New Course Request

Indianapolis Campus

Check Appropriate Boxes: Undergraduate credit [✓]  Graduate credit [ ]  Professional credit [ ]

1. School/Division Informatics
2. Academic Subject Code NEWM-N
3. Course Number 262 (must be cleared with University Enrollment Services)
4. Instructor John Brian Ludwick

5. Course Title Design Principles

Recommended Abbreviation (Optional) (Limited to 32 Characters including spaces)

6. First time this course is to be offered (Semester/Year): Fall 2010

7. Credit Hours: Fixed at 3 or Variable from ________ to ________

8. Is this course to be graded S-F (only)? Yes [ ] No [✓]

9. Is variable title approval being requested? Yes [ ] No [✓]

10. Course description (not to exceed 50 words) for Bulletin publication: Introduction to the practice of good visual design in new media. Topics include an examination of fundamental design elements, such as shape, color and typography, and design principles, including composition, balance, rhythm, and repetition.

11. Lecture Contact Hours: Fixed at 3 or Variable from ________ to ________

12. Non-Lecture Contact Hours: Fixed at 0 or Variable from ________ to ________

13. Estimated enrollment: 25 of which 0 percent are expected to be graduate students.

14. Frequency of scheduling: F/S Will this course be required for majors? ________

15. Justification for new course: Redesign of New Media Curriculum

16. Are the necessary reading materials currently available in the appropriate library? Yes

17. Please append a complete outline of the proposed course, and indicate instructor (if known), textbooks, and other materials.

18. If this course overlaps with existing courses, please explain with which courses it overlaps and whether this overlap is necessary, desirable, or unimportant.

19. A copy of every new course proposal must be submitted to departments, schools, or divisions in which there may be overlap of the new course with existing courses or areas of strong concern, with instructions that they send comments directly to the originating Curriculum Committee. Please append a list of departments, schools, or divisions thus consulted.

Submitted by: M. Pauline Buh Date 6/30/2009
Department Chairman/Division Director

Approved by: Dean Date 7/1/2009
Chancellor/Vice-President Date

Dean of Graduate School (when required) Date

Chancellor/Vice-President Date

University Enrollment Services Date

After School/Division approval, forward the last copy (without attachments) to University Enrollment Services for initial processing, and the remaining four copies and attachments to the Campus Chancellor or Vice-President.

University Enrollment Services Final—White; Chancellor/Vice-President—Blue; School/Division—Yellow; Department/Division—Pink; University Enrollment Services Advance—White
Instructor: John B. Ludwick
Office Address: 535 West Michigan Street, IT467
Office Phone: 317-278-9203
Office Hours:
Email Address: j ludwick@iupui.edu

Course Description
Introduction to the practice of good visual design in new media. Topics include an examination of fundamental design elements, such as shape, color and typography, and design principles, including composition, balance, rhythm, and repetition.

Prerequisite
none

No Required Text

Recommended Text: Design Basics for Creative Results, Bryan Peterson, 2003

Equipment needed: (notebooks, disks, binders, etc.)

Course Outcomes: Students will be able to develop a full animatic and be able to elaborate on the tools to be used in its completion.

Software used: Adobe Flash, Photoshop.

Expectations/Guidelines/Policies:
Attendance: Students are allowed three (3) absences due to ANY personal circumstance. Every absence after the third (3rd) reduces the student's final course grade by an entire letter. Each of these situations will be individually evaluated. An absence is not a failure to attend class but a failure to sign the attendance sheet. An attendance roster will be passed around for the first 20 minutes of class. A signature is confirmation that the student will receive credit for attending class. After 20 minutes the attendance roster will no longer be available and any student arriving after that time will be considered absent. Previous class attendance rosters are final. It is your responsibility to find the attendance sheet and sign your name on it.

Class assignments: There are 10 class assignments, each valued at 100 points. Some may require additional time outside of the class session to complete. You are responsible for managing and maintaining the files for all assignments. The instructor is not responsible for missing or damaged files. If you miss the assignment you lose the points.
**Participation:** Each time you fail to complete any assignment in writing, 20 points will be deducted from your Participation Grade which starts automatically at 100 points. This will be on top of the usual penalties for late assignments. Spontaneous assignments are often handed out over the course of the semester (marked “Participation”) during class that don’t fit under any of the categories listed below, and they exercise your ability to solve a storytelling problem. If you are out of Participation points, the 20 points will be removed from the Final Assignment.

**Grading Information:**
Failure to complete any requirements, assignments, or labs could result in a failing grade. You have ONE WEEK to dispute a grade after it is posted. After that, the grade is final. This reduces research time and increases the accuracy of the grade with fresh, recent, facts. All late work will be penalized according to the Class Rubrics.

**Grading scale** [percentages and/or points]
A+ = 100
A  = 97 - 99.0
A- = 93 - 96.9
B+ = 87 - 92.9
B  = 83 - 86.9
B- = 80 - 82.9
C+ = 77 - 79.9
C  = 73 - 76.9
C- = 70 - 72.9
D+ = 67 - 69.9
D  = 63 - 66.9
D- = 60 - 62.9
F  = 0 - 59.9

**Assignments and Point Values**
- 200 pts - Participation
- 100 pts - Line
- 100 pts - Mosaic
- 100 pts - Type
- 100 pts - Color
- 100 pts - Balance
- 100 pts - Scavenger Hunt
- 200 pts - Final Project
- 1000 pts - Total

You retain 10 points on every project for observing:
- The naming convention, "lastname_projectname.file extension". "Untitled12_final" will earn you a 10-point penalty.
- The requested file format. A .psd delivered in a lieu of a jpeg is a 10-point penalty.
Weekly topics:

1. Syllabus
2. Line
3. Shape
4. Texture
5. Type
6. Value, Color
7. Color Lab
8. Composition
9. Balance, Contrast
10. Unity, Pattern, Rhythm
11. Scavenger Hunt
12. Scavenger Hunt Recap
13. Final Project
14. Final Project Recap
15. Final Project Recap
16. Final Project Presentations

Principles of Undergraduate Learning (PUL) – each class should be able to assess learning outcomes in the following areas:
Oral presentation
Writing skills
Critical thinking
Application of knowledge
Intellectual depth, breadth, and adaptiveness
Understanding of society and culture
Values and ethics

Other Policies
Policy on Academic Dishonesty / Integrity
Using another student’s work on a project, assignment, or any other form of dishonesty will result in a grade of zero and possibly an “F” in the course and will be referred to the Dean of Students. All students in New Media should aspire to high standards of academic honesty. This class encourages cooperation and the exchange of ideas. However, students are expected to do their own work.

Policy regarding late work and make-up exams
Class assignments are expected to be finished and handed in on time. Late assignments will have a letter grade deduction after each day not completed.

Innovative class procedures and structures, such as cooperative learning exercises, panel presentations, case study materials, class journals.
All students are responsible for reading the Code of Student Rights, Responsibilities and Conduct of IUPUI.

Policy on Plagiarism

Plagiarism: (adapted from the definition by the School of Liberal Arts) is the use of the work of others without properly crediting the actual source of the ideas, words, sentences, paragraphs, entire articles, music or pictures. Using other students’ work (with or without their permission) is still plagiarism if you don’t indicate who initially did the work. Plagiarism, a form of cheating, is a serious offense and will be severely punished. When an instructor suspects plagiarism, he/she will inform the student of the charge; the student has the right to respond to the allegations. Students whose work appears to be plagiarized may be asked to produce earlier drafts of the work. Students should, for this reason and as a protection in cases of lost papers, diskettes, retain rough drafts, notes and other work products for 2 or 3 weeks after the end of each semester. The penalties for plagiarism include reprimands, being failed for a particular exam, paper, project or the entire course, disciplinary probation, or dismissal. Faculty, after consulting with their chair and/or the dean must notify students in writing of their decision. Students have the right to appeal such decisions by submitting a petition.

Policy regarding children attending

“Children are not permitted to attend class with parents, guardians, or childcare providers. This conduct has the effect of unreasonably interfering with an individual’s work or academic performance creating an offensive learning environment.”

“A student must not violate course rules as contained in a course syllabus, which are rationally related to the content of the course or to the enhancement of the learning process in the course.” [Code of Student Rights, Responsibilities, and Conduct, page 29]