

Gary Rozanc
 office: OP1231
 660.785.4457
 grozanc@truman.edu
 concept.typepad.com

office hours:
 mwf: 4:00–5:30pm
 tu/th: 2:00–5:00pm
 or by appointment

Art 420 - 3 credit hours
 Monday + Wednesday + Friday 1:30pm–3:20pm

Course Description

This junior level design class will focus on corporate and personal identity in relation to New Media Design, and the creative thinking skills necessary to produce clear, thoughtful, and communicative designs. Theory, processes and methodologies in New Media Design will also be discussed. This class will not be a tools class. Demonstrations and tutorials will be introduced, however, students will be **expected** to further develop their software skills outside of classroom instruction.

Objectives

To explore the application of the design principles as they apply to New Media design with a focus on the following:

- 1.) defining New Media Design; identify + understand its pitfalls
- 2.) defining web design + online content
- 3.) define the uses of CSS
- 4.) define the uses of Adobe Flash
- 5.) define the uses of HTML, PHP/MySQL

Content

5 visual projects
 process notebooks for each project
 assigned readings from handouts and required text
 demos and quizzes (demos and quizzes will be added together and one final grade will be recorded and averaged evenly with your visual project grades).

Working Method

This is a studio/lab course and will entail a great deal of work and experimentation in and out of class. Class attendance is mandatory. Absences will have an effect on grades. **At 4 absences your final course grade will be dropped one whole letter grade. Any additional absences will continue to lower your course letter grade one letter grade per absence. At 7 absences, you will automatically receive an F for the course. 3 lates or early leaves will result in one absence. If you are late to class, you are responsible for letting me know that you were in class that day if I've completed attendance before you arrive or it will count as an absence.** If you miss a class, leave early or are late you must find out from a classmate what transpired. You will be responsible for all work due the next class period. Please notify me of absences due to official university trips and religious holidays in advance.

The elements of evaluation for this particular class are:

- 1.) Process, Research + Professionalism: *building upon initial ideas in a manner that shows progression and meeting deadlines in a timely and professional manner.*
- 2.) Presentation + Technique: *is the quality of the production and workmanship of the project superior in quality?*
- 3.) Design + Layout: *the conceptual, formal and overall effectiveness of the project.*

Projects are due at the start of class. **Projects turned in late will be lowered one letter grade per class period late.** For example, a project due on Monday and not turned in to the following class on Wednesday, the highest grade possible would be a "B".

Grading

- | | |
|---|---|
| A | Excellent - One who performs consistently at a superior level meeting all deadlines. |
| B | Good - One who answers all requirements at a level that is above average. |
| C | Average - Meeting all the requirements, but stopping short of thorough exploration. |
| D | Unsatisfactory - Unacceptable on all levels |
| F | Failure |
| I | A grade of Incomplete is given only when student's work has been satisfactory (B) in quality but, due to reasons beyond his or her control, has not been completed. |

Redos

You may wish to address problems in a piece after a critique. You may resubmit a project for a revised Design + Layout portion of the grade if it was not handed in late or incomplete at the due date. All redos must be completed by April 20th, 2009.