

DESGR 3500: Communication Design 5: Cross-Media

Spring Semester 2025

Course Description

This advanced-level studio course, required of all BFA majors in Graphic Design, is focused on the student's skillful creation of complex visual communication systems with an emphasis on practical applications related to the design of user-centered experiences and interactivity in digital spaces. Various research methods, strategies, ideation techniques, and production processes that emulate professional practices will be explored.

Course Outcomes and Objectives

Upon successful completion of this course, students will be able to demonstrate understanding of the essential skills applicable to the design of interfaces for a variety of interactive media and genres including websites, mobile apps, interactive exhibits, as well as theoretical concepts that anticipate technological developments, including...

- basic principles of interactivity and user-centered design
- overview of historical and contemporary works
- employing the use of narratives, analogs and metaphors in cross-media design
- user scenarios, user requirements
- user feedback, goal-oriented pathways
- design and development workflow practices
- wire-framing
- prototyping
- grids and flexible spaces
- responsive design
- basic animation principles

Assignments

This course includes two major projects: a mobile app design and a web-based design. Each project follows an end-to-end UX design process: discovery, define, design, and deliver. Weekly project deliverables will be assigned and may include, but are not limited to, user personas, user interviews, journey maps, wireframes, interactive prototypes, and usability test reports.

Assignments are graded on a point scale, which correlates to standard letter grades. Students are evaluated throughout every step of the design process, and a student's commitment to the process — not just the end result — heavily influences grades. Grading rubrics may vary by assignment, these rubrics are generally based on exploration and process; the success of the design solution; craftsmanship/presentation; and following the assignment parameters.

Exercises

Exercises are short assignments, typically completed during class time, though occasionally assigned as homework. These tasks are generally worth 5–10 points and do not use a rubric. Instead, they are graded based on active participation and successful completion according to the assignment parameters.

Many exercises build on one another to support skill development and project progress. Examples include recreating screen designs in Figma, discussing assigned readings, conducting group critiques of projects, and participating in problem statement workshops.

Professionalism and Participation are critical factors to success not only in this course but to the entire Graphic Design BFA course sequence.

This includes:

- participation in discussions and critiques
- focus and attention in class
- being prepared at the beginning of each class with assigned work and appropriate supplies
- working with efficiency and accuracy
- interaction and collaboration with classmates

Attendance

Regular attendance is a requirement of this course. Consistent and prompt attendance develops responsible, professional behavior and ensures 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.

For unforeseen events associated with illnesses or emergencies, TWO absences are allowed for three-credit (or more) courses, and ONE is allowed for two-credit courses. Each subsequent absence will result in an automatic 1/3 grade reduction. Example: if your final course grade is a B, a third absence will lower it to a B-, a fourth absence will lower it to a C+, etc.

Activities such as doctor appointments, meetings, trips to supply stores and labs, and employment should not be scheduled in conflict with class time.

Attendance accommodations may be provided for those who have a conflict that involves religious/spiritual observances, documented and University-sanctioned activities (e.g., athletics, debate tournaments, etc.), and short-term family or medical-related emergencies. Students involved in excused University-sanctioned activities must provide written documentation from the appropriate advisor, and the student must alert the instructor prior to missing class.

Regardless of the reasons for any absences, students are expected to complete all coursework (in-class work as well as homework) on time and meet all deadlines.

Prolonged illness must be verified by a physician and may require the student to withdraw from class if the student cannot complete work in a comprehensive and timely manner (see "Incomplete" under Grade Descriptions.)

Punctuality

Punctuality is expected and attendance is required until the end of each class period. Students who arrive past the class start time, or leave before the end time (unless dismissed early by the instructor), will be marked "late". 3 "lates" will be counted as 1 absence. Arriving 15 minutes or more past the start time, or leaving 15 minutes or more prior to the end time will be counted as an absence.

Grading Scale

Scale

University of Utah's Grade Point Standards

Letter	Percentage	Grade Pts.
A	94 - 100	4.0
A-	90 - 93	3.7
B+	87 - 89	3.3
B	84 - 86	3.0
B-	80 - 83	2.7
C+	77 - 79	2.3
C	74 - 76	2.0
C-	70 - 73	1.7
D+	67 - 69	1.3
D	64 - 66	1.0
D-	60 - 63	0.7
E	0 - 59	0

Descriptions

A

Excellent work that meets the highest standards of the class; superior comprehension and integration of course materials; outstanding commitment to class objectives. "A" work exhibits creativity and insight.

B

Quality and quantity of work is above average and exhibits clear focus; demonstrates improvement over the duration of the course; solid comprehension of course material and commitment to course objectives. "B" work meets all course requirements.

C

Satisfactory work that meets the minimum requirements, but may exhibit a lack of initiative, commitment, or significant improvement; Comprehension of basic concepts is satisfactory, with further integration or exploration encouraged. "C" work is considered average.

* All required BFA degree courses must be passed with a C- minimum in order to meet graduation requirements.

D

Work that in one or more ways fails to meet the course requirements; initiative and commitment are seriously lacking. Comprehension of course material and competencies is below average and needs considerable improvement.

E

Quality and quantity of work is unacceptable. Course requirements and competencies have not been met.

I

Given and reported for work incomplete because of circumstances beyond the student's control (such as illness or enforced absence). Academic Policy 6-100-3-G2 states "The grade of I should be used only for a student who is passing the course and who needs to complete 20% or less of the course."

Students receiving an "I" should be able to complete the coursework for the class without needing to attend any additional classes. Please see: regulations.utah.edu/academics/6-100.php

University Policies

Updated mandatory syllabus policies regarding the ADA Act, Safety at the U, Addressing Sexual Misconduct, and Academic Misconduct can be viewed at:

<https://cte.utah.edu/instructor-education/syllabus/institutional-policies.php>