



CSE 615 Designing Information

Winter 2013

3 Credits ♦ Online

Instructor	Phone	Office	Email	Office Hours
Dr. Mary Bucy	503-838-8794	ED 202M	bucym@wou.edu	T 12:30—3:30 R 3:00—5:00

Course Description:

A look at how ideas are organized in a variety of media. Explores how information is encoded in text, graphics, audio, and motion media. Focuses on effectively choosing and designing appropriate media for the communication of ideas.

Texts:

1. Williams, R. (2008). *The Non-Designer's Design and Type Books*. (Deluxe Edition). Peachpit Press: Berkeley, CA
2. Reynolds, G. (2009). *Presentation Zen Design: Simple Design Principles and Techniques to Enhance Your Presentations*, New Riders: Berkeley, CA.

Course Objectives

Through readings and class discussions, students will:

- Demonstrate an ability to work with themes and to design for a specific audience.
- Be able to compose a compelling message.
- Understand basic concepts related to working with visuals in a graphic design.
- Effectively apply basic design principles.
- Use color effectively for communication.
- Use appropriate type and design text appropriately.
- Apply design concepts within a variety of media.

Course Format

This is an on-line course with no meetings at WOU. The course will involve reading texts as well as participating in hands-on application of design principles and techniques. In addition, there may be online discussions. Although there is some flexibility because it is an online course, students are expected to keep up with the readings and assignments, and respond to discussion questions in a timely manner. Please pay attention to posted deadlines.

Online Discussions

Although we will not have weekly discussions in this class, there will be times when this is an appropriate activity. Students are expected to do scheduled readings, respond to questions by the posted date and time and then respond to other students and the instructor. Appropriate responses make a substantial contribution to the discussion. Do not simply reply, "I like that, good job." Rather, add new ideas of your own, cite views from readings, comment on why you find a particular idea intriguing, or lead us to related articles.

Class Assignments and Expectations:

- Read assigned book chapters each week, as well as additional materials posted online.
- Actively participate in any online discussions.
- Complete weekly assignments that provide practice in applying design principles and techniques.
- Prepare a digital portfolio of examples of good and bad design that illustrate principles and techniques addressed in class (details will be provided online)
- Final project due at the end of the course: create a family of informational materials (details will be provided online)

Grading

	Pts
Weekly Assignments	50
Digital Portfolio	25
Final Project	25

Grades (%)	
A	93-100
A-	90-92
B+	88-89
B	83-87
B-	80-82
C+	78-79
C	73-77
C-	70-72
D	60-69
F	below 60

Class Schedule *(subject to change – see course web site for updates)*

Week	Topics	Readings	Assignments
1	Introductions Textbooks Course	<i>Presentation Zen Design</i> Design Matters (pp 5-27)	Create an introductory slide
1/7-1/14			
2	Planning Goals Topics Audience	<i>Presentation Zen Design</i> Creating Purpose and Focus (pp 179-195)	Identify Goals and Audience
1/15-1/21			
3	Crafting a story Themes Main selling point	<i>Presentation Zen Design</i> Achieving Harmony (pp 197-211)	Identify Theme and Supporting Stories Create initial design
1/22-1/28			
4	Design Overview Images Visual context Video	<i>Presentation Zen Design</i> Seeing and Using Space (pp157-177) Using Images and Video to Tell Stories (pp 93-127)	Redo design focusing on creating a mental image.
1/29-2/4			
5	InfoGraphics Design Principles Proximity Alignment	<i>Presentation Zen Design</i> Simplifying the Data (pp 129-150)	TBD
2/5-2/11		<i>The Non-designers Design Book</i> Chapters 1-3 (pp11-50)	Begin reworking designs based on Williams' principles
6	Design Principles Repetition Contrast Emphasis	<i>The Non-designers Design Book</i> Chapters 5-6 (pp 51-90)	Rework designs based on principles of Contrast, Repetition, Proximity, Alignment, and Emphasis
2/12-2/18		<i>Presentation Zen Design</i> Slide Samples (pp 217-231)	
7	Color Style	<i>The Non-designers Design Book</i> Chapters 7-8 (pp 91-108)	Rework designs based on color principles and style
2/19-2/25		<i>Presentation Zen Design</i> Communicating with Color (pp 63-91)	
8	Type	<i>The Non-designers Design Book</i> Chapters 9-12 (pp 145-205)	Create 3 designs using different font combinations.
2/26-3/4		<i>Presentation Zen Design</i> Presenting with Type (pp 33-61)	Submit sample page from Design Portfolio
9	Type	<i>The Non-designers Design Book</i> <i>(Book 2)</i> Chapters 2-6 (pp 33-71)	Digital Portfolio samples due
3/5-3/11			
10	Work week		Create a family of designs
3/12-3/18			
Finals Week			Final Projects and Final Digital Portfolios due March 20
3/19-3/22			

Some Tips for Navigating Moodle

1. All assignments, activities, etc. will be identified in the Unit Overview to ensure that you are aware of them. However, actual assignments will be listed under a separate heading in each Unit. The screen will show the assignment and due date and will have a place at the bottom for you to upload your assignment. Please put your name on the assignment and upload it. All assignments are to be submitted in Word, unless otherwise noted. (Design projects may use other software). **Please do not submit papers in .docx format.** Always save as an earlier version. If this is a problem, let me know and we will determine another way for you to submit assignments.
2. Any time you wish to return to the main page, go to the top of the page you are on and click on our course number. Some websites are set to open in a separate window. In this case, simply close the window when you are done and our Moodle site will be open underneath it.

Guidelines for a Successful Online Course

Modified from Palloff, R. & Pratt, K. (2007). Building Online Learning Communities: Effective Strategies for the Virtual Classroom. Jossey-Bass: San Francisco, CA.

1. This is not a self-paced course. It is designed on a weekly format and to be successful you will need to login to check the course several times each week.
2. Discussions require frequent checking and participation. Check often. Stay current and up-to-date. Replies posted late will not become a part of the discussion and will likely be missed by other participants. Discussions cannot be “caught-up” once others have moved on. Monitor discussions for responses to your own posts and be prepared to post follow-up messages.
3. If possible, complete readings near the beginning of the week so that you have time to think about them and draw from them in our discussions for the week.
4. Refer back to the text as you participate in discussions and bring in quotes or specific references to support your responses.
5. Have contingency plans for computer problems. Become familiar with the Internet services at your public library. Seek out friends or family members who will let you use their Internet services in the case yours crashes. Do not expect to be able to catch up after missing two or more weeks of class.
6. Online learning happens in real time. As with on-campus classes, you will need to juggle your commitments even when personal or work activities encroach on your study time. Your success depends upon your ability to master course content at the same time you deal with other life challenges. If an unforeseen event occurs and work cannot be submitted on time, get yourself back on track as soon as possible. Contact me immediately if you are having problems. I am understanding and will work with you, but it is difficult to help when students fall far behind.

7. Because this is an online class, your schedule can be quite flexible. This does not mean, however, that there is less work than in a 3-credit face-to-face class. Graduate courses at WOU carry an expectation of 4 hours of homework for every 1 hour in class. This equates to 15 hours/week for a 3-credit course. While this will vary from week to week and there will certainly be light weeks, please be prepared to schedule your time to manage weeks when there is a heavy workload. I will do my best to make this manageable, and I think you will find our readings and assignments to be interesting and relevant.

What You Can Expect of Me as Your Instructor:

Modified from Palloff, R. & Pratt, K. (2007). Building Online Learning Communities: Effective Strategies for the Virtual Classroom. Jossey-Bass:San Francisco, CA.

1. I understand the uncertainties of online communication. When you email me, I will respond within 48 hours (usually much faster). If you send me something, I will respond with a “Got it” email. If you do not hear from me, check to make sure I received it. (Assignments submitted on Moodle should show you when they have been posted successfully).
2. Open communication and instructor availability are critical to the success of an online course. Email me any time you have questions. This is the fastest way to reach me. If you need to talk by phone, my number is 503-838-8794. Please email me to let me know you are trying to reach me by phone and I will arrange an appointment to talk.
3. Please email me anytime you are confused or unclear on instructions. I will respond quickly. If your question would be of interest to others in the class, I will post my responses on our course announcements page.
4. Although I may be traveling for conferences a few times during the term, I will continue to check our class regularly. If for any reason I will be unable to connect, I will post a message to let you know.
5. I will do my best to respond to assignments with feedback within a week. Because I have two other online classes, I may have conflicts that slow this down. Please know that I will do my best to provide feedback as quickly as possible.

Plagiarism policy

If you use material you have found online, you are expected to acknowledge the source and, in the case of text, paraphrase as appropriate. If you use another writer’s words, you must put those words in quotation marks (or use block quote formatting) and formally cite where they came from. If you cut and paste text or any other material without crediting your source, you are plagiarizing. Plagiarism is unethical and can lead to a failing grade.

WOU Student Support Services Available

- Disability Accommodation: If you have a documented disability that may require assistance, you will need to contact the Office of Disabilities Services (ODS) for coordination in your academic accommodations. The ODS is located in the Academic Programs and Support Center (APSC) Suite 405. The phone/TTY is (503) 838-8250
- Writing Center (www.wou.edu/las/humanities/writingctr)
- Learning Resource Center (www.wou.edu/provost/aalc/learning)
- Counseling Center (<http://www.wou.edu/student/health>)
- Department or College Resources

Related Readings

Andres, C. (1999). *Great Web Architecture*. IDG Books Worldwide: Foster City, CA. 217 pp.

Black, R. (1997). *Web Sites that Work*. Adobe Press: San Jose, CA. 237 pp.

Bonnici, P. & Proud, L. (1998). *Designing with Photographs*. RotoVision: Switzerland. 160 pp.

Bonnici, P. (1999). *Visual Language: The Hidden Medium of Communication*. RotoVision: Switzerland. 160 pp.

Drate S., Salavetz, J. & Smith, M. (1997). *Cool Type*. North Lights Books. 144 pp.

Fishel, C. (1999). *Minimal Graphics: The Powerful New Look of Graphic Design*. Rockport: Gloucester, MA. 192 pp.

Flanders, V. (2002). *Son of Web Pages that Suck: Learning Good Design by Looking at Bad Design*. Sybex: San Francisco, CA. 295 pp.

Lewis, G. (2009). *2000 Color Combinations: For Graphic, Textile, and Craft Designers*. Barron's Educational Series. 336 pp.

Norman, D. (1988). *The Design of Everyday Things*. Currency/Doubleday: NY. 257 pp.

Reynolds, G. (2008). *Presentation Zen: Simple Ideas on Presentation Design and Delivery*. New Riders: Berkeley, CA. 229 pp.

Reynolds, G. (2010). *Presentation Zen Design: Simple Design Principles and Techniques to Enhance Your Presentations*. New Riders: Berkeley, CA. 252 pp.

Strizver, I. (2001). *Type Rules: The Designer's Guide to Professional Typography*. North Lights Books: Cincinnati, OH. 160 pp.

Tufte, E. (1990). *Envisioning Information*. Graphics Press: Cheshire, CN. 126 pp.

- Tufte, E. (1983). *The Visual Display of Quantitative Information*. Graphics Press: Cheshire, CN. 197 pp.
- Tufte, E. (1997). *Visual Explanations: Images and Quantities, Evidence and Narrative*. Graphics Press: Cheshire, CN. 157 pp.
- Williams, R. (2008). *The Non-Designer's Design and Type Books*. (Deluxe Edition). Peachpitt Press: Berkeley, CA.
- Williams, R., Tollett, J., & Rohr, D. (2002). *Website Design Workshop*. Peachpit Press: Berkeley, CA. 370 pp.
- Wurman, S. (1996). *Information Architects*. Graphis Press Corps: Zuurich Switzerland. 233 pp.