



Course: Information Design

Course Number: GR 20571

Instructor: Kirk Widra M.Ed

Prerequisites: GR20771 Corporate Identity | GR20820 Publication Design

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Contact Hours: 4 Per Week

Instructional Contact Hours: Lecture: 22 hrs Lab 22 hrs

Academic Credits: 3 Credits

Course Length: 11 weeks

Course Description: This course is the continuation in the study of typography, including the classifications previously covered, with a new emphasis on the expressive potential of designing with type. Exercises and projects focus on the hierarchical design skills required for effective and clear communications. Using traditional comping skills and computer generated type; projects will be enhanced through the study of current typographic trends in graphic design.

Institutional Learning Objectives

- Integrate creative discipline-specific knowledge, skills and abilities to obtain entry-level employment in chosen field.
- Use research and information literacy skills to effectively locate, select, and evaluate needed information.
- Use critical thinking in creative and innovative problem solving and decision-making.
- Apply ethical responsibility and integrity to personal and professional situations.

Program Objectives

- Understand & practice the characteristics of basic design elements such as: line, shape, volume, space, value, texture, color, scale/proportion, unity, contrast, repetition/variation, & rhythm.
- Identify, analyze, & apply the critical thinking process to the design challenges of specific problems.
- Demonstrate the principles & effective solution & use of type.
- Apply appropriate software solutions to design problems.

- Apply knowledge gained through research into design trends & styles to appropriate design assignments.
- Use effective file & time management skills in the production of projects.
- Develop the ability to critique, defend, & support the integrity of a chosen project.
- Integrate design concepts with materials, skills, & technology
- Demonstrate craftsmanship (organization, neatness, precision).
- Develop a professional work ethic.
- Assess personal strengths & weaknesses.
- Identify, select, & use various media & styles to achieve desired results.

Competencies/Learning Objectives:

Upon successful completion of this course the students should be able to:

1. Identify and analyze the purpose and function of the discipline of Information Design.
2. Evaluate effectiveness of information content delivery in contemporary society.
3. Evaluate principles of Information Design as they apply to professional applications, such as visual representation of statistical and technical information.
4. Develop, analyze and deliver creative concepts from initial idea to final product.
5. Demonstrate proficiency and competency in designing clear visual solutions to information problems while balancing design aesthetics with information content.
6. Examine and understand effective methods of visual information representation appropriate for intended audience.
7. Solve complex information problems through the effective use of content delivery systems, which emphasizes the ease and clarity of information comprehension as well as clear navigation.

Required Text:

The Practical Guide to Information Design by Ronnie Lipton, Published by Wiley, ISBN# 047166295X (available as e-book on MyAiCampus ebrary)

Technology Needed: Student will be responsible for computer generating all homework materials as needed. Students are required to use Microsoft Word and whatever graphics and word processing programs they deem necessary. **NOTE: All homework must be submitted in a computer-generated format where applicable, no other format will be accepted. All homework must contain your full name and chapter and or topic in MLA format *(where applicable) to receive credit.**

Instructional Materials and References: Students will be required to gather materials based on instructor's examples and as part of research and developing of projects.

Teaching Strategies: Students will be exposed to a combination of instructional techniques including field trips, lectures, hands on demonstrations and exercises, and guest speakers. All project topics are

reinforced by one of the previous techniques and are reexamined from multiple angles in order to ensure a clear understanding of material.

Requirements for Successful Completion of Course: Required attendance, consistent class participation, and the successful completion of all assignments. All projects must be completed to complete this course. Preparedness will also be considered in the determination of the final grade. If a student is continuously unprepared for class, or leaves early that will have a negative impact on the final grade

Methods of Evaluation: Projects(s) 50% | Class participation, attendance, and homework 50%

Instructor Availability Outside of Class: Please email in advance to ensure appointment time and location.

- **Day: Monday | Time:** 7:00 – 8:00 & 12:00 – 1:00 | Location: 1622 Main 8th Floor
- **Day: Wednesday | Time:** 7:00 – 8:00 & 12:00 – 1:00 | Location: 1622 Main 8th Floor Faculty Workspace
- **Day: Thursday | Time:** 12:00 – 1:00 | Location: 1622 Main 8th Floor Faculty Workspace

Dates of Final Review(s): Week 5 for midterm grade and Week 11 for final grade

Estimated Homework Hours: 1-4 a week depending on needs of projects

Estimated Technology Hours: As needed

Topical Outline of Course: *Please note this outline is subject to change based on the needs of the course and or time allotted.

Week 1:

- **Lecture and demonstration:** Intro to class room objectives and lecture on the importance of what information design actually is and what it is used for
- **Classroom Activity / Projects:** Issue exercise 1
- **Homework:** Work on completing assignment

Week 2:

- **Lecture and demonstration:** Recap the importance understanding importance of understanding what information design actually is and what is used for. Lecture on D.E.S.I.G.N process
- **Classroom Activity / Projects:** Review exercise 1 and have students continue working on developing a solution. Meet with each student to determine approach
- **Homework:** Work on completing assignment

Week 3:

- **Lecture and demonstration:** Review preliminary results with each student and offer critique
- **Classroom Activity / Projects:** Based on one on one meeting revise and improve project as needed and continue working on project
- **Homework:** Work on completing assignment

Week 4:

- **Lecture and demonstration:** Review final requirements for competition of exercise 1
- **Classroom Activity / Projects:** Work on completing assignment and review requirements
- **Homework:** Work on completing assignment

Week 5:

- **Lecture and demonstration:** Group critique of exercise 1. Issue midterm grade. Introduce graphic interface principles
- **Classroom Activity / Projects:** Issue exercise and have students start on developing a solution. Issue midterm grade
- **Homework:** Work on completing assignment

Week 6:

- **Lecture and demonstration:** Review previous lecture on graphic interface design and discuss alternatives and issues
- **Classroom Activity / Projects:** Give students a chance to work on assignments and ask questions
- **Homework:** Work on completing assignments

Week 7:

- **Lecture and demonstration:** No formal lecture
- **Classroom Activity / Projects:** Open lab time for projects
- **Homework:** Continue work on final project

Week 8:

- **Lecture and demonstration:** No formal lecture
- **Classroom Activity / Projects:** Open lab time for projects
- **Homework:** Continue work on final project

Week 9:

- **Lecture and demonstration:** Review final requirements for competition of exercise 2
- **Classroom Activity / Projects:** Work on completing assignment and review requirements
- **Homework:** Work on completing assignment

Week 10:

- **Lecture and demonstration:** Group critique of exercise 2. Issue grade.
- **Classroom Activity / Projects:** Based on grade allow students to review and revise project to improve grade
- **Homework:** Work on completing assignment

Week 11:

- **Lecture and demonstration:** No formal lecture
- **Classroom Activity / Projects:** Students present project and instructor issues final grades
- **Homework:** N/A

Cell Phone Policy: Please make sure to turn cell phones to silent when entering class. Students who continually use of cell phones during class and causing disruptions will be asked to leave class. No food or drink is permitted in computer labs.

Attendance Policy

- The Art Institute of Philadelphia is committed to learning-centered, hands-on instruction, which can only be accomplished when students attend class. There are no excused absences. The satisfactory explanation of an absence does not relieve the student from responsibility for the course work assigned and/or due during his/her absences. A student who does not attend class during the first week of school or starts late is still held responsible for his/her absences.
- A student who is absent for *three cumulative weeks** will be withdrawn from the course and will receive a Withdrawal (W) grade during weeks 1 through 9 of an 11 week term and a Withdrawal/Fail (W/F) grade after week 9 of an 11 week term for that course (after week 4 of a 5.5 week Mid-quarter ground term) unless the student submits an appeal to remain in class that is accepted by the instructor and department director/dean. A student is allowed only one appeal per class. In other words, if a student submits an appeal and it is approved, the next absence will initiate a non-appealable withdrawal from the course. The Attendance Appeal Request Form may be found in the Registrar's Office.
- It is your responsibility to stay in communication with your instructor about absences in order to stay current with assignments. **You are expected to spend the entire amount of scheduled class time in the classroom.** If you are dropped from the class and you have a documented mitigating circumstance, you may have the opportunity to appeal. It is your responsibility to ensure that your attendance in class is brought to the faculty member's attention if you arrive late.
- Students who are not marked present in any of their scheduled classes for fourteen (14) consecutive calendar days before the end of the ninth week of the 11 week term (week 4 of a 5.5 week Mid-quarter ground term), will be withdrawn from the Institute and will receive W's (withdrawals, with no grade penalty), or if the withdrawal occurs after the end of the ninth week of an 11 week term (after week 4 of a 5.5 week Mid-quarter ground term) students will be withdrawn from the Institute and will receive WF's (Failures due to late withdrawal). Calendar days include days that the student does not have any scheduled class. All calendar days that the school is not in session (e.g., school closings and holidays) do not count in the fourteen (14) calendar days as well during the active term. Students who have been withdrawn due to violation of the consecutive absence policy, but are still in good academic standing, if otherwise eligible, will be able to return the following term through the normal readmissions process. Students who have been withdrawn and the withdrawal results in a violation of the satisfactory academic progress policy (SAPP) must follow the procedure for appealing the academic dismissal.

- Students are encouraged to make all schedule changes early in the first week of the quarter to minimize absences. Failure to sit in all classes during the first two weeks of school will result in termination from school for the quarter. Detailed information about scheduled adjustment periods can be found on the back of your official schedule or in the local Ai campus catalog.
- If you are going to miss class, regardless of the reason, you should notify your instructor. You are responsible for gathering any information from the missed class period in a timely manner.

Ai Unearned F (UF) Grade Definition

Unearned F Grade: students who failed the course AND did not complete the final assignments in the course. Final assignment includes, but is not limited to a final exam, final project, final paper, portfolio presentation, capstone project or any other assignment due in the last week of the course. If a student completed some or all of the other requirements in the course but did not complete the final assignment of the course and failed the course, the F grade will be considered unearned. An unearned F grade will be reflected as a “UF” grade on the transcript. The course’s instructor will award this grade when appropriate.

Academic Dishonesty Policy: The Art Institute of Philadelphia recognizes that any form or degree of academic dishonesty challenges the principles of truth and honesty which are among the cornerstones of the college. Consequently, the college treats academic dishonesty as a serious violation of academic trust. All students found to have engaged in such behavior will be penalized.

Acts of academic dishonesty include but are not limited to the following:

1. The illegitimate use of materials in any form during a quiz or examination.
2. Copying answers from the quiz and/or examination of another student.
3. Plagiarizing or falsifying materials or information used in the completion of any assignment.
4. Obtaining or otherwise improperly securing an examination paper prior to the time and date for the administration of the examination.
5. It is presumed that material submitted by a student for an assignment is original to that assignment and therefore submitting the same work for more than one course without the consent of the instructors of each course in which the work is submitted is considered dishonest.
6. Intentionally interfering with any student’s scholastic work, for example, by damaging or stealing their intellectual property, computer files, project, etc.
7. Stealing and submission of another student’s work as your own.
8. Aiding or abetting any of the above.

The Art Institute will impose the following sanctions when a student is found to have committed any of the above infractions:

1st offense = failure of class

2nd offense = suspension for two (2) quarters

3rd offense = expulsion

Any students found cheating/plagiarizing on their final senior portfolio will be expelled from the college and will not receive their degree.

A faculty member who believes a student has committed academic dishonesty will contact the Dean of Students and will also file an incident report with the Dean of Students. The Dean of Students will contact the student and will meet with the student and the faculty member prior to the next scheduled class session. If it is determined that the student did indeed commit academic dishonesty, the Dean of Students will inform the student of the penalty. Records of academic dishonesty will be held by the Dean of Students.

Accommodations: If you are a student who has a need for a reasonable accommodation based on a documented disability, please contact the instructor privately either before or after class to discuss the accommodation. This request ideally should be made prior to the seating of the second class of the quarter. In order to receive a reasonable accommodation, you must have the appropriate documentation on file with the Student Support and Disabilities Services Coordinator. Students can contact the Student Support and Disability Services Coordinator: Lisa Stankiewicz at (lstankiewicz@aii.edu or 215-405-6424 ex 6424) 1622 Chestnut Street Building Room 327.