Meeting Time: Tuesday & Thursday 8:30 to 11:30 AM
Meeting Place: LFA 122
Class Homepage (NOT optimized for phones): http://people.kzoo.edu/~rkoenig/educator/digital/digital.html
Office Location: LFA 203
Office Hours: Wednesday 2:30 to 4:00 PM (or other times by appointment)
Cell Phone (emergency only, please): 269.270.8110
E-Mail: rkoenig@kzoo.edu

Course Description

This studio course serves as an introduction to the fundamental principles of design with a focus on vector-based illustration, typography, print design, and 3D design. Through hands-on experience using Adobe Illustrator and other applications on Mac computers, students will learn to visually communicate ideas through design projects that involve research and concept development, problem solving, and design thinking. The course will explore design's potential as a tool for communication, collaboration, and social change.

Activities

Tutorials, demos, and technical exercises will introduce students to technical methods and design elements before moving on to more complex individual and collaborative projects. Reading assignments and presentations will help contextualize current issues and design practices. Main projects will include a graphic illustration project, a social justice poster project (small group collaborations), a 3D design project (basic CAD drawing and 3D printing in collaboration with the Center for New Media Design), and a book project (catalog of works, large group collaboration). Expect to spend at least six hours per week at the FABLAB working on out-of-class assignment and projects.

Learning Outcomes and Goals

At the conclusion of this course, students will be…

- Aware of basic principles of design and typography
- Proficient with Adobe Photoshop and Illustrator and become familiar with other applications
- Able to identify and solve visual problems pertaining to assigned projects
- Able to visualize and communicate abstract concepts and ideas through graphic compositions
- Able to effectively communicate and discuss thematic, conceptual, and formal elements in their own works as well as the work of fellow students
- Aware of the critical role of design as a tool for persuasion and social change

Evaluation

Merely completing the requirements for an assignment will not necessarily ensure a good evaluation. I look at technical, formal, and conceptual aspects of your work (mentioned above) but also the level of exploration and risk-taking. Below is a breakdown of how your final grade will be determined.

- Photoshop Project: Collage/Montage and Poster   15%
- Illustrator Project: Map or Infographic and Poster   15%
- Participation & Engagement, First Half   10%
- InDesign Group Project: Illustrative Book   15%
- 3D Project: Digital Drawing and 3D Scanned Object   15%
- Final Project: Related to Field of Study at the College   20%
- Participation and Engagement, Second Half   10%

Credit/No Credit Policy

Students in good academic standing may elect to take at most one letter graded course per term as CR/NC for a total of up to four courses while enrolled at Kalamazoo College. Courses taken CR/NC must be outside the major, minor, or concentration (including cognates). Students may elect this option for at most one course in any one department. Before signing this form, please be sure to investigate all possible implications:

- This form is due to the Registrar's Office on or before Friday of eighth week of the quarter during which Credit\No Credit is a course registration option.
- Once declared a Credit\No Credit course, the course cannot be converted back to a letter-graded course.
- Declaration of a course as Credit\No Credit makes the student ineligible for the Dean's List consideration for that quarter.
- Many graduate schools and professional institutions may not accept Credit\No Credit graded coursework in subjects related to an intended program of study.
- Students may retake a CR/NC option for a letter grade.
- The course will not satisfy prerequisites for those course sequences that require a "C- or better."
- The course will not satisfy the last course in the language requirement (103 or 201) or any of the Shared Passages Seminar requirements.

Attendance

Attendance is mandatory: it is crucial that you miss as few of the meetings as possible as the instruction builds upon itself. After two unexcused absences your grade can be lowered at my discretion. This penalty is applied to your course grade after it is determined using the above formula (see "evaluation").

If possible, one should have documentation to obtain an excused absence. Also, two late arrivals will be counted as one absence. If you do miss a class, get notes from another student.

Participation

Good participation means one actively and candidly contributes to the conversation, while also being supportive of one's peers. It means one is following what is going on and is a constructive presence to the goings-on of the class. It means, quite simply, that one contributes to a positive class atmosphere.

Along those lines, an important note about critiques: we criticize the work, not the person making the work. You should note that I've earmarked a not insignificant portion (7.5% for each half of the term) of your final grade for how you participate.

Land Acknowledgement

We gather on the land of the Council of the Three Fires—the Ojibwe, the Odawa, and the Potawatomi. Indigenous nations of the Great Lakes region are also known as the Anishinaabe (Ah-nish-nah-bay), or original people, and their language is Anishinaabemowin (Ah-nish-nah-bay-mow-in). We acknowledge the enduring relationship that exists between the People of the Three Fires and this land.

Course Learning Outcomes vis-à-vis Institutional Learning Outcomes

In order to cultivate cross-institutional consistency and coherence, departments and units are encouraged to identify how their learning outcomes might align with and support the broader institutional learning outcomes. These four ILOs were approved by a vote of the faculty in 2019 after thorough campus-wide discussion and deliberation.

Our Institutional Learning Outcomes enable graduates to…

- Communicate effectively
- Address complex problems
- Collaborate successfully
- Demonstrate intercultural competency

Most, if not all, of the courses in the department of Art & Art History fulfill the ILOs. Beyond communicating through visual artwork, we, in this class, will exercise this ability through discussion, critiques, and possibly some small written pieces or oral presentations. Current artwork more often than not addresses complex social issues such as climate change or institutional racism, to name but a couple. Collaboration may be exercised through a group project where participants modulate their contributions for the best result of the whole. And we are constantly examining the *impact* (rather than the *intent*) of our artistic production using an intercultural lens.

Artificial Intelligence: what is Acceptable and Unacceptable

The use of generative AI tools (ChatGPT, for example) is permitted in this course for the following activities:

- Brainstorming and refining your ideas
- Fine tuning your research questions
- Finding information on your topic

The use of generative AI tools is not permitted in this course for the following activities:

- Impersonating you in classroom contexts, such as by using the tool to compose discussion board prompts assigned to you or content that you put into an MS Teams chat.
- Completing group work that your group has assigned to you, unless it is mutually agreed upon that you may utilize the tool.
- Creation of a draft of an image or writing assignment.
- Creation of final images or entire sentences, paragraphs or papers to complete class assignments.

You are responsible for the information you submit based on an AI query (for instance, that it does not violate intellectual property laws, or contain misinformation or unethical content). Your use of AI tools must be properly documented and cited in order to stay within college policies on academic dishonesty. Any assignment that is found to have used generative AI tools in unauthorized ways will result in failure for that assignment. When in doubt about permitted usage, please ask for clarification.

   The section above has been adapted from guidance provided by Temple University's Center for the Advancement of Teaching.

Respect in the Community: Creating a Culture of Support

K College is committed to fostering a supportive campus community that values respect, dignity, and safety free from fears of retaliation or reprisal. We all have a role in creating a supportive and respectful culture.

Ways to show respect and support:

1. Consider any gathering for school purposes, such as group projects or assistance with course work, as a professional space. This extends to both physical and virtual settings. For example, do not misconstrue help from other students or student employees as affection; please respect the body autonomy of others; do not flirt with student employees; and be conscientious with humor that may be unwelcome. Generally, it is best to avoid inappropriate jokes of a sexual nature or unwelcome slang about someone's appearance.

2. Professionalism also includes not targeting someone and intentionally making them feel uncomfortable because of an aspect of their identity – such as race, gender, gender identity, gender expression, sexual orientation, religion, national origin, or disability.

3. If you believe that your teaching assistant made a mistake, let them know in a respectful way. Consider your approach. This may mean speaking to them away from other students, sending an email, or approaching your professor for further assistance.

4. K College encourages students, faculty, and staff to respectfully and supportively intervene when they witness problematic situations or behaviors. Keep in mind these four ways that you may be able to intervene and support those involved:

    -   Direct: If safe to do so, address the situation directly by communicating with the individuals involved.

    -   Delegate: Delegate by asking others to help or refer the individuals to a campus or community resource.

    -   Distract: Create a distraction to disrupt or stop the situation.

    -   Delay: After the situation, address it and provide support, including listening without judgement and connecting the person to confidential resources.

5. Remember that the future of science is collaborative. It is not cut throat or zero sum.

Reporting and Support Resources

K College's commitment to creating an environment free from unlawful harassment and discrimination are set out in the College's Nondiscrimination Policy and Policy Against Harassment. Faculty, staff, and teaching assistants are not confidential resources and are required to report incidents to the Office of Gender Equity and Access.

If you experience sexual harassment, sexual misconduct, or discrimination at any point during the quarter—inside or outside of class—you are encouraged to contact the Office of Gender Equity and Access. The Office of Gender Equity and Access (titleix.kzoo.edu) can answer questions and provide supportive measures even if you do not file a report. Confidential help is also available. Students are encouraged to learn more about confidential help at Sexual Violence and Prevention Advocacy (sexualsafety.kzoo.edu).

Accommodations

If you are a student with a disability who seeks accommodation or other assistance in this course, please let me know. Kalamazoo College is committed to making every effort to providing reasonable accommodations. If you want to discuss your overall needs for accommodation at the College, please direct your questions to the office of Associate Dean of Students. [https://www.kzoo.edu/student-life/students-with-disabilities/]

Learning Support

Learning Support collaborates with students to find effective learning techniques for time management, notetaking, test-taking skills, organization, and more. One-time appointments or regular check-ins are available with a learning coach or peer consultant. We welcome all students who are interested in practicing new study strategies.

If you're facing challenges like ADHD, Autism, or other learning differences, you can expect an ongoing commitment to empathetic support, encouragement, and accountability for student-defined goals and paths. Learn more and schedule your appointments at the following link. [https://learningsupport.kzoo.edu/]

Required Text and Lab Fee

There is no required textbook for this class—I will provide handouts or links to websites as needed. The lab fee for this course is eighteen dollars and used to offset costs associated with 3D printing.

Handouts, Lecture, and Meeting Place

I provide all materials ahead of class time via Moodle. Please look this over prior to our class meeting time so that we can make the most of our time together. Any lecture or demonstration happens at the beginning of class, with open work time happening after that, so please come on time. Our normal meeting place will be Light Fine Arts 122 (FABLAB).

Equipment, Lab Hours, and Digital Files

In the lab you'll find fifteen Apple computers with the latest Adobe Creative Cloud software. You'll have access to a Wacom drawing tablet, which should always be kept in the locked cabinet while not in use. The combination is our room number: 122. The tablet is to be used only in the FABLAB. We will also use computers and a 3D printer in the Center for New Media in the library as needed.

You will have access to room 122 (FABLAB) between 7:00 AM throughout the day till 11:00 PM—except for any organized class times. For example: my other class, Analog Photography may be using the room between 12:30 and 3:30 PM Tuesdays and Thursdays.

Save your files, in-progress, and completed works on an external drive or online drive such as K's OneDrive (https://is.kzoo.edu/communication-collaboration/filesharing/). I do not recommend saving it on your computer station since someone else may be using your station during class or when you come to work after class, plus lab computers often need to be reset or switched throughout the term and you will lose your files. In addition, it's always a good idea to save your files in progress and final files in two different places (OneDrive and an external drive, for example). Lastly, save your work often as you work on it in case the application or computer crashes.

Bring headphones/earphones to use while doing tutorials on the computer. You will need access to a digital camera. A smartphone camera is more than sufficient but if you wish, but you might be able to borrow a digital camera from the Center for New Media Design at the library.

Software and Related Assignments this Term

Assignments must be turned-in on time. These will be posted on Padlet, an on-line site, for critique. More information for each of these assignments listed below will be provided when the time is nigh.

Photoshop	Quick exercise: collage/montage, please include three to five disparate elements
	I would prefer the use of original photographs for this exercise
	Main assignment: create a photomontage-based triptych
	Inspiration: history of visual production between the wars (Dada, Surrealism)
	You may use appropriated imagery for this project
Illustrator	Quick exercise: create a map or infographic with vector graphics
	Main Assignment: create a vector-based poster—text heavy, persuasive in nature
	Inspiration: posters and advertising of the 1970s to the present
InDesign	Assignment: design a lavish book that highlights a subject visually
	Inspiration: photography, illustration, and art books (as well as book-objects)
	Note: this is a GROUP PROJECT
	May exist as a digital version only (maquette)
Tinker CAD	Visit Hans Parker's shop to see what he does: digital design to fabrication
	Create a CAD drawing using Tinkercad that will be 3D printed by Josh Moon (CNM)
	Inspiration (beyond Hans's shop): art multiples
Synthesis	Final Project: while ostensibly granting you full agency for this project, I'd like it
	to be related to a main passion of yours: your area of study or something from your life.
	We will go around the circle to kick around ideas: choose something you will enjoy working on.