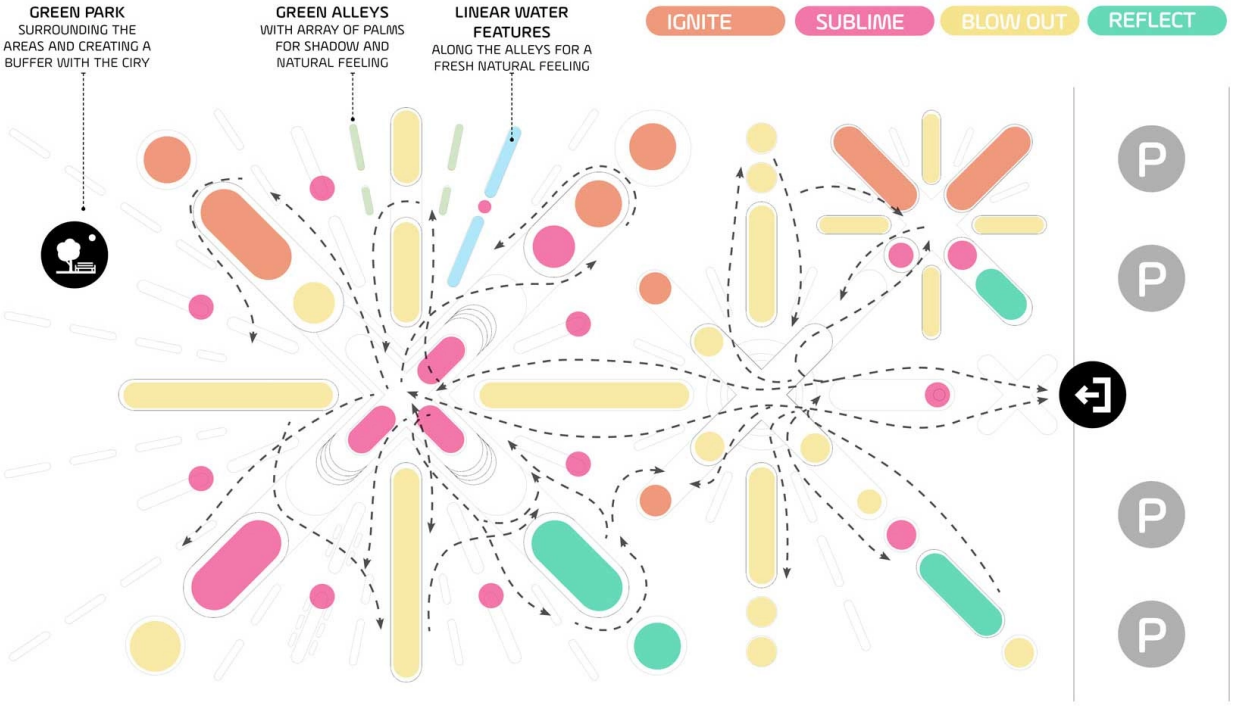
URBDP 573: DIGITAL DESIGN PRACTICUM_COURSE SYLLABUS



Spark X is set to become a landmark destination, contributing significantly to the city's vibrant cultural and entertainment scene - 100 Architects

Faculty

Shaunta Butler shauntab@uw.edu
[*she/her/hers*] office hours: by appointment

TA

Paul Shema
[*he/him/his]* office hours: by appointment - in-person or via Zoom

Time + Location

Open lab time: Tuesdays, 1:30 – 3:20 pm, GLD 114
Lecture: Thursdays, 1:30 – 3:20 pm, GLD 114
Demo/practicum: Attend one - Fridays, (9:30 - 11:30) or (1:30 - 3:20), GLD 007F

OVERVIEW & OBJECTIVES

Welcome to URBDP 573, Digital Design Practicum! This class will familiarize you with software tools and concepts behind graphic design and communication, focusing on their applications in urban design and planning. Becoming familiar with these tools will allow you to choose how to best graphically articulate broader ideas rooted in the foundational principles of graphics. Our goal is to communicate ideas about people and place effectively and beautifully. This class is only an introduction, but it will prepare you to continue to learn digital design independently.

This class is adapted with permission from a previous version of Digital Design Practicum taught by Rich Desanto, Mackenzie Waller, and Peter Dunn, Lecturers in the UW College of Built Environments. Thank you!

WE WILL USE THE FOLLOWING SOFTWARE:

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- SketchUp 3D Modeler
- SketchUp LayOut
- GIS workflows (as time allows)

AT THE COMPLETION OF THIS CLASS, YOU WILL BE ABLE TO:

- Perform basic operations in the specified software with confidence.
- Independently seek additional help when needed.
- Produce professional deliverables that demonstrate the principles of excellence in visual communication.
- Evaluate styles, techniques, and graphics quality used in urban design and planning.

CLASS STRUCTURE

This is a lab-based class in which you will learn by doing. We will use brief lectures and readings to introduce important concepts. The majority of class time will be divided between hands-on guided demonstrations of the software and open lab time for you to work on your assignments. Although you will author your assignments individually, you are encouraged and expected to work together with your peers in a supportive learning community.

STUDENT RESPONSIBILITIES

To make this class as a success, your responsibilities are to:

- Actively attend each class meeting.
- Take class assignments seriously, complete assignments on time and to a high standard.
- Respect your classmates and their work.
- Think about how you can get the most out of this class.

If you do all of these, you will learn a lot, you will get a good grade, and you might even have fun.

INSTRUCTOR RESPONSIBILITIES

The responsibilities of the instructor and TA mirror yours: to arrive prepared for all classes; to provide timely and constructive feedback on assignments, to create an environment in which all students can learn; and to take your academic goals, your work, and the class material seriously.

DIVERSITY, EQUITY, AND INCLUSION

The University of Washington's Department of Urban Design and Planning, the institutional home of this class, has included the following statement as part of its mission:

Urban Design and Planning is striving to shift the culture of planning to engage and enhance diversity, equity, and inclusion, not just within the academic context but also in the profession. We aspire to drive change not merely by responding to trends but also by leading the change we seek.

Further, the department has defined the following three values:

Equity: Striving for fairness of results or outcomes, rather than equal access to opportunity.

Diversity: Recognizing and supporting differences that create vibrant and healthy communities

Inclusion: Creating an environment where everyone can participate, and everyone belongs.

I wholeheartedly agree. In this class, we will value and honor diverse experiences and perspectives and strive to create a welcoming and respectful learning environment for all students. In this class, we will also respect the general goals of academic freedom and ensure that they are maintained. Differences of opinion, critical analysis, and honest feedback are welcomed, and should be expressed in a manner that supports the learning process.

REQUIRED MATERIALS

HARDWARE:

Access the following hardware is required:

- A **computer** during class and to complete your assignments.
- Reliable high-speed **internet access.**
- **An external hard drive** for backing up your work. **8GB+** will be plenty for this class, but larger is better for you to keep all of your current and future work together in one place.
- A **mouse** is strongly recommended. For laptop users, this is a small investment in your comfort and productivity.
- **Paper and drawing instruments** for making hand sketches of your designs. Trace paper is especially helpful, and is inexpensive. A variety of drawing tools (pens or pencils in various weights and colors) is nice if you have them, but is not necessary for this class
- A **scanner or camera** (your phone is fine) to take and upload clear legible digital pictures of your hand sketches.

If you do not have access to the appropriate computing hardware, there are several resources at the university that can

help get you properly equipped.

- The Student Technology Loan Program has laptops available for loan: https://stlp.uw.edu/
- The College of Built Environments has laptops with all appropriate CBE software available for loan (see more info below): https://be.uw.edu/spaces/computing/student-loaner-program/

If you are worried that your computer does not have sufficient processing power or memory to use the graphics programs in this class, consider using the CBE remote desktop option discussed below.

SOFTWARE:
Access the following software is required:

- **Canvas, Zoom, Miro.** These are free and supported by the university. You are surely already familiar with Canvas and Zoom. Miro is a web-based tool for sharing work with the class, and we will learn it together in the first week of class.
- **Adobe Illustrator, Photoshop, InDesign, and Acrobat**. If you want to use these on your own computer, you will need to purchase a license for Creative Cloud. The student license is $19.99 per month and requires an annual contract. Note that the license includes lots of programs, but you'll only need to install these for class. https://www.adobe.com/creativecloud/buy/students.html
- **SketchUp Pro (including 3D modeler and 2D LayOut).** If you want to use these on your own computer, you will need to purchase a license. The free version of SketchUp is insufficient for this class. The student license for SketchUp Studio (which includes more than you need) is $55 per year. https://www.sketchup.com/plans-andpricing#for-higher-education

If you cannot afford or do not want to purchase this software for your own computer, you have two other options:

- **URBDP loaner laptop.** These are available through URBDP Computing and come loaded with all of the URBDP design software, including everything needed for this class. Supplies are limited, and my understanding is that students who do not already have their own computer are prioritized. (If you have a computer and want the software, see the remote desktop option below.) More info at https://be.uw.edu/spaces/computing/student-loaner-program/

Note that the URBDP Citrix Application Server is not helpful for this class, since it does not include the applications we will use.

FILE BACKUPS + STORAGE
You are required to **back up your work and digital files at least once a week** (either by external hard drive or to the cloud) to ensure you do not lose all your work throughout the quarter. I **do not** recommend flash drives be used as a form of back up—they are designed to transfer files, not store them, and are easy to lose or physically damage. I also recommend that you **never work on a file that is directly on a flash drive**—it will be slow and will sometimes result in corrupted files. Transfer it onto a computer's hard drive. **Loss of digital files will not be treated as an acceptable excuse for late work**. Computers crash and files get corrupted—please plan accordingly.

READINGS:
Required readings and optional additional resources will be made available through the class website. There is no class textbook and you will not need to purchase any text.

WORK & EVALUATION

ASSIGNMENTS

You will complete six assignments for this class, listed below with their primary applications. Detailed instructions will be provided in class and on Canvas.

- A1 Circulation Diagram (Illustrator)
- A2 Axonometric View (SketchUp 3D)
- A3 Plan View (Sketchup LayOut)
- A4 Infographic (Illustrator)
- A5 Edited Scene (Photoshop)
- A6 Portfolio (InDesign)

TEAM TRIVIA

Our class includes a bit of friendly competition. Most Thursdays, we will begin class with team trivia. Questions will be based on lectures and readings from the previous week, and perhaps other sources. Your trivia performance has zero impact on your grade. However, there will be prizes for the winners.

We will create trivia teams in the first week. Your trivia teammates will also be a resource for you during the quarter. You are encouraged to work together with your trivia team during open lab time and to ask your teammates for help when you are stuck.

PARTICIPATION

If you attend class regularly, participate in team trivia, demonstrate effort and engagement with assignments, and help create a productive learning environment for your peers, you will get full points for participation.

GRADE

Your final grade will be calculated based on your assessed performance on the above elements according to the following weights:

90% Assignments (6 × 15% each)
10% Participation

Percentages will be converted to a grade on the 4.0 scale as follows:

A: Excellent		**B : Very Good**		**C : Competent**		**D : Passable**	
99%+	**4.0**	89%	**3.4**	79%	**2.4**	69%	**1.4**
98	**4.0**	88	**3.3**	78	**2.3**	68	**1.3**
97	**3.9**	87	**3.2**	77	**2.2**	67	**1.2**
96	**3.9**	86	**3.1**	76	**2.1**	66	**1.1**
95	**3.8**	85	**3.0**	75	**2.0**	65	**1.0**
94	**3.8**	84	**2.9**	74	**1.9**	64	**0.9**
93	**3.7**	83	**2.8**	73	**1.8**	63	**0.8**
92	**3.7**	82	**2.7**	72	**1.7**	62	**0.7**
91	**3.6**	81	**2.6**	71	**1.6**	61	**0.7**
90	**3.5**	80	**2.5**	70	**1.5**	60	**0.7**

The instructor reserves the right to deviate from this scale as circumstances warrant. Final scores below 60% will not receive credit for the class.

POLICIES

ATTENDANCE

Attendance at every class meeting is expected. If you are unable to attend class for any reason, please inform the instructors in advance.

READINGS

The course website includes a list of readings and resources for each week. These are meant to be helpful during the week they are listed, and you should consult them in parallel with that week's class lectures and lab activities. While some of these materials are resources for you to refer to as needed, others you are recommended to read in full. These have been chosen to be accessible and useful, but when you are crunched for time you should prioritize your assignments over the readings.

Any of the readings listed in previous weeks are fair game for team trivia.

ASSIGNMENT SUBMISSIONS + DEADLINES

Assignments must be submitted digitally on the class Canvas site and posted to the class Miro board by the assignment deadline.

Respect deadlines. In professional contexts, deadlines are very often not flexible. Learn now to meet them. Late work will be penalized 10% of total available points for each day (or portion thereof) after the deadline it is submitted. Assignments received more than 7 days after the deadline will **not receive credit.**

If an *extraordinary* circumstance prevents you from meeting a deadline, please discuss the possibility of an accommodation with the instructor as soon as possible. You will not receive an accommodation for lost or damaged files.

ASSIGNMENT REVISIONS

You may make revisions to any assignment. In order to revise an assignment, you must first email the TA with an assignment revision plan describing specifically how you propose to improve your work. The TA must then approve this plan. Once approved, you should revise your work accordingly and resubmit on Canvas. Revisions are *due no later than one week after initial grades are posted.* Late revisions will not be accepted. Revisions will be re-graded without penalty; you have the potential to earn full credit for the assignment. (However, deductions due to late initial submission will continue to apply.)

ACCESS + ACCOMMODATIONS

Your experience in this class is important to us. If you have already established accommodations with Disability Resources for Students (DRS), please communicate your approved accommodations to me at your earliest convenience so we can discuss your needs in this course.

If you have not yet established services through DRS, but have a temporary health condition or permanent disability that requires accommodations (conditions include but not limited to; mental health, attention-related, learning, vision, hearing, physical or health impacts), you are welcome to contact DRS at 206-543-8924 or uwdrs@uw.edu or disability.uw.edu. DRS offers resources and coordinates reasonable accommodations for students with disabilities and/or temporary health conditions. Reasonable accommodations are established through an interactive process between you, your instructor(s) and DRS. It is the policy and practice of the University of Washington to create inclusive and accessible learning environments consistent with federal and state law.

RELIGIOUS ACCOMMODATION

Washington state law requires that UW develop a policy for accommodation of student absences or significant hardship due to reasons of faith or conscience, or for organized religious activities. The UW's policy, including more information about how to request an accommodation, is available at Religious Accommodations Policy (https://registrar.washington.edu/staffandfaculty/religious-accommodations-policy/). Accommodations must be requested within the first two weeks of this course using the Religious Accommodations Request form (https://registrar.washington.edu/students/religious-accommodations-request/).

HEALTH + WELL-BEING

As we begin a new academic year in an unpredictable world, health and well-being are top priorities. We will all have different responses to this uncertainty and continued shift to in-person activities – some may enjoy being able to see each other in person, while others might find the shift to be stressful. Similarly, our responses to events and issues outside of school (the pandemic, issues of civil equity, national policies on immigration, family responsibilities, climate change, etc.) will impact students differently. The high degree of uncertainty and frequent significant shifts in our lives is unsettling and stressful. Some students may find focusing on schoolwork a way to anchor themselves while other students may find schoolwork to be a heavier lift than they thought. Most of us will likely shift between the two, with some days easier and others harder. Whatever you are feeling, your feelings are valid and do not require justification. If there is something that you are comfortable sharing and feel it would be helpful for me to know, please share it with me. But most importantly, please care for yourself. Remember to be kind to yourself – expectations may need to be adjusted during this time. Now is a great time to learn and practice self-care.

To centralize resources to support your well-being, the University of Washington has developed a website that serves as a portal for many different resources. Please check out Husky Health & Well-Being at: https://wellbeing.uw.edu/ - a portal with many different resources. Additionally, the Department MS Teams workspace has a channel for well-being.

STUDENT SAFETY

Students are advised to refer to UW policies and procedures to ensure their safety and security on campus. For more information, go to: http://www.washington.edu/safecampus/ To report threats, seek advice, or get counseling, dial 206-685-SAFE (7233). For any emergency, call 911.

CONDUCT + ACADEMIC INTEGRITY

As always, students are expected to adhere to the UW's code of conduct. Be respectful of each other, and think carefully about your role in making our class a safe and welcoming space for everyone.

Students are expected to maintain the highest standards of academic integrity in all of their work. Cheating and plagiarism are serious offenses. In the first weeks of class, we will discuss some concerns about intellectual property and copyright infringement particular to graphic design work. If you are not sure what is OK, just ask!

USE OF ARTIFICIAL INTELLIGENCE

All work submitted for this course must be your own. Any use of generative AI tools, such as Firefly, Midjourney or ChatGPT, when working on assignments is forbidden. Use of generative AI will be considered academic misconduct and subject to investigation The assignments in this class have been designed to challenge you to develop creativity, critical-thinking, and problem-solving skills. Using AI technology will limit your capacity to develop these skills and to meet the learning goals of this course. If you have any questions about what constitutes academic integrity in this course or at the University of Washington, please feel free to contact me to discuss your concerns

SCHEDULE

Beginning in Week 2, every class will have open lab time.

Assignments are due at the start of class on the day listed. Topics and dates may adjust based on students needs.

Every Friday a Lab time will be available. We will discuss these times our first week of class.

Digital Design Practicum | WI 25 T,TH,FR | 1:30 - 3:30 PM | January 6th - March 14th				
WK	**DAY**	**DATE**	**IN CLASS**	**DELIVERABLES**
1	Tuesday	1/6	Welcome & Introductions	
	Thursday	1/8	Learning Miro: Miro Activity: Trivia Teams/Labs File Organization, graphic design + presentation basics	**Preliminary Survey**
	Friday	1/10	No Lab	Get software loaded on computer
2	Tuesday	1/14	Meet with your Trivia Teams + Choose Lab time	Select Study Area
	Thursday	1/16	*Team Trivia* Demo: Adobe Illustrator **Introduce Assignment 01:** Circulation Diagram	
	Friday	1/17	Demo: Adobe Illustrator – Open Street Map/ Lab	
3	Tuesday	1/21	Open Lab Work on Assignment 01	
	Thursday	1/23	*Team Trivia* Demo: Adobe Illustrator **Introduce Assignment 02**: Axonometric View	**A1: Circulation Diagram**
	Friday	1/24	Demo: SketchUp 3D Modeler/ Lab	
4	Tuesday	1/28	Open Lab Work on Assignment 02	
	Thursday	1/30	*Team Trivia* Demo: SketchUp 3D Modeler	
	Friday	1/31	Demo: SketchUp 3D Modeler / Lab	
5	Tuesday	2/4	Open Lab	
	Thursday	2/6	Team Trivia Demo: SketchUp LayOut **Introduce Assignment 03:** Plan View	**A2: Axonometric View**
	Friday	2/7	Demo: SketchUp LayOut with Adobe Illustrator / lab	
6	Tuesday	2/11	Open Lab	
	Thursday	2/13	Team Trivia Lecture: Data visualization and infographics **Introduce Assignment 04: Infographic**	**A3: Plan View**
	Friday	2/14	Demo: Infographics w/ Adobe Illustrator/ labs	
7	Tuesday	2/18	Open Lab	
	Thursday	2/20	Team Trivia Demo: Adobe Photoshop **Introduce Assignment 05: Edited Scene**	
	Friday	2/21	Demo: Adobe Photoshop/ lab	
8	Tuesday	2/25	Open Lab	
	Thursday	2/27	Team Trivia Demo: Adobe Photoshop **Introduce Assignment 06: Portfolio**	**A4: Infographic**
	Friday	2/28	Demo: Adobe InDesign	
9	Tuesday	3/4	Open Lab	
	Thursday	3/6	Team Trivia Demo: Adobe InDesign	**A5: Edited Scene**
	Friday	3/7	Demo: Layouts/ Adobe InDesign/ lab	
10	Tuesday	3/11	Open Lab	**A6: Portfolio *Draft***
	Thursday	3/13	Presentation tactics/ lab	
	Friday	3/14	Gallery walk and celebration	**A6: Portfolio**