

Department of Arts,
Culture & Media

Jennifer Bernstein
Associate Professor
jennifer.bernstein@rutgers.edu
Office hours:
Warren 509
By appointment

Sophie Auger
Visiting Adjunct Professor
sophie.auger@rutgers.edu
Office hours:
Warren 223
By appointment

Interim Department Chair:
Professor Jack Lynch

Course pre-requisites:
21:085:332, 21:085:334,
21:085:335, 21:085:336,
or permission of instructor

This course is a B.F.A. in Visual
Arts with a specialization in
Graphic Design Requirement.

QUOTES

“Each medium, independent of the content it mediates, has its own intrinsic effects which are its unique message.”

Marshall McLuhan The Medium is the Message

“But whatever the programmatic demand, the graphic answer is almost invariably narrative. Graphic design [is narrative], in that it shapes texts, organizes information flow, structures hierarchies, navigates spaces, and is doled out in chunks that find their completion in an imagined public.”

Michael Rock Excerpt from his course description for “Graphic Narratives,” Graduate School of Architecture, Columbia University

COURSE DESCRIPTION

This advanced senior level course focuses on an investigation of the role of medium in the creation of visual narratives. Through a series of investigations and projects, students will explore how the choice of medium itself is an integral part of a design solution, and how to utilize each medium's inherent strengths through the creation of multiple experiences across a diverse set of media. This course will provide students with the opportunity to deepen their understanding and experience working in static, time-based, and participatory design modalities.

INTRODUCTION

Graphic designers are required to understand the nuances of a very broad range of media. Designers need to understand the nature and inherent affordances of different media, and how to identify the most appropriate venue for a particular message to be communicated to a particular audience.

Narratives can be expressed in many forms. As designers, we are tasked with deciding how the story is told, choosing what to emphasize as the tellers of the story.

Denotative / Plot points, the basics, the story
 Connotative / How the story is told (= visual narrative)

This course will include:

- + Collaborative exercises will center around analyzing media to better understand what each provides to the designer.
- + The introduction of a research praxis will assist each student in content development and strategic use of different media forms.
- + Course project which culminate with a multi-media solution.
- + During the last portion of the course, the Capstone theme will be introduced. Students will begin to research and conceive of the project that they will further develop in the Spring, and exhibit during the Senior Graphic Design Exhibition.

Core questions we will investigate:

- + What are the essential aspects of an experience?
- + What are the unique attributes of different media or venues, and how can their inherent strengths and affordances be utilized / exploited?
- + How does a designer shape elements / data / information to build a narrative?
- + What is the experience / narrative's message?
- + And for whom?

LEARNING OBJECTIVES

- + Investigate fundamental questions of creating visual narrative in communication design, whether in print, interactive, time-based media, etc.
- + Recognize and begin to understand narrative structures
- + Understand the unique attributes of different media or venues
- + Use a rigorous research process to develop content and explore how to shape elements / data / information into an engaging narrative

- + Further develop independence in decision-making, and ability to self-criticise
- + Finesse critical thinking to solve communication problems
- + Apply writing as a tool to strengthen critical thinking
- + Synthesize and translate research into visualized work
- + Hone collaboration and presentation skills

CLASS FORMAT

This course will operate as an experimental “laboratory,” and will be grounded in collaborative learning. Individual projects will be realized both through outside efforts and directed experiments within the classroom laboratory. Students should be prepared for each class session with appropriate materials and completed outside assignments. They are expected to work diligently throughout the duration of each session. Students will also be responsible for the overall success of the studio through participation in peer reviews and peer tutoring.

CLASS DELIVERABLES

- + A series of explorations, and presentation of refined Final Narrative Project
- + Thorough documentation of a rigorous research and sketch process
- + Capstone research and ideation; Capstone Concept Presentation & Critique (Abstract + Visual Research)

REQUIRED READING

Lupton, Ellen. Design Is Storytelling. (Cooper-Hewitt Museum, 2017) Available on Amazon.

Additional readings may be assigned over the course of the semester, and will be posted to our class website. Our class site is: <http://acmgd.info/cms>

MATERIALS

Students should have materials for sketching and idea-generation for all classes (sketch pads, tracing paper, pencils, pens, etc), a device for backing up their work on a source other than their computer (backup disc), and a sketchbook. Digital cameras would be useful, but are not required.

PREPARATION FOR CLASS

Students are to be prepared at the start of each class with assigned work and supplies. This includes the presentation of sketches and comps for projects, in required form, for class critiques. Students who are not prepared and do not participate in class critiques or individual discussions with faculty when scheduled to do so should not expect private critiques at a later date. Students are also responsible for the knowledge and practice of tools, materials and methods previously covered in class. Students who miss lectures and class discussion due to absences must obtain notes and assignments for subsequent classes from a responsible student prior to the next class period. While I will be happy to clarify information for students who are confused, I cannot repeat lectures or elaborate project descriptions on an individual basis. Students should make every attempt to obtain general information from classmates

before discussing details with me. For students who need to reach me outside of class time, my email address is listed above on the top left of this handout.

DEADLINES

This course is structured so that all work can be completed during a normal semester. There will be no incomplete grades given without a serious, documented excuse. Completion of ALL required projects is mandatory to pass the course. Any project not completed by the deadline must be turned in by the beginning of the next class at which time it will automatically receive one grade lower. All projects must be handed in at the deadline but may be further developed and refined for the final review. The new grade assigned will be the average of the original and new project.

CLASS SCHEDULE

Please consult our Class Website at <http://acmgd.info/cms/> for week-by-week course schedule.

ATTENDANCE

Consistent and prompt attendance develops responsible professional behavior and insures that students have access to the full range of experiences and information necessary to complete class assignments and acquire the skills and knowledge emphasized in a university education.

Attendance is required during the scheduled class periods. Punctual arrival, effective use of the full studio period, and participation in assigned work is required. For this course, only two excused absences for the semester are acceptable. Allotted absences are to accommodate illness only. Doctor appointments, advisor conferences, trips to supply stores and labs, employment, etc., should not be scheduled to conflict with class. All students are expected to attend class on a regular basis. Prolonged illness should be verified by a physician and may require the student to withdraw from class if he/she cannot complete work in a comprehensive and timely manner. In some instances, unsatisfactory attendance may result in a failing grade. Excessive lateness, early departures, excessive break time, lack of participation in assigned studio activities and not having homework will count as equivalent to an absence (2= 1 absence). Lateness is defined as being ten minutes late for class or departing before the class has been formally dismissed by the instructor. Lateness that exceeds one hour will be counted as one absence. More than 2 absences equals a letter grade (without a note from the Doctor or a pre-arranged excuse).

EVALUATION & ASSESSMENT

Throughout the semester we will use a combination of formative assessment (discussion and critique) leading to summative evaluation (a grade). You are expected to play an active role in this process. Final grades will be determined using the following criteria:

The quality of your design process, including:

Process & Realization:

- + Quality of Research
- + Conceptual Strength
- + Conceptual Development (sketches, roughs, drafts)
- + Attention to Detail / Craft / Presentation of Work
- + Syntactic Quality of Work (form, composition)
- + Semantic Quality of Work (message, communication)
- + Pragmatic Quality of Work (function)
- + Understanding of the role of medium and technology as an ever-changing entity
in order to serve communication goals
- + Motivation
- + Successful completion of all Final Deliverables

Your role as a member of the studio and conduct, including:

Professionalism:

- + Participation in Critiques / Discussions
- + Written Articulation
- + Verbal Articulation
- + Overall Attitude
- + Class Attendance / Punctuality
- + Deadlines / Class Preparation
- + Respect for your work and the work of others
- + Meeting Objectives of Assignments
- + Mastery of the objectives of the course

GRADING

The grading system for this course is the following:

- A Excellent without exception
- B+ Well above average
- B Above average
- B- Above average
- C+ Average
- C Average
- C- or below, failing
- INC Incomplete

HOW TO BE SUCCESSFUL IN THIS CLASS

- + Self-advocate. If you do not understand something, or need help, make your project advisors and classmates aware of the situation. This is part of the collaborative approach to a “learning community.”
- + Set individual progress milestones as well as meeting those held in common within the class.
- + Be flexible in your problem-solving approaches.
- + Develop project management and organizational strategies or seek out help to do so, if you are not strong enough in these skills.
- + Be willing to tutor another student if you have knowledge or skills that would be useful to help them progress in their project. They will do the same for you.
- + Be specific in your critique, and always critique constructively, but do not offer false praise.

DIGITAL POLICY

The responsibility for backing up digital files lies solely with the individual student. Corruption of files containing coursework will not be considered a valid excuse for missing a deadline. It is each student’s responsibility to consistently back up work on multiple devices in case of file corruption, disk or computer failure.

ACADEMIC INTEGRITY

As an academic community dedicated to the creation, dissemination, and application of knowledge, Rutgers University is committed to fostering an intellectual and ethical environment based on the principles of academic integrity. Academic integrity is essential to the success of the University’s educational and research missions, and violations of academic integrity constitute serious offenses against the entire academic community. The entire Academic Integrity Policy can be found here: <http://academicintegrity.rutgers.edu/academic-integrity-policy/>

ACCOMMODATION AND SUPPORT

Rutgers University-Newark (RU-N) is committed to the creation of an inclusive and safe learning environment for all students and the University as a whole. RU-N has identified the following resources to further its mission of access and support:

For Individuals Experiencing Disability:

The Office of Disability Services (ODS) works with students with medical, physical, and/or mental conditions who encounter disabling barriers to determine reasonable and appropriate accommodations for access. Students who have completed the process with ODS and have approved accommodations are provided a Letter of Accommodation (LOA) specific to each course. To initiate accommodations for their course students must both provide the LOA and have a conversation with the course instructor about the accommodations. This should occur as early in the semester as possible. More information can be found at the RU-N ODS website (ods.newark.rutgers.edu). Contact ODS at (973) 353-5375 or via email at ods@newark.rutgers.edu.

Counseling Services

Counseling Center Room 101, Blumenthal Hall, (973) 353-5805 or <http://counseling.newark.rutgers.edu/>.

For Individuals with Temporary Conditions / Injuries

Students experiencing a temporary condition or injury that is adversely affecting their ability to fully participate in their courses should submit a request for assistance at: <https://temporaryconditions.rutgers.edu>.

For Short-term Absence Verification

The Office of the Dean of Students can help with absences related to religious observance, emergency or unavoidable conflict (illness, personal or family emergency, etc.). Students should refer to University Policy 10.2.7 for information about expectations and responsibilities. The Office of the Dean of Students can be contacted by calling (973) 353-5063 or emailing deanofstudents@newark.rutgers.edu.

For Individuals who are Pregnant

The Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy. Students may contact the Office of Title IX and ADA Compliance at (973) 353-5063 or via email at TitleIX@newark.rutgers.edu.

Gender or Sex-Based Discrimination or Harassment

The Office of Title IX and ADA Compliance can assist students who are experiencing any form of gender or sex-based discrimination or harassment, including sexual assault, sexual harassment, relationship violence, or stalking. Students can report an incident to the Office of Title IX and ADA Compliance by calling (973) 353-1906 or emailing TitleIX@newark.rutgers.edu. Incidents may also be reported by using the following link: tinyurl.com/RUNReportingForm. For more information, students should refer to the University's Title IX Policy and Grievance Procedures located at <https://uec.rutgers.edu/wp-content/uploads/60-1-33-current-1.pdf>

For Support Related to Interpersonal Violence

The Office for Violence Prevention and Victim Assistance (VPVA) can provide any student with confidential support. VPVA is a confidential resource and does not have a reporting obligation to Title IX. Students can contact the office by calling (973) 353-1918 or emailing run.vpva@rutgers.edu. VPVA also maintains a confidential text-based helpline available to students; students can text (973) 339-0734 for support. Students do not need to be a victim/survivor of violence to receive assistance; any student can receive services, information, and support.

For Crisis and Concerns

The Campus Awareness Response and Education (CARE) Team works with students in crisis to develop a plan of support plan and address personal situations that might impact their academic performance. Connect with the CARE Team by using the following link: tinyurl.com/RUNCARE or emailing careteam@rutgers.edu.

For Psychological Support (Stress, Mood, Family Issues, Substance Use concerns and other personal challenges)

The Rutgers University-Newark Counseling Center provides individual therapy and support groups for students dealing with psychological issues. To schedule an appointment, email counseling@newark.rutgers.edu or call (973) 353-5805.

Additional support is available to any RU-N student through Uwill services:

- Umatch: Teletherapy with flexible scheduling, starting with a free account.
- Uhelp: Crisis support at 833-646-1526 (available 24/7/365).
- Urise: Wellness-based video collection with a free account.

Access Uwill@RUN at <https://my.rutgers.edu> using your netid. Services are confidential and free.

For emergencies, call 911 or Rutgers University Police Department at (973) 353-5111.

Religious Holiday Policy and Accommodations

Students are advised to provide timely notification to instructors about necessary absences for religious observances and are responsible for making up the work or exams according to an agreed-upon schedule. The Division of Student Affairs is available to verify absences for religious observance, as needed: (973) 353-5063 or DeanofStudents@newark.rutgers.edu.

Learning Resources:

Rutgers Learning Center (tutoring services)

Room 140, Bradley Hall

(973) 353-5608

<https://sasn.rutgers.edu/student-support/tutoring-academic-support/learning-center>

Writing Center (tutoring and writing workshops)

Room 126, Conklin Hall

(973) 353-5847

nwc@rutgers.edu

<https://sasn.rutgers.edu/student-support/tutoring-academic-support/writing-center>

HEALTH AND SAFETY

Vaccines and Boosters

All students and employees are required to be fully vaccinated, obtain a booster when eligible, and upload records to the university vaccine portal. Information can be found at <https://coronavirus.rutgers.edu/covid-19-vaccine/>.

Testing

All students who have been granted medical or religious exemptions must undergo weekly testing; in addition, clinical students must undergo testing twice per week. Students may obtain testing through Rutgers (see <https://coronavirus.rutgers.edu/on-campus-testing/> for details). Students who test through a non-Rutgers provider must upload results to <https://rtr.ipo.rutgers.edu/questionnaire/>.

Students and employees with valid health or religious exemptions must continue to wear a face covering.

Quarantining and Isolation

Students who test positive for COVID-19 (via PCR or antigen test), regardless of whether they have symptoms, should follow the advice provided from the CDC calculator, inform their campus Student Health office of positive test results if they live in campus housing, and follow up with their personal physician/urgent care. Students living on campus in university housing are urged to return home for isolation whenever possible.

On-Campus Protocols and Safety Tips

As our COVID-19 protocols continue to evolve, I remind you that using common sense and doing your part in our shared responsibilities continues to be essential. This includes staying home while sick, whether for COVID-19 or not.

Questions

Questions and concerns may be sent to covid19@rutgers.edu.

PROFESSOR FIRST NAME /LAST NAME	KEY
Course Name, Semester 2018	5 Excellent
Course Number and Section	4 Good
Course Meeting Schedule	3 Satisfactory
Location (Building/Room #)	2 Unsatisfactory
	1 Unacceptable
	NA Not Applicable

Student Name:
 Project X - Name of Project

PROCESS + REALIZATION						
Research Development & Implementation	5	4	3	2	1	NA
Formal Development (sketches & process)	5	4	3	2	1	NA
Formal Strength & Realization	5	4	3	2	1	NA
Conceptual Development (sketches & process)	5	4	3	2	1	NA
Conceptual Strength & Realization	5	4	3	2	1	NA
Syntactic Quality of Work (Form/Comp/Vis Hierarchy)	5	4	3	2	1	NA
Semantic Quality of Work (Message, Communication)	5	4	3	2	1	NA
Pragmatic Quality of Work (Function)	5	4	3	2	1	NA
Working with Technology	5	4	3	2	1	NA
Attention to Detail / Craft / Presentation of Work	5	4	3	2	1	NA
Meeting Objectives of Assignment	5	4	3	2	1	NA

PROFESSIONALISM						
Participation in Critiques / Discussions	5	4	3	2	1	NA
Motivation	5	4	3	2	1	NA
Verbal Articulation	5	4	3	2	1	NA
Written Articulation	5	4	3	2	1	NA
Overall Attitude	5	4	3	2	1	NA
Class Attendance / Punctuality	5	4	3	2	1	NA
Deadlines / Class Preparation	5	4	3	2	1	NA

Final Grade