



Syllabus -- Spring 2023

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 2

Credits: 3

Format: In-Person

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

Professor/Instructor/Facilitator: Christine Ballestrini

Pronouns: she/her/hers

Email: christine.ballestrini@uconn.edu (preferred method of contact email)

Telephone: n/a

Other: Slack messages

VIRTUAL OFFICE HOURS BY APPOINTMENT: If you would like to schedule an appointment to discuss a question or concern related to class, please reach out prior to class or as soon as possible. If in person meeting is not available for both parties, a virtual meeting would be done. I will then send you a WebEx link or Teams invite and confirmation of the day and time of our virtual office hour meeting.

Course Materials

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

Students will be required to use Adobe Creative Cloud applications either in campus labs or on their own computers. Student computers must meet the minimum DMD department standard. Additional equipment will be provided by the department through reservations and check out. See the departmental policies regarding check out, care, use and return of equipment.

Additional course readings and media will be available within HuskyCT.

Course Description

This course introduces students to a practice-based, hands-on approach to digital media design theory, principles, and practices of digital screen based visual communication. Through a multidisciplinary perspective involving art, design, art history, and media studies, students will address how culture visualizes screen based communication through both image and type.

Course Objectives

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

1. Develop effective arrangements of text, information, and visuals with typographic elements
2. Gain experience designing an identity system and applying it in varied formats
3. Identify methods and processes for conceptualizing in media design (diagramming, storyboarding, wireframing, etc.)
4. Learn the basic concepts of user-centered design.
5. Use critique as constructive conversation to help further refine formal solutions.

Class Meeting Schedule

Classes will meet in person:

Occurring every Monday, Wednesday effective Wednesday, January 18, 2022 until Wednesday, April 26, 2022 from 3:35pm to 6:05pm EST (2hrs 30mins)

Calendar and Class Meeting Schedule

Dates subject to change

January 18 : Introductions and expectations

January 23 : Lectures: Typography/Color;

January 25: Getting to know Illustrator

January 30 - February 15 : Project 1| Poster series

*Pre-crit in class Wednesday, 2/8

February 20 - March 27 : Project 2 | rebrand design guide

*Spring Break March 12-18

*Pre-crit in class Monday, 3/20

March 29 - April 26 : Final Project | UI/UX Application

*Pre-crit Wednesday, 4/19; Final Project DUE: 4/26

Course Requirements and Grading

Summary of Course Grading:

Project 1 Poster Design - 25%

Project 2 ReBranding Design - 25%

Project 3 UI/UX App (based on project 2) - 40%

Participation - 10%

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

For additional information on undergraduate grading policies see here: <https://registrar.uconn.edu/grades/>

Due Dates and Late Policy

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

Late Policy: Any work that is handed in more than 2-4 days late will be subject to a 5pt deduction, after 5 days late there will be a deduction of a full letter grade.

Feedback and Grades

The purpose of grading is to clearly and accurately pinpoint the strengths and weaknesses of your progress. You will receive a grade on each project and a progress report at midterm. This report will evaluate progress, note strengths and areas for improvement. Your overall grade will be based on your understanding of the information and ideas discussed, and your formal, technical, and conceptual progress as demonstrated in projects and exercises, and professionalism during the course. Students will be evaluated through class participation, research, presentations, and technical proficiency with various project and media applications. Aesthetic applications, and problem solving are also points of evaluation. Students will be evaluated on their creativity and diligence in applying the course tools to produce cogent and polished work. Our goals are to go beyond simply achieving technical proficiency, as we will also focus on learning principles in preparation for both artistic and commercial endeavors.

I will make every effort to provide feedback and grades in HuskyCT in a timely manner.

Weekly Time Commitment

You should expect to dedicate 4-6 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](#)).

Revisions To Syllabus

The information contained in this syllabus is subject to revision at the discretion of the instructor. Students will be notified of any changes that will be made.

Communication

Good communication is essential to a successful class experience. Please come and talk to me if you anticipate any conflicts with any of the due dates of the course or if you need any special accommodation in order to successfully

complete the requirements of the course. The sooner I know about any exceptional circumstances the better, and the more likely we are to come up with non-stressful alternatives. If you encounter any questions or challenges with an assignment, please come talk to me or email me. I am here to help.

However, please try to email me at least 24 hours before a deadline. Please try your best to compose emails with a salutation and closing, and using complete, grammatical sentences.

For Distance Learning and Online Courses Only:

Student Authentication and Verification

The University of Connecticut is required to verify the identity of students who participate in online courses and to establish that students who register in an online course are the same students who participate in and complete the course activities and assessments and receive academic credit. Verification and authentication of student identity in this course will include:

1. Secure access to the learning management system using your unique UConn NetID and password.
2. Verification of student during video class time.

How to Succeed in this Course

All students can succeed in this course and I am here to help you along the way. My teaching philosophy is to have fun and be inspired, to be excited about your work and design. This will make this class enjoyable and rewarding. Putting in the effort and showing real growth and progress in your designs is the expectation of this class. Please do not hesitate to ask questions or attend office hours or schedule a meeting. All questions are important here. Success in this course 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. 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.

Resource links: [Dean of Students Office](#), [Academic Achievement Center](#), [Writing Center](#), [Quantitative Learning Center](#), [Center for Students with Disabilities](#), [Title IX Office](#), [Student Health and Wellness -- Mental Health](#), etc.

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 your instructor as soon as possible. You do not need to disclose the nature of your illness, however, you will need to work with your instructor 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/>

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. If you anticipate or experience physical or academic barriers based on disability or pregnancy, please let me know immediately so that we can discuss options. 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:

- 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](#))
- Adobe Creative suite: Photoshop and or Illustrator
- Dedicated access to high-speed internet with a minimum speed of 1.5 Mbps (4 Mbps or higher is recommended).
- WebCam

For information on managing your privacy at the University of Connecticut, visit the [University's Privacy page](#).

NOTE: This course has NOT been designed for use with mobile devices.

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://ims.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 properly from Photoshop and Illustrator per the instructors requirements
- Copy and paste text, graphics or hyperlinks.
- Work within two or more browser windows simultaneously.
- Open and access PDF files.

University students are expected to demonstrate competency in Computer Technology. Explore the [Computer Technology Competencies](#) page for more information..

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.