

GIT 350: Cross Media Design Solutions

Spring 2023

Instructor:

Katherine Lathos

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Office Location: Please reach out to schedule any office hours over zoom.

Credits:

3

Pre-requisites:

GIT 303 or MSUX

Office Hours:

By Appointment

Course Description:

This course examines universal design theory and case study applications in products of the graphics industry.

Course Access:

Your ASU courses can be accessed by both my.asu.edu and asu.instructure.com; bookmark both in the event that one site is down.

Course Delivery:

Canvas

Canvas is the Learning Management System (LMS) for this course (and all courses at ASU). This is where all the course materials are located-- syllabus, readings, assessments... It is also where you submit all assessments. Learn more about Canvas at <https://lms.asu.edu/resources-students>. You can open Canvas through a web browser and/or mobile app ([iOS](#) or [Android](#)). Our Canvas course can be accessed <https://my.asu.edu> or <http://canvas.asu.edu>.

Slack

Slack is the communication tool that will be used in this course (and most courses at ASU). This is where all the conversations for the course will take place, both in class and after. Learn more about Slack at <https://uto.asu.edu/slack>. You can open Slack through a [web browser, a desktop app, and/or a mobile app](#). Our class workspace can be accessed at <https://my.asu.edu>, the syllabus, and the course homepage.

Textbook:

1. **Graphic Design School: The Principles and Practice of Graphic Design 7th Edition**
| by David Dabner, Sandra Stewart, Abbie Vickress | ISBN-13: 978-1119647119 | ISBN-10: 1119647118 | Publisher: Wiley; 7edition (February 2020) | [Paperback, eBook or Rent](#)

Supplies:

- Sketchbook or sketchpad
- Colored Pencils
- Paper, Scissors, Stapler

Tools:

- Computer
- [Google Workspace](#)
- [Adobe CC](#)
- [Adobe CC Express](#) or [Canva](#)
- [Adobe Behance](#)

Course Objectives:

At the completion of this course, students will be able to:

- Thoroughly research and generate concepts
- Advanced application of the elements of principles of design
- Showcase cross-media output for print, digital, and interaction design

Course Topics:

- Research and Concepts
- Fundamentals
- Typography
- Color
- Print
- Interactive
- Packaging

GIT Program Outcomes:

O1	Develop an understanding of standards and business practices in visual communication industries.
O2	Create digital assets for print and/or digital media outputs.
O3	Participate in teams organized to propose and implement solutions for visual communication projects.
O4	Demonstrate in-depth knowledge of print and/or digital media processes.
O5	Identify the legal and/or ethical ramifications of decisions concerning the creation and distribution of visual communication assets.
O6	Propose solutions to complex visual communication projects based on analysis of management issues, production workflow, equipment and/or budgets.

O7	Identify resources for lifelong learning in the visual communication industries.
O8	Demonstrate the ability to brainstorm, solve problems for, and execute visual communication solutions.
O9	Plan and execute cross-media solutions intended for print and digital media.
O10	Analyze and apply methods of quality control and project management.
O11	Demonstrate a working knowledge of estimating and cost analysis processes.
O12	Implement client-centered design.
O13	Demonstrate presentation and communication skills.

Implementation of Program Outcomes in this Course:

	Lectur es	Quizz es	Exa ms	Homewo rk	Onlin e Articl es	Presentati ons	Case Studi es	Debat es	Activiti es	Rep ort
O1	x			x		x			x	
O2				x		x			x	
O3	x			x					x	

O4	x			x					x	
O5	x			x					x	
O6	x			x					x	
O7	x				x				x	
O8	x			x		x			x	
O9	x			x		x			x	
O1 0										
O1 1										
O1 2	x			x		x			x	
O1 3	x			x		x			x	

Grading Scale:

<i>Grade</i>	<i>Definition</i>	<i>Value</i>
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A+	97 – 100%	4.33
A	94 – 96%	4.00
A-	90 – 93%	3.67
B+	87 – 89%	3.33
B	84 – 86%	3.00
B-	80 – 83%	2.67
C+	77 – 79%	2.33
C	70 – 76%	2.00
D	60 – 69%	1.00
E	0 – 59%	0.00
EN	Failing Never Participated	0.00
EU	Failing Did Not Complete	0.00
I	Incomplete	—
NR	No Report	—
W	Withdrawal	—
X	Audit	—
XE	Academic Dishonesty	0.00

Grading Methodology:

1. You start with 0 points and earn them
2. On activities, you do the things, you get the points
3. On assignments, your score reflects your mastery
4. If you are reading this, DM me in Slack with 🙄

GRADE	ACHIEVEMENT
E	did not attempt
D	did not meet all requirements (poor)
C	met all requirements (average)
B	met all requirements (good)
A	met all requirements (great)
A+	met all requirements (above and beyond)

Late Policy:

C sessions: 10% penalty per day late.

A and B sessions: No late penalties. Work at your own pace. Due dates are milestones for time management.

Follow the appropriate University policies to request an [accommodation for religious practices](#) or to accommodate a missed assignment [due to University-sanctioned activities](#).

Submitting Assignments:

All assignments, unless otherwise announced, **MUST** be submitted to the designated area of Canvas. Do not submit an assignment via email.

Assignment due dates follow Arizona Standard time. Click the following link to access the [Time Converter](#) to ensure you account for the difference in Time Zones. Note: Arizona does not observe daylight savings time.

Re-Submission

Because this is a self-paced course, assignments will be graded throughout the course. If for any reason a resubmission is asked for or offered by the professor there will be a 10% deduction from new grade granted.

Attendance/Participation:

Attendance/participation is required.

If you miss class:

- Check Canvas
- Ask a classmate what you missed
- Reach out to your instructor if you need more assistance with catching up

Excused absences related to religious observances/practices that are in accord with [ACD 304-04](#), "Accommodation for Religious Practices," that are in accord with [ACD 304-02](#), "Missed Classes Due to University-Sanctioned Activities" and due to military line-of-duty activities that are in accord with [ACD 304-11](#), "Missed Class Due to Military Line-of-Duty Activities," and SSM 201-18, "Accommodating Active Duty Military" will be accommodated with alternative arrangements for any examinations and other graded in-class work.

Communication:

Slack

This course uses a Slack workspace for general questions and comments about the course. Prior to posting a question or comment, check the syllabus, announcements, and existing posts to ensure it's not redundant. You are encouraged to respond to the questions of your classmates.

Email questions of a personal nature to your instructor. You can expect a response within 72 hours.

Email

ASU email is an [official means of communication](#) among students, faculty, and staff. Students are expected to read and act upon email in a timely fashion. Students bear the responsibility of missed messages and should check their ASU-assigned email regularly.

Classroom/Online Behavior:

Cell phones must be turned off and put away during class to avoid causing distractions. The use of recording devices is not permitted during class. Any violent or threatening conduct by an ASU student in this class will be reported to the ASU Police Department and the Office of the Dean of Students.

Students, faculty, staff, and other individuals do not have an unqualified right of access to university grounds, property, or services. Interfering with the peaceful conduct of university-related business or activities or remaining on campus grounds after a request to leave may be considered a crime. All incidents and allegations of violent or threatening conduct by an ASU student (whether on- or off-campus) must be reported to the ASU Police Department (ASU PD) and the Office of the Dean of Students.

Course Time Commitment:

This three-credit course requires approximately 135 hours of work. Please expect to spend around 9 hours each week preparing for and actively participating in this course.

Drop and Add Dates/Withdrawals:

This course adheres to a compressed schedule and may be part of a sequenced program, therefore, there is a limited timeline to [drop or add the course](#) . Consult with your advisor and notify your instructor to add or drop this course. If you are considering a withdrawal, review the following ASU policies: [Withdrawal from Classes](#) , [Medical/Compassionate Withdrawal](#) , and a [Grade of Incomplete](#) .

Grade Appeals:

Grade disputes must first be addressed by discussing the situation with the instructor. If the dispute is not resolved with the instructor, the student may appeal to the department chair per the [University Policy for Student Appeal Procedures on Grades](#) .

Academic Integrity:

All students in this class are subject to ASU's Academic Integrity Policy (available at <http://provost.asu.edu/academicintegrity>) and should acquaint themselves with its content and requirements, including a strict prohibition against plagiarism. All violations will be reported to the Dean's office, who maintain records of all offenses. Students are expected to abide by the FSE Honor Code (<http://engineering.asu.edu/integrity/>). The possible sanctions include, but are not limited to, appropriate grade penalties, course failure (indicated on the transcript as a grade of E), course failure due to academic dishonesty (indicated on the transcript as a grade of XE), loss of registration privileges, disqualification and dismissal. For more information, see <http://provost.asu.edu/academicintegrity> . Additionally, required behavior standards are listed in the [Student Code of Conduct and Student Disciplinary Procedures](#) , [Computer, Internet, and Electronic Communications policy](#) , and outlined by the [Office of Student Rights & Responsibilities](#) . Anyone in violation of these policies is subject to sanctions.

[Students are entitled to receive instruction free from interference](#) by other members of the class. An instructor may withdraw a student from the course when the student's behavior disrupts the educational process per [Instructor Withdrawal of a Student for Disruptive Classroom Behavior](#) .

Appropriate online behavior (also known as *netiquette*) is defined by the instructor and includes keeping course discussion posts focused on the assigned topics. Students must maintain a cordial atmosphere and use tact in expressing differences of opinion. Inappropriate discussion board posts may be deleted by the instructor.

The Office of Student Rights and Responsibilities accepts [incident reports](#) from students, faculty, staff, or other persons who believe that a student or a student organization may have violated the Student Code of Conduct.

Your design must be entirely new and made specifically and ONLY for each activity and assignment. You may use assets from stock graphic and image libraries; HOWEVER, the overall composition must be your own. Violators will be reported to Academic Integrity. No exceptions.

Prohibition of Commercial Note Taking Services:

In accordance with [ACD 304-06 Commercial Note Taking Services](#) , written permission must be secured from the official instructor of the class in order to sell the instructor's oral communication in the form of notes. Notes must have the notetaker's name as well as the instructor's name, the course number, and the date.

Course Evaluation:

Students are expected to complete the course evaluation. The feedback provides valuable information to the instructor and the college and is used to improve student learning. Students are notified when the online evaluation form is available.

Copyright:

All course content and materials, including lectures, are copyrighted materials and students may not share outside the class, upload to online websites not approved by the instructor, sell, or distribute course content or notes taken during the conduct of the course (see [ACD 304-06](#), "Commercial Note Taking Services" and ABOR Policy [5-308 F.14](#) for more information).

You must refrain from uploading to any course shell, discussion board, or website used by the course instructor or other course forum, material that is not the student's original work, unless the students first comply with all applicable copyright laws; faculty members reserve the right to delete materials on the grounds of suspected copyright infringement.

Disability Accommodations:

Suitable accommodations will be made for students having disabilities. Students needing accommodations must register with the ASU Disabilities Resource Center and provide documentation of that registration to the instructor. Students should communicate the need for an accommodation in sufficient time for it to be properly arranged. See [ACD 304-08](#) Classroom and Testing Accommodations for Students with Disabilities.

Harassment and Sexual Discrimination:

Arizona State University is committed to providing an environment free of discrimination, harassment, or retaliation for the entire university community, including all students, faculty members, staff employees, and guests. ASU expressly prohibits discrimination, harassment, and retaliation by employees, students, contractors, or agents of the university based on any protected status: race, color, religion, sex, national origin, age, disability, veteran status, sexual orientation, gender identity, and genetic information.

Title IX is a federal law that provides that no person be excluded on the basis of sex from participation in, be denied benefits of, or be subjected to discrimination under any education program or activity. Both Title IX and university policy make clear that sexual violence and harassment based on sex is prohibited. An individual who believes they have been subjected to sexual violence or harassed on the basis of sex can seek support, including counseling and academic support, from the university. If you or someone you know has been harassed on the basis of sex or sexually assaulted, you can find information and resources at <https://sexualviolenceprevention.asu.edu/faqs>.

Mandated sexual harassment reporter: As a mandated reporter, I am obligated to report any information I become aware of regarding alleged acts of sexual discrimination, including sexual violence and dating violence. ASU Counseling Services, <https://eoss.asu.edu/counseling>, is available if you wish discuss any concerns confidentially and privately.

Accessibility Statements:

View the Accessibility section to review accessibility statements for common tools and resources used in ASU Online courses.

Syllabus Disclaimer:

The syllabus is a statement of intent and serves as an implicit agreement between the instructor and the student. Every effort will be made to avoid changing the course schedule but the possibility exists that unforeseen events will make syllabus changes necessary. Please remember to check your ASU email and the course site often.

Computer Requirements:

This course requires access to a computer with internet access and the following technologies:

- Web browsers ([Chrome](#), [Mozilla Firefox](#), or [Safari](#))
- [Adobe Acrobat Reader](#) (free)
- [Adobe Flash Player](#) (free)
- Webcam, microphone, headset/earbuds, and speaker
- Microsoft Office ([Microsoft 365 is free](#) for all currently-enrolled ASU students)
- Reliable broadband internet connection (DSL or cable) to stream videos.

Note: A smartphone, iPad, Chromebook, etc. will not be sufficient for completing your work in courses. While you will be able to access course content with mobile devices, you must use a computer for all assignments, quizzes, and virtual labs.

Tech Help:

For technical support, use the Help icon in the black global navigation menu in your Canvas course or call the ASU Help Desk at 1+(855) 278-5080. Representatives are available to assist you 24 hours a day, 7 days a week.

Student Success:

To be successful:

- check the course daily
- read announcements
- read and respond to course email and Slack messages as needed
- complete assignments by the due dates specified
- communicate regularly with your instructor and peers
- create a study and/or assignment schedule to stay on track