Term Information

Effective Term   Autumn 2021
Previous Value   *Spring 2017*

Course Change Information

What change is being proposed? (If more than one, what changes are being proposed?)

Addition of distance education component.

What is the rationale for the proposed change(s)?

Due to the popularity of the Design Thinking Minor, we can reach more students more efficiently by offering this required course in an online format.

What are the programmatic implications of the proposed change(s)?

(e.g. program requirements to be added or removed, changes to be made in available resources, effect on other programs that use the course)?

None.

Is approval of the request contingent upon the approval of other course or curricular program request? No

Is this a request to withdraw the course? No

General Information

Course Bulletin Listing/Subject Area	Design
Fiscal Unit/Academic Org	Design - D0230
College/Academic Group	Arts and Sciences
Level/Career	Undergraduate
Course Number/Catalog	3505
Course Title	Presentation as Thinking
Transcript Abbreviation	Prsntn as Thnkg
Course Description	An overview of concepts, processes and modes of presenting information to create effective printed and digital communications.
Semester Credit Hours/Units	Fixed: 3

Offering Information

Length Of Course	14 Week, 12 Week
Flexibly Scheduled Course	Never
Does any section of this course have a distance education component?	Yes
Is any section of the course offered	100% at a distance
Previous Value	*No*
Grading Basis	Letter Grade
Repeatable	No
Course Components	Lecture
Grade Roster Component	Lecture
Credit Available by Exam	No
Admission Condition Course	No
Off Campus	Never
Campus of Offering	Columbus

Prerequisites and Exclusions

Prerequisites/Corequisites
Exclusions
Previous Value   Not open to students with credit for 258.
Electronically Enforced   No

Cross-Listings

Cross-Listings

Subject/CIP Code

Subject/CIP Code   50.0499
Subsidy Level   Baccalaureate Course
Intended Rank   Sophomore, Junior
Previous Value   *Freshman, Sophomore, Junior, Senior*

Requirement/Elective Designation

Required for this unit's degrees, majors, and/or minors
The course is an elective (for this or other units) or is a service course for other units

Course Details

Course goals or learning objectives/outcomes
- A broad understanding of the concepts and practices of visual information presentation.
- Hands-on experience with the working principles of visual information presentation as applied to basic types of printed, display, and screen-based communications.
- An enhanced understanding of image-editing, page-layout, and web-based computing applications typically used to present visual information in professional and academic contexts.

Content Topic List
- Web-presence and social media design.
- Printed and digital communication design.
- Image-editing, page-layout, and web-based computing applications.

Sought Concurrence   No

Attachments

- Design 3505.docx: Tech review checklist

  (Other Supporting Documentation. Owner: Nini,Paul Joseph)

- 3505_AU2019_in_person.pdf: In-person syllabus

  (Syllabus. Owner: Nini,Paul Joseph)

- Design3505_syllabus_revised.docx: Syllabus

  (Syllabus. Owner: Nini,Paul Joseph)

Comments

• See 2-12-21 email to P. Nini *(by Oldroyd,Shelby Quinn on 02/12/2021 05:19 PM)*

• 01.14.21: Please attach the in-person syllabus. *(by Haddad,Deborah Moore on 01/14/2021 04:25 PM)*

Workflow Information

Status	User(s)	Date/Time	Step
Submitted	Nini,Paul Joseph	01/14/2021 03:43 PM	Submitted for Approval
Approved	Nini,Paul Joseph	01/14/2021 03:44 PM	Unit Approval
Revision Requested	Haddad,Deborah Moore	01/14/2021 04:25 PM	College Approval
Submitted	Nini,Paul Joseph	01/14/2021 05:20 PM	Submitted for Approval
Approved	Nini,Paul Joseph	01/14/2021 05:20 PM	Unit Approval
Approved	Haddad,Deborah Moore	01/14/2021 05:49 PM	College Approval
Revision Requested	Oldroyd,Shelby Quinn	02/12/2021 05:19 PM	ASCCAO Approval
Submitted	Nini,Paul Joseph	02/15/2021 09:55 AM	Submitted for Approval
Approved	Nini,Paul Joseph	02/15/2021 09:56 AM	Unit Approval
Approved	Vankeerbergen,Bernadette Chantal	02/16/2021 12:14 PM	College Approval
Pending Approval	Jenkins,Mary Ellen Bigler Hanlin,Deborah Kay Oldroyd,Shelby Quinn Hilty,Michael Vankeerbergen,Bernadette Chantal	02/16/2021 12:14 PM	ASCCAO Approval

Syllabus for PRESENTATION AS THINKING

Design 3505 • SPRING 2021

Course Information

- Course Time: Wednesdays and Fridays 11:10AM–12:30PM
- Credit hours: 3
- Mode of delivery: Distance Learning

Instructor

- Name: Adam Fromme
- Email: fromme.3@osu.edu
- Office location: 230 Hayes Hall
- Student Hours: TBA via https://osu.zoom.us/my/adamfromme
- Preferred means of communication:
- My preferred method of communication for questions is **email.**
- My class-wide communications will be sent through the Announcements tool in CarmenCanvas. Please check your notification preferences (go.osu.edu/canvas-notifications) to be sure you receive these messages.

Course Description

An overview of concepts, processes, and modes of presenting information to create effective printed and digital communications.

This course introduces concepts for the design of presentations, including adopting the mindset required for thinking like a designer. It provides opportunities to learn about and practice design methods, tools, and encourages their application to visual problems.

Course learning outcomes

By the end of term, students should successfully be able to:
1. Discuss concepts and practices of visual information presentation
2. Apply working principles of visual information presentation to basic types of printed, display, and screen-based communications;
3. Organize and analyze disparate information into messages that make sense;
4. Explain the advantages and disadvantages of various means for relating to others and empathizing with users;
5. Navigate collaborative engagements and group dynamics.

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How this online course works

Mode of delivery
This course is an asynchronous online learning experience. This is a seminar class that meets two days per week for 1 hour 20 minutes each day. Class sessions are comprised of lectures, in-class exercises, project assignments, presentations, critique sessions, and class discussions. Lectures are presented live during class time via Zoom and then recordings are available via Carmen after each session; content and assignments are coordinated in Carmen.

Pace of online activities
This course is divided into weekly modules that are released one week ahead of time. Students are expected to keep pace with weekly deadlines but may schedule their efforts freely within that time frame.

Credit hours and work expectations
This is a 3 credit-hour course. According to Ohio State bylaws on instruction (go.osu.edu/credithours), students should expect around [3] hours per week of time spent on direct instruction (instructor content and Carmen activities, for example) in addition to [6] hours of homework (reading and assignment preparation, for example) to receive a grade of [C] average.

Attendance and participation requirements
Because this is an online course, your attendance is based on your online activity and participation. The following is a summary of students' expected participation:

- **Participating in online activities for attendance: at least once per week** You are expected to log in to the course in Carmen every week. During most weeks you will probably log in many times. If you have a situation that might cause you to miss an entire week of class, discuss it with me as soon as possible.
- **Office hours and live sessions: optional** All live, scheduled events for the course, including my student hours, are optional.
- **Participating in discussion forums: two or more times per week** As part of your participation, each week you can expect to post at least twice as part of our substantive class discussion on the week's topics.

Course Materials, Fees and Technology

Required Material and technology

- All learning materials (lectures, readings, etc.) will be provided via Carmen.

- Students will also be expected to participate in various making and drawing activities throughout the course and should have required supplies available during all class meeting times.

- Students will need to have access to scanning (only one option is required): iOS (Notes app, CamScanner or similar), Android (Good Drive app, CamScanner, or similar), or any printer that scans and can save to PDF.

Recommended materials and technology

- A recommended reading list will be provided via Carmen

Fees or additional requirements

- There are no additional fees associated with this course

Required equipment

- Computer: current Mac (MacOS) or PC (Windows 10) with high-speed internet connection
- Webcam: built-in or external webcam, fully installed and tested
- Microphone: built0in laptop or tablet mic or external microphone
- Other: a mobile device (smartphone or tablet) to use for BuckeyePass authentication

Required software

- Microsoft Office 365: All Ohio State students are now eligible for free Microsoft Office 365. Visit the installing Office 365 (go.osu.edu/office365help) help article for full instructions.
- Adobe Spark: free access when login with OSU credentials.
- Zoom: free access when login with OSU credentials.

CarmenCanvas access

You will need to use BuckeyePass (buckeyepass.osu.edu) multi-factor authentication to access your courses in Carmen. To ensure that you are able to connect to Carmen at all times, it is recommended that you do each of the following:

- Register multiple devices in case something happens to your primary device. Visit the BuckeyePass - Adding a Device (go.osu.edu/add-device) help article for step-by-step instructions.

- Request passcodes to keep as a backup authentication option. When you see the Duo login screen on your computer, click **Enter a Passcode** and then click the **Text me new codes** button that appears. This will text you ten passcodes good for 365 days that can each be used once.

- Install the Duo Mobile application (go.osu.edu/install-duo) on all of your registered devices for the ability to generate one-time codes in the event that you lose cell, data, or Wi-Fi service.

If none of these options will meet the needs of your situation, you can contact the IT Service Desk at 614-688-4357 (HELP) and IT support staff will work out a solution with you.

Technology Skills Needed for This Course

- Basic computer and web-browsing skills
- Navigating CarmenCanvas (go.osu.edu/canvasstudent)
- CarmenZoom virtual meetings (go.osu.edu/zoom-meetings)
- Recording a slide presentation with audio narration and recording, editing and uploading video (go.osu.edu/video-assignment-guide)

Technology Support

For help with your password, university email, CarmenCanvas, or any other technology issues, questions or requests, contact the IT Service Desk, which offers 24-hour support, seven days a week.

- Self Service and Chat: go.osu.edu/it
- **Phone:** 614-688-4357 (HELP)
- **Email:** servicedesk@osu.edu

Digital Flagship

Digital Flagship is a student success initiative aimed at helping you build digital skills for both college and career. This includes offering an engaging collection of digital tools and supportive learning experiences, university-wide opportunities to learn to code, and a Design Lab to explore digital design and app development. Digital Flagship resources available to help Ohio State students include on-demand tutorials, The Digital Flagship Handbook (your guide for all things tech-related), workshops and events, one-on-one tech consultations with a peer or Digital Flagship staff member, and more. To learn more about how Digital Flagship can help you use technology in your courses and grow your digital skills, visit go.osu.edu/dfresources.

Grading and faculty response

Grades

Assignment Category	Points
Discussions	120 Points (20% of total)
Quizzes	150 Points (25% of total)
Homework	270 Points (45% of total)
Reflection Tasks	60 Points (10% of total)

Description of Major Course Assignments

Discussions Assignments
Description: Discussions prompts will be based on assigned readings and course content. Each week students will be required to demonstrate an understanding of the materials based on their contributions to Discussion threads in Carmen.

Quizzes
Description: Weekly open-book quizzes will cover all new learnings related to that week's Module. Questions will be in the form of true/false, multiple choice, multiple answer, and similar.

Homework assignments
Description: Homework assignments will be based on a course-long project. Each week's task will contribute to the student's overall project.

Reflection Tasks
Description: Short weekly tasks to prompt reflection on the application and understanding of each Module's new learning.

Academic integrity and collaboration
Your written assignments, including discussion posts, should be your own original work. In formal assignments, you should follow [MLA/APA/Chicago etc.] style to cite the ideas and words of your research sources. You are encouraged to ask a trusted person to proofread your assignments before you turn them in but no one else should revise or rewrite your work.

Extra Credit Opportunity

Extra credit or make-up assignments are not available.

Deferrals and Late Assignments

It is anticipated that all due dates will be met. However, finished work received after the due date and time of an assignment will be accepted, however, to ensure it credit is earned, it must qualify as a deferral.

Deferrals
Arrangements for deferred submissions can be made for medical, university-sanctioned events, or compassionate reasons. Students seeking deferrals should notify the instructor *in advance* of the original assignment due date.

Deferred assignments must be submitted by the date and time agreed upon in order to be graded without late penalty. Should a deferred assignment be submitted after the agreed upon date and time, it will be graded without a point penalty.

Late Assignments

Late submissions will not be accepted. Please refer to Carmen for due dates.

Instructor Feedback and Response Time

I am providing the following list to give you an idea of my intended availability throughout the course. Remember that you can call 614-688-4357 (HELP) at any time if you have a technical problem.

- **Preferred contact method:** If you have a question, please contact me first through my Ohio State email address. I will aim to reply to emails within **24 hours on days when class is in session at the university**.

- **Class announcements:** I will send all important class-wide messages through the Announcements tool in CarmenCanvas. Please check your notification preferences (go.osu.edu/canvas-notifications) to ensure you receive these messages.

- **Discussion board:** I will check and reply to messages in the discussion boards once mid-week and once at the end of the week.

- **Grading and feedback:** For large weekly assignments, you can generally expect feedback within **7-10 days**.]

Grading Scale

93–100: A 90–92.9: A- 87–89.9: B+ 83–86.9: B 80–82.9: B- 77–79.9: C+ 73–76.9: C 70–72.9: C- 67–69.9: D+ 60–66.9: D Below 60: E

Other Course Policies

Discussion and Communication Guidelines

The following are my expectations for how we should communicate as a class. Above all, please remember to be respectful and thoughtful.

- **Writing style**: While there is no need to participate in class discussions as if you were writing a research paper, you should remember to write using good grammar, spelling, and punctuation. A more conversational tone is fine for non-academic topics.

- **Tone and civility**: Let's maintain a supportive learning community where everyone feels safe and where people can disagree amicably. Remember that sarcasm doesn't always come across online.

- **Citing your sources**: When we have academic discussions, please cite your sources to back up what you say. For the textbook or other course materials, list at least the title and page numbers. For online sources, include a link.

- **Backing up your work**: Consider composing your academic posts in a word processor, where you can save your work, and then copying into the Carmen discussion.]

Academic Integrity Policy

See [Descriptions of Major Course Assignments](#) for specific guidelines about collaboration and academic integrity in the context of this online class.

Ohio State's Academic Integrity Policy

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term "academic misconduct" includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct http://studentlife.osu.edu/csc/.

If I suspect that a student has committed academic misconduct in this course, I am obligated by university rules to report my suspicions to the Committee on Academic Misconduct. If COAM determines that you have violated the university's *Code of Student Conduct* (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the university.

If you have any questions about the above policy or what constitutes academic misconduct in this course, please contact me.

Other sources of information on academic misconduct (integrity) to which you can refer include:

- [Committee on Academic Misconduct](#) (go.osu.edu/coam)

- [Ten Suggestions for Preserving Academic Integrity](#) (go.osu.edu/ten-suggestions)

- [Eight Cardinal Rules of Academic Integrity](#) (go.osu.edu/cardinal-rules)

Copyright for Instructional Materials

The materials used in connection with this course may be subject to copyright protection and are only for the use of students officially enrolled in the course for the educational purposes associated with the course. Copyright law must be considered before copying, retaining, or disseminating materials outside of the course.

Statement on Title IX

All students and employees at Ohio State have the right to work and learn in an environment free from harassment and discrimination based on sex or gender, and the university can arrange interim measures, provide support resources, and explain investigation options, including referral to confidential resources.

If you or someone you know has been harassed or discriminated against based on your sex or gender, including sexual harassment, sexual assault, relationship violence, stalking, or sexual exploitation, you may find information about your rights and options on Ohio State's Title IX website (titleix.osu.edu) or by contacting the Ohio State Title IX Coordinator at titleix@osu.edu. Title IX is part of the Office of Institutional Equity (OIE) at Ohio State, which responds to all bias-motivated incidents of harassment and discrimination, such as race, religion, national origin and disability. For more information, visit the OIE website (equity.osu.edu) or email equity@osu.edu.

Commitment to a Diverse and Inclusive Learning Environment

The Ohio State University affirms the importance and value of diversity in the student body. Our programs and curricula reflect our multicultural society and global economy and seek to provide opportunities for students to learn more about persons who are different from them. We are committed to maintaining a community that recognizes and values the inherent worth and dignity of every person; fosters sensitivity, understanding, and mutual respect among each member of our community; and encourages each individual to strive to reach their own potential. Discrimination against any individual based upon protected status, which is defined as age, color, disability, gender identity or expression, national origin, race, religion, sex, sexual orientation, or veteran status, is prohibited.

Your Mental Health

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce a student's ability to participate in daily activities. No matter where you are engaged in distance learning, The Ohio State University's Student Life Counseling and Consultation Service (CCS) is here to support you. If you find yourself feeling isolated, anxious or overwhelmed, on-demand mental health resources (go.osu.edu/ccsondemand) are available. You can reach an on-call counselor when CCS is closed at 614- 292-5766**. 24-hour emergency help** is available through the National Suicide Prevention Lifeline website (suicidepreventionlifeline.org) or by calling 1-800-273-8255(TALK). The Ohio State Wellness app (go.osu.edu/wellnessapp) is also a great resource.

Accessibility Accommodations for Students with Disabilities

Requesting Accommodations

The university strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability including mental health, chronic or temporary medical conditions, please let me know immediately so that we can privately discuss options. To establish reasonable accommodations, I may request that you register with Student Life Disability Services (SLDS). After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion.

Disability Services Contact Information

- Phone: 614-292-3307

- Website: slds.osu.edu

- Email: slds@osu.edu

- In person: Baker Hall 098, 113 W. 12th Avenue

Accessibility of Course Technology

This online course requires use of CarmenCanvas (Ohio State's learning management system) and other online communication and multimedia tools. If you need additional services to use these technologies, please request accommodations with your instructor.

- CarmenCanvas accessibility (go.osu.edu/canvas-accessibility)

- Streaming audio and video

- CarmenZoom accessibility (go.osu.edu/zoom-accessibility)

- Collaborative course tools

Student academic services

OSU's academic support services and resources can help learners succeed in this course. More information is available at: http://advising.osu.edu

Student support services

OSU's student support services and resources can help learners succeed in this course. More information is available at: https://contactbuckeyelink.osu.edu/

Course Schedule

Module	Content Provided	Assignments		Weekly Points
Week 1 **Design Process**	Lecture - Course Overview Lecture - Design Lecture - Design Process Carmen Readings Carmen Videos	Discussion 1, 8 points	Due 1/13	**40**
		Quiz 1, 10 points	Due 1/18	
		Homework 1, 18 points		
		Reflection Task 1, 4 points		
Week 2 **Emotion in Design**	Lecture - Emotion in Design Lecture - Design Critique Carmen Readings Carmen Videos	Discussion 2, 8 points	Due 1/20	**40**
		Quiz 2, 10 points	Due 1/25	
		Homework 2, 18 points		
		Reflection Task 2, 4 points		
Week 3 **Elements in design**	Lecture - Elements in Design Lecture - Elements in Action Carmen Readings Carmen Videos	Discussion 3, 8 points	Due 1/27	**40**
		Quiz 3, 10 points	Due 2/1	
		Homework 3, 18 points		
		Reflection Task 3, 4 points		
Week 4 **Typography**	Lecture - Typography, Part 1 Lecture - Typography, Part 2 Carmen Readings Carmen Videos	Discussion 4, 8 points	Due 2/3	**40**
		Quiz 4, 10 points	Due 2/8	
		Homework 4, 18 points		
		Reflection Task 4, 4 points		
Week 5 **Typography**	Lecture - Typography, Part 3 Lecture - Typography, Part 4 Carmen Readings Carmen Videos	Discussion 5, 8 points	Due 2/10	**40**
		Quiz 5, 10 points	Due 2/15	
		Homework 5, 18 points		
		Reflection Task 5, 4 points		
Week 6 **Typography**	Lecture - Typography, Part 5 Lecture - Typography, Part 6 Carmen Readings Carmen Videos	Discussion 6, 8 points	Due 2/17	**40**
		Quiz 6, 10 points	Due 2/22	
		Homework 6, 18 points		
		Reflection Task 6, 4 points		

Module	Content Provided	Assignments		Weekly Points
Week 7 **Graphics**	Lecture - Graphics, Part 1 Lecture - Graphics, Part 2 Carmen Readings Carmen Videos	Discussion 7, 8 points	Due 2/24	**40**
		Quiz 7, 10 points	Due 3/1	
		Homework 7, 18 points		
		Reflection Task 7, 4 points		
Week 8 **Graphics**	Lecture - Graphics, Part 3 Lecture - Graphics, Part 4 Carmen Readings Carmen Videos	Discussion 8, 8 points	Due 3/3	**40**
		Quiz 8, 10 points	Due 3/8	

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		Homework 8, 18 points		
		Reflection Task 8, 4 points		
Week 9 **Graphics**	Lecture - Graphics, Part 5 Lecture - Graphics, Part 6 Carmen Readings Carmen Videos	Discussion 9, 8 points	Due 3/10	**40**
		Quiz 9, 10 points	Due 3/15	
		Homework 9, 18 points		
		Reflection Task 9, 4 points		
Week 10 **Composition**	Lecture - Composition, Part 1 Lecture - Composition, Part 2 Carmen Readings Carmen Videos	Discussion 10, 8 points	Due 3/17	**40**
		Quiz 10, 10 points	Due 3/22	
		Homework 10, 18 points		
		Reflection Task 10, 4 points		
Week 11 **Composition**	Lecture - Print Considerations Lecture - Digital Considerations Carmen Readings Carmen Videos	Discussion 11, 8 points	Due 3/24	**22**
		Quiz 11, 10 points	Due 3/29	
		Reflection Task 11, 4 points		
Week 12 **Composition**	Lecture - Typography, Part 5	Homework 11, 18 points	4/5	**18**

Module	Content Provided	Assignments		Weekly Points
Week 13 **Design in Practice**	Lecture - Complex Storytelling Lecture - Branding and Design Carmen Readings Carmen Videos	Discussion 13, 8 points	Due 4/7	**40**
		Quiz 13, 10 points	Due 4/12	
		Homework 13, 18 points		
		Reflection Task 13, 4 points		
Week 14 **Design in Practice**	Lecture - Design Industry Lecture - Pragmatics of Design Carmen Readings Carmen Videos	Discussion 14, 8 points	Due 4/14	**40**
		Quiz 14, 10 points	Due 4/19	
		Homework 14, 18 points		
		Reflection Task 14, 4 points		
Week 15 **Design in Practice**	Lecture - FAQ Carmen Readings Carmen Videos	Discussion 15, 8 points	Due 4/21	**40**
		Quiz 15, 10 points	Due 4/26	
		Homework 15, 18 points		
		Reflection Task 15, 4 points		

Design 3505

Note: For specific semester dates, assignments, etc. refer to the course module on Carmen. If you notice an error or something that does not seem correct (either in syllabus or on Carmen), please email the instructor immediately.

Overview

Course catalog description
An overview of concepts, processes, and modes of presenting information to create effective printed and digital communications.

Course emphasis
This course introduces key concepts and tools of visual information presentation as applied across all fields. This course introduces approaches to creating basic types of physical and digital information that can be used in the student's field of study.

This course provides an introduction to key concepts of design presentation, including adopting the mindset required for thinking like a designer. It will provide opportunities to learn about and practice design methods and tools and will encourage their application to problems found in any domain or realm. These methods and tools will be used to engage in empathetic, non-linear and iterative processes of imagination and idea generation. Opportunities for interaction will expose students to collaborative practices and encourage the development of leadership skills.

Course format
This is a seminar class focused on exploring design and includes introduction to the design process; creative problem seeking and solving process; emphasizes divergent thinking skills through observation, brainstorming, visualization and communication. This class requires active student participation. The class meets 2 days per week for 1 hour 20 minutes each day. Class sessions will be comprised of lectures, in-class exercises, project assignments, presentations, critique sessions, and class discussions.

Course Learning Outcomes
By the end of this course, students who successfully complete this course will gain:
- A broad understanding of the concepts and practices of visual information presentation;
- Hands-on experience with working principles of visual information presentation as applied to basic types of printed, display, and screen-based communications;
- Organize and analyze disparate information into messages that make sense;
- Explain the advantages and disadvantages of various means for relating to others and empathizing with users;
- Navigate collaborative engagements and group dynamics.

Materials

Required Readings
- Thinking with Type: A critical guide for designers, writers, editors, and students. Second Edition. Ellen Lupton ISBN-13: 978-1568989693
- Additional readings will be provided via Carmen

Required Materials
- Sketchbook (recommended size 6 x 8 in)
- Basic drawing tools (ruler, eraser, markers or pencils (at least two colors))
- Printing will be required on a project-based need
- Laptop or iPad with internet access

Attendance

Students are expected to attend all scheduled classes and meetings.

Attendance: 5 points/day
Excused absence: 2.5 points/day
Unexcused absence: 0 points/day

For an absence to be deemed Excused it requires 2 actions: (1) appropriate documentation submitted to the instructor within 3 days of the missed class. Instructor will determine if absence will be excused. To help you provide documentation, the SHS absence form can be found at the below link. (While this does not guarantee an 'excused' absence, it will help make that determination https://shs.osu.edu/appointments/absence-excuse/) and (2) student must review the provided materials for the day missed (i.e. lecture notes or other uploaded documents to Carmen) and upload a 3–5 minute video discussing the themes/topics presented in the materials.

If a student exceeds 4 absences, a student-initiated meeting with the instructor is required. Repeated unexcused absences may result in failure of course.

Attendance is demands students will also be alert, attentive, and participate during in-class exercises and discussions. Lack of regular in-class participation/attention may result in lowering of final grade. Deductions may occur without notification for use of electronic devices (phones, computers, etc) for unrelated activities (Facebook, messaging, texting, etc) or other distracting behaviors.

Tardiness
Missing more than 15 minutes of class is considered absent.

Assignments

Overview
Full project description will be distributed at the start of each assignment/project.

Reading Quizzes (7 total): Quizzes comprised of multiple choice, short answer, and true/false questions to evaluate comprehension of reading assignments.

Assignments (14 total): Weekly assignments will require students to apply themes and course topics into short exercises. Topics will include the use of iconic, symbolic, and indexical visualizations; and communication of intended typography, form, and meaning.

Project 1: This project will require students to demonstrate an understanding of design choices with typography. Working with space, scale, proximity, and other design elements, this project will focus on presenting clear and concise information.

Project 2: This project will require students to demonstrate their understanding of design elements with advanced typography. By using visual attributes and the addition of letter and word design (hierarchy, layout, spacing, etc.), this project will focus on content and composition for a specific audience.

Exams (2 total): Students are required to complete a first-term and second-term exam. The exams will include short answer, essay, multiple choice, and in-exam activities related to course content.

Grades

Grading scale
This course follows the university common grading scale. For reference: 93-100: A, 90–92.9: A-, 87–89.9: B+, 83–86.9: B, 80–82.9: B-, 77–79.9: C+, 73–76.9: C, 70–72.9: C-, 67–69.9: D+, 60–66.9: D, Below 60: E

Potential points

Attendance (28 at 5 points):	140 points	or 40% of final grade
Reading quizzes (7 at 5 points):	35 points	or 10%
Assignments (14 at 5 points):	70 points	or 20%
Projects (2 at 15 and 20 points):	35 points	or 10%
Exams (2 at 35 points):	70 points	or 20%

Final grade
A final score will be determined from the total scores listed and a letter grade equivalent will be assigned. **The instructor reserves the right to determine the final grade.** Extra credit or make-up assignments will not be available.

Deferrals

It is anticipated that all due dates will be met. However, arrangements for deferred submissions can be made for medical or compassionate reasons only. Students seeking deferrals should notify the instructor in advance of the original assignment due date and may be asked to submit medical and/or other documentation. In the event that a student is granted a deferral (of no more than 48 hours after due date) finished work will be accepted but will be penalized 3 percentage points.

Late assignments

Assignments are due at the time listed on the day due. Any assignment received after the deadline (and no deferral has been received) will be accepted up to 48 hours past due. This work will be graded but will be penalized 30 percentage points. Assignments or projects received without a deferral or received beyond 48 hours after the due date & time will receive a grade of E (0 points).

Semester Overview

Refer to Canvas for the Course Schedule. Below is a topic overview:

Part One - Form Making	Week 1	Design and the Design Process
	Week 2	Type - Letters/Words
	Week 3	Type - Fonts/Uses
	Week 4	Graphics - Shapes
	Week 5	Graphics - Forms and colors
	Week 6	Composition - Sense-making and reactions
	Week 7	Composition - Emotional responses
	Week 8	Review (and Fall Break)
	Week 9	Exam 1
Part Two - Form Giving	Week 10	Form - Complex type handling
	Week 11	Form - Techniques and approaches
	Week 12	Form - Materials
	Week 13	Influence - Branding and scalability
	Week 14	Influence - Professional practice
	Week 15	Review (and Thanksgiving Break)
	Week 16	Exam 2

Communication

General

Professional courtesy and sensitivity are especially important with respect to individuals and topics dealing with differences of race, culture, religion, politics, sexual orientation, gender identity and expression, and nationalities. Class rosters are provided to the instructor and may

include the student's legal name unless changed via the University Name Change policy. I will gladly honor your request to address you by another name or gender pronoun. Please advise me of this early in the semester so that I may make appropriate changes to my records.

Guidelines
The following are my expectations for how we should communicate as a class:
in classroom discussions; in written communication; and in what you write as part of assignments and examinations. Above all, please remember to be respectful and thoughtful.

Writing style
Any written submissions should follow the standard English guidelines for using proper grammar, spelling, and punctuation.

Tone and civility
In verbal exchanges and in writing, maintain a supportive learning community where everyone feels safe and where people can disagree amicably. Remember that sarcasm doesn't always come across online.

Citing your sources
In any form of academic submission, cite your sources to back up what you say. (For course materials, list the title and page numbers. For online sources, include a link.)

Backing up/documenting your work
Document, document, document. Save all digital files in multiple places and capture images of all hand-make work.

Performance Expectations

Work
Your work should be your own and original. In formal assignments, you should follow a consistent in-text citation style to cite the ideas and words of your research sources. You are encouraged to ask a trusted person to proofread your assignments before you turn them in–but no one else should revise or rewrite your work. If you have questions about formatting, consult with the instructor.

Reusing past work
In general, you are prohibited in university courses from turning in work from a past class to your current class, even if you modify it. If you want to build on past research or revisit a topic you've explored in previous courses, please discuss the situation with instructor at the start of the assignment/project.

Falsifying research or results

Any research you conduct in this course is intended to be a learning experience; you should never feel tempted to make your results or your library research look more successful than it was.

Collaboration and informal peer-review

While study groups and peer-review of writing is encouraged, remember that comparing answers on an assignment is not permitted. There will be times when you are encouraged to talk to one another in small groups and to share ideas. If you're unsure about a particular situation, please feel free just to ask ahead of time.

Be ready

You should always be prepared to work on current solo or group projects. Bring all work to class and be ready to present or share work without notice. In-class work time will be provided, this time should always be productive.

Copyright Policy

The materials used in connection with this course may be subject to copyright protection and are only for the use of students officially enrolled in the course for the educational purposes associated with the course. Copyright law must be considered before copying, retaining, or disseminating materials outside of the course.

University Policy

Academic Integrity Policy

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term "academic misconduct" includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct http://studentlife.osu.edu/csc/.

Support

General

The University strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, chronic or temporary medical conditions), please let me know immediately so that we can privately discuss options.

To establish reasonable accommodations, I may request that you register with Student Life Disability Services. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. SLDS contact information: slds@osu.edu; 614-292-3307; slds.osu.edu; 098 Baker Hall, 113 W. 12th Avenue.

Accessibility

Accessibility accommodations for students with disabilities Students with disabilities that have been certified by the Office for Disability Services will be appropriately accommodated and should inform the instructor as soon as possible of their needs. The Office for Disability Services is located in 150 Pomerene Hall (1760 Neil Avenue). Telephone 292-3307, TDD 292-0901 http://www.ods.ohio-state.edu

Course Technology

Materials and information for this course will be posted online on Canvas. Remember to check the course regularly.

For help with your password, university e-mail, Canvas, or any other technology issues, questions, or requests, contact the OSU IT Service Desk. Standard support hours are available at https://ocio.osu.edu/help/hours, and support for urgent issues is available 24x7.
Self-Service and Chat support: http://ocio.osu.edu/selfservice
Phone: 614-688-HELP (4357)
Email: 8help@osu.edu
TDD: 614-688-8743

Instructor Support

I am here to help; however, it will not always be clear if you have questions, are struggling, or know what you are thinking unless you tell me. Use your resources wisely. If you do need to email me, include "Design 3505" in the subject line.
I will respond as soon as I am able with the information you need.

University Support

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce a student's ability to participate in daily activities. The Ohio State University offers services to assist you with addressing these and other concerns you may be experiencing. If you or someone you know are suffering from any of the aforementioned conditions, you can learn more about the broad range of confidential mental health services available on campus via the Office of Student Life's Counseling and Consultation Service (CCS) by visiting ccs.osu.edu or calling 614-292-5766. CCS is located on the 4th Floor of the Younkin Success Center and 10th Floor of Lincoln Tower. You can reach an on call counselor when CCS is closed at 614-292-5766 and 24 hour emergency help is also available through the 24/7 National Suicide Prevention Hotline at 1-800-273-TALK or at suicidepreventionlifeline.org.

On sexual misconduct/relationship violence
Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories (e.g., race). If you or someone you know has been sexually harassed or assaulted, you may find the appropriate resources at http://titleix.osu.edu or by contacting the Ohio State Title IX Coordinator, Kellie Brennan, at titleix@osu.edu

On Diversity
The Ohio State University affirms the importance and value of diversity in the student body. Our programs and curricula reflect our multicultural society and global economy and seek to provide opportunities for students to learn more about persons who are different from them. We are committed to maintaining a community that recognizes and values the inherent worth and dignity of every person; fosters sensitivity, understanding, and mutual respect among each member of our community; and encourages each individual to strive to reach his or her own potential. Discrimination against any individual based upon protected status, which is defined as age, color, disability, gender identity or expression, national origin, race, religion, sex, sexual orientation, or veteran status, is prohibited.

Contact

Adam Fromme (fromme.3), Instructor
Hayes Hall, Room 230
Office Hours, 10-11am, Tuesdays and Thursdays or by appointment

Arts and Sciences Distance Learning Course Component Technical Review Checklist

Course: Design 3505
Instructor: Adam Fromme
Summary: Presentation as Thinking

Standard - Course Technology	Yes	Yes with Revisions	No	Feedback/ Recomm.
6.1 The tools used in the course support the learning objectives and competencies.	X			- Office 365 - Carmen - Adobe Spark
6.2 Course tools promote learner engagement and active learning.	X			- Zoom - Synchronous lectures and asynchronous activities - Carmen discussion boards.
6.3 Technologies required in the course are readily obtainable.	X			All tech is available for free via OSU site license.
6.4 The course technologies are current.	X			The majority of the tech is web based and updated regularly.
6.5 Links are provided to privacy policies for all external tools required in the course.	X			No 3rd party utilities are used.
Standard - Learner Support				
7.1 The course instructions articulate or link to a clear description of the technical support offered and how to access it.	X			Links to 8HELP are provided.
7.2 Course instructions articulate or link to the institution's accessibility policies and services.	X			a
7.3 Course instructions articulate or link to an explanation of how the institution's academic support services and resources can help learners succeed in the course and how learners can obtain them.		X		Add statement b
7.4 Course instructions articulate or link to an explanation of how the institution's student services and resources can help learners succeed and how learners can obtain them.		X		Add statement c
Standard – Accessibility and Usability				
8.1 Course navigation facilitates ease of use.	X			Recommend using the Carmen Distance Learning "Master Course" template developed by ASC and available in the Canvas Commons to provide student-users with a consistent user experience in terms of navigation and access to course content.
8.2 Information is provided about the accessibility of all technologies required in the course.	X			No 3rd party tech is used.
8.3 The course provides alternative means of access to course materials in formats that meet the needs of diverse learners.	X			Recommend that resources be developed to address any requests for alternative means of access to course materials.
8.4 The course design facilitates readability	X			Recommend using the Carmen Distance Learning "Master Course" template developed by ASC and available in the Canvas Commons to provide student-users with a consistent user experience in terms of navigation and

				access to course content.
8.5 Course multimedia facilitate ease of use.	X			All assignments and activities that use the Carmen LMS with embedded multimedia facilitates ease of use. All other multimedia resources facilitate ease of use by being available through a standard web browser.

Reviewer Information
- Date reviewed: 1/13/21
- Reviewed by: Ian Anderson

Notes: Add statements b&c and this is good to go!

[a]The following statement about disability services (recommended 16 point font):
The university strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability including mental health, chronic or temporary medical conditions, please let me know immediately so that we can privately discuss options. To establish reasonable accommodations, I may request that you register with Student Life Disability Services. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. **SLDS contact information:** slds@osu.edu; 614-292-3307; 098 Baker Hall, 113 W. 12th Avenue.

[b]Add to the syllabus this link with an overview and contact information for the student academic services offered on the OSU main campus. http://advising.osu.edu

[c]Add to the syllabus this link with an overview and contact information for student services offered on the OSU main campus. https://contactbuckeyelink.osu.edu/