develop, refine, and evaluate digital images and understand their artistic, social, and ethical ramifications.

This course introduces students to a practice-based, hands-on approach to digital media design. Students will learn about vector and raster graphics, how to design with specific audiences in mind, and edit images. Topics also include the elements and principles of design, color theory, visual perception theories, typography, symbols, brand identity, logos, animation and web design. Connections to the current and historical context of the graphic arts are woven throughout the course.

Course Objectives

By the end of the semester, you should be able to:

1. Use industry-standard software to design graphical images
2. Apply design principles, including color theory, typography, and layout when creating and editing

digital graphics

3. Incorporate theories and concepts when discussing design
4. Design logos, especially as related to brand identity
5. Create digital graphics to complement web page design, or as a web page design

Course Outline

08/31 Intro and Photoshop Workshop
09/02 Project 2: Design as Observation
09/07 Project 2: Design as Observation
09/09 Project 2: Design as Observation
09/14 Project 2: Design as Observation
09/16 Project 2: Design as Observation
09/21 Project 2: Design as Observation
09/23 Project 2: Presentation and Critique
09/28 Project 2: Design as Visual Language
09/30 Project 3: Design as Visual Language
10/05 Project 3: Design as Visual Language
10/07 Project 3: Design as Visual Language
10/12 Project 3: Design as Visual Language
10/14 Project 3: Design as Visual Language
10/19 Project 3: Design as Visual Language
10/21 Project 3: Presentation and Critique
10/26 Project 4: Design for Animation
10/28 Project 4: Design for Animation
11/02 Project 4: Design for Animation
11/04 Project 4: Design for Animation
11/09 Project 4: Design for Animation
11/11 Project 4: Design for Animation
11/16 Project 4: Design for Animation
11/18 Project 4: Design for Animation
11/23 No Class
11/25 No Class
11/30 Project 4 :Design for Animation
12/02 Project 4 :Design for Animation
12/07 Project 4 :Design for Animation
12/09 Project 4 :Final Presentation

Course Requirements and Grading

Summary of Course Grading:

Course Components	Weight
Project 1	10%
Project 2	20%
Project 3	30%
Project 4	40%

Project 1 Design Research

Project 2 Design as Observation

Project 3 Design as Visual Language

Project 4 Design for Animation

Grading Scale:

Grade	Letter Grade	GPA
93-100	A	4.0
90-92	A-	3.7
87-89	B+	3.3
83-86	B	3.0
80-82	B-	2.7

77-79	C+	2.3
73-76	C	2.0
70-72	C-	1.7
67-69	D+	1.3
63-66	D	1.0
60-62	D-	0.7
<60	F	0.0

Due Dates and Late Policy

All course due dates are identified in the HuskyCT. Deadlines are based on Eastern Time. The instructor reserves the right to change dates accordingly as the semester progresses. All changes will be communicated in an appropriate manner.

Projects turned in late will be assessed a penalty: a half-letter grade if it is one day late, or a full-letter grade for 2-7 days late and will not be accepted if overdue by more than seven days.

Feedback and Grades

I will make every effort to provide feedback and grades in 24 hours. To keep track of your performance in the course, refer to My Grades in HuskyCT.

Weekly Time Commitment

You should expect to dedicate **6** hours a week to this course. This expectation is based on the various course activities, assignments, and assessments and the [University of Connecticut's policy regarding credit hours](#). (More information related to hours per week per credit can be accessed at the [Online Student website](#)).

How to Succeed in this Course

All students can succeed in this course and we are here to help you along the way. Please do not hesitate to ask questions or attend office hours. All questions are important here. Success in this course program depends heavily on your personal health and well-being. Recognize that stress is an expected part of the college experience, and it often can be compounded by unexpected setbacks or life changes outside the classroom. Your teaching assistants and I strongly encourage you to reframe challenges as an unavoidable pathway to success. Reflect on your role in taking care of yourself throughout the semester, before the demands of exams and projects reach their peak. Please feel free to reach out to me about any difficulty you may be having that may impact your performance in your courses or campus life as soon as it occurs and before it becomes too overwhelming. In addition to your academic advisor, I strongly encourage you to contact the many other support services on campus that stand ready to assist you.

Resources for Students Experiencing Distress

The University of Connecticut is committed to supporting students in their mental health, their psychological and social well-being, and their connection to their academic experience and overall wellness. The university believes that academic, personal, and professional development can flourish only when each member of our community is assured equitable access to mental health services. The university aims to make access to mental health attainable while fostering a community reflecting equity and diversity and understands that good mental health may lead to personal and professional growth, greater self-awareness, increased social engagement, enhanced academic success, and campus and community involvement.

Students who feel they may benefit from speaking with a mental health professional can find support and resources through the [Student Health and Wellness-Mental Health](#) (SHaW-MH) office. Through SHaW-MH, students can make an appointment with a mental health professional and engage in confidential conversations or seek recommendations or referrals for any mental health or psychological concern.

Mental health services are included as part of the university's student health insurance plan and also partially funded through university fees. If you do not have UConn's student health insurance plan, most major insurance plans are also accepted. Students can visit the **Student Health and Wellness-Mental Health located in Storrs on the main campus in the Arjona Building, 4th Floor**, or contact the office at **(860) 486-4705**, or <https://studenthealth.uconn.edu/> for services or questions.

Accommodations for Illness or Extended Absences

Please stay home if you are feeling ill and please go home if you are in class and start to feel ill. If illness prevents you from attending class, it is your responsibility to notify me as soon as possible. You do not need to disclose the nature of your illness, however, you will need to work with me to determine how you will complete coursework during your absence.

If life circumstances are affecting your ability to focus on courses and your UConn experience, students can email the Dean of Students at dos@uconn.edu to request support. Regional campus students should email the Student Services staff at their home campus to request support and faculty notification.

COVID-19 Specific Information: People with COVID-19 have had a wide range of symptoms reported – ranging from mild symptoms to severe illness. These symptoms may appear 2-14 days after exposure to the virus and can include:

- Fever,
- Cough,
- Shortness of breath or difficulty breathing
- Chills
- Repeated shaking with chills
- Muscle pain
- Headache
- Sore throat
- New loss of taste or smell

Additional information including what to do if you test positive or you are informed through contact tracing that you were in contact with someone who tested positive, and answers to other important questions can be found here: <https://studenthealth.uconn.edu/updates-events/coronavirus/>

Mask and Social Distancing Expectations

To ensure a safe learning environment for everyone, masks/face coverings must be worn at all times when inside buildings, including in the classroom, regardless of vaccination status. If a student is not wearing a mask/face covering, they will be asked by the instructor to put one on immediately or leave the classroom. Repeatedly failing to follow this expectation will result in a referral to Community Standards. Activities that involve temporarily removing the mask, such as eating or drinking are not allowed. Please leave the classroom for such activities. If an instructor is not wearing a mask/face covering, students should feel comfortable asking the instructor to put one on immediately. More information about proper usage of masks is available from UConn Environmental Health and Safety at this [link](#).

Although social distancing will not be required inside classrooms for vaccinated individuals, please be respectful of the wishes of others who prefer to maintain social distancing. For their own protection, unvaccinated individuals are requested to maintain 6 feet social distancing from others.

Statement on Copyright: "My lectures, notes, handouts, and displays are protected by state common law and federal copyright law. They are my own original expression and I've recorded them prior or during my lecture in order to ensure that I obtain copyright protection. Students are authorized to take notes in my class; however, this authorization extends only to making one set of notes for your own personal use and no other use. I will inform you as to whether you are authorized to record my lectures at the beginning of each semester. If you are so authorized to record my lectures, you may not copy this recording or any other material, provide copies of either to anyone else, or make a commercial use of them without prior permission from me."

Student Responsibilities and Resources

As a member of the University of Connecticut student community, you are held to certain standards and academic policies. In addition, there are numerous resources available to help you succeed in your academic work. Review these important [standards, policies and resources](#), which include:

- The Student Code
 - Academic Integrity
 - Resources on Avoiding Cheating and Plagiarism
- Copyrighted Materials
- Credit Hours and Workload
- Netiquette and Communication
- Adding or Dropping a Course
- Academic Calendar
- Policy Against Discrimination, Harassment and Inappropriate Romantic Relationships
- Sexual Assault Reporting Policy

Students with Disabilities

The University of Connecticut is committed to protecting the rights of individuals with disabilities and assuring that the learning environment is accessible. Students who require accommodations should contact the Center for Students with Disabilities, Wilbur Cross Building Room 204, (860) 486-2020 or <http://csd.uconn.edu/>.

Blackboard measures and evaluates accessibility using two sets of standards: the WCAG 2.0 standards issued by the World Wide Web Consortium (W3C) and Section 508 of the Rehabilitation Act issued in the United States federal government." (Retrieved March 24, 2013 from [Blackboard's website](#))

Software/Technical Requirements (with Accessibility and Privacy Information)

The software/technical requirements for this course include:

- Equipment Recommendations (<https://remotework.uconn.edu/equipment-recommendations/>)
- HuskyCT/Blackboard ([HuskyCT/ Blackboard Accessibility Statement](#), [HuskyCT/ Blackboard Privacy Policy](#))
- [Adobe Acrobat Reader](#) ([Adobe Reader Accessibility Statement](#), [Adobe Reader Privacy Policy](#))
- Google Apps ([Google Apps Accessibility](#), [Google for Education Privacy Policy](#))
- Microsoft Office (free to UConn students through uconn.onthehub.com) ([Microsoft Accessibility Statement](#), [Microsoft Privacy Statement](#))
- Dedicated access to high-speed internet with a minimum speed of 1.5 Mbps (4 Mbps or higher is recommended).
- WebCam

Help

[Technical and Academic Help](#) provides a guide to technical and academic assistance.

This course uses the learning management platform, [HuskyCT](#). If you have difficulty accessing HuskyCT, you have access to the in person/live person support options available during regular business hours through the [Help Center](#). You also have [24x7 Course Support](#) including access to live chat, phone, and support documents.

Student Technology Training

Student technology training is now available in a new HuskyCT short course created by students for students. It will prepare you to use the IT systems and services that you will use throughout your time at UConn, whether learning online or on-campus. It is available at https://lms.uconn.edu/ultra/courses/_80016_1/cl/outline .

Minimum Technical Skills

To be successful in this course, you will need the following technical skills:
Use electronic mail with attachments.

- Save files in commonly used word processing program formats.
- Copy and paste text, graphics or hyperlinks.

- Work within two or more browser windows simultaneously.
- Open and access PDF files.

Evaluation of Course Experience

Students will be given an opportunity to provide feedback on their course experience and instruction using the University's standard procedures, which are administered by the [Office of Institutional Research and Effectiveness](#) (OIRE).

The University of Connecticut is dedicated to supporting and enhancing teaching effectiveness and student learning using a variety of methods. The Student Evaluation of Teaching (SET) is just one tool used to help faculty enhance their teaching. The SET is used for both formative (self-improvement) and summative (evaluation) purposes.

Additional informal formative surveys and other feedback instruments may be administered within the course.