ARTS 3361.001  Graphic Design II

Fall 2014
Professor Garcia
office : bh 230
amanda.garcia@tamucc.edu
phone: x 2865

Office Hours:
Tuesday & Thursday
3:30 to 5:30pm

Work Lab:
BH 234

Meeting Time:
TR: 12:30–3:30pm

course description

This studio course will teach students how to develop creative strategies for problem solving in a client-based environment. This studio focuses on two-dimensional design as it applies to branding/corporate identity design, poster design and advertising design.

student learning outcomes

• To understand the role of graphic communication as it is applied to various media and to explore the challenges posed by each medium.
• To create using design principles of color, form, typography, research and implementation in print media.
• To create advertising campaigns with cohesive concepts and components
• To create professional branding packages

course pre-requisites

ARTS 3360 is a prerequisite for this course. Students should have a general understanding of Adobe software applications. Students should also be familiar with the Macintosh interface. Students should be familiar with history of graphic design, typography and mounting procedures. If this is not the case, and you have not taken ARTS 3360 and ARTS 2361, please meet with me during office hours or schedule a time on Friday.

reference texts

TM, Trademarks Designed by Chermayeff & Geismar by Chermayeff Geismar Inc

Graphic Design Solutions, 4th edition by Robin Landa
*Available online at amazon.com

Adobe Illustrator Classroom in a Book
Adobe Photoshop Classroom in a Book

required materials

Portable media:  Jump drive/ USB drive. At least 1 GB

See Blog for details.
Academic Integrity/Plagiarism

University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one's own work.) In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test will result in reporting the offense to the department chair, dean and academic affairs with the option to remove the student from the course and receive the grade of “F” for the course.

Dropping a Class

I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with me before you decide to drop to be sure it is the best thing to do. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. Please check SAIL for the last day to drop a class with an automatic grade of “W” this term.

CLASSROOM POLICIES

late work

This class will be run as a professional practice. Deadlines must be met in the industry or else you lose the job. In the classroom, no late work is accepted. If you are unable to make the final critique of a project, please make arrangements with me to turn in & present to the class on an earlier date.

plagiarism

Plagiarism of imagery, copy (text) or layout of any kind will result in a grade of zero and you will be reported to the University for academic review.

class participation

You are encouraged to participate in group critiques. Remember, all criticism is not bad. We are here to help you become a better communicator—please do not take any criticism personally. Also, you will be working in various small groups according to each project. This will count toward the final grade of your projects.

attendance

Class begins promptly at the scheduled time. If you walk in late, please remind me to count you present. If you know you need to miss a class, please let me know as soon as possible. More than 3 absences (so absence #4) will drop your grade one letter.

studio work time

There is very little outside of class time opportunities to work in CCH 231. Therefore, you must make the most of your time in the studio. CA 201 is also available with 5 computers.

cell phones

You MUST TURN OFF your cell phones when entering the classroom. Never answer your cell phone in class. You are only allowed to use cell phones outside of the classroom during break times. Please do not text message in class or put your phone on vibrate.

email addresses

You must now use the University assigned email address. If you have not activated this email, please see the help desk to do so immediately.

social networking

MySpace and Facebook as well as email is not allowed during lecture or studio work time. These can be used during break times. If you are on these media during an inappropriate class time, you will be automatically deducted points for your current assignment without any notice from me.

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Classroom/professional behavior

Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be consid-
ered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.

Grade Appeals

As stated in University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade appeal process, students may contact the Dean’s office in the college in which the course is taught or the Office of the Provost.

Disabilities Accommodations

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

Statement of Academic Continuity

In the event of an unforeseen adverse event, such as a major hurricane and classes could not be held on the campus of Texas A&M University–Corpus Christi; this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, University facilities (i.e., emails, web sites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.

*This syllabus is tentative. Assignment & project dates as well as grading opportunities may change as I see fit.
**class schedule** :: this schedule is tentative and may change at any time at my discretion

### Week One
- Introduction, Syllabus, Course Overview
- Review type rules
- Review design principles
- Lecture :: Branding
- Start in-class assignment 1

### Week Two
- In-class assignment (1) due (wednesday)
- Lecture :: Branding vs. Logo Design
- Discuss project one
- Lecture :: Logo examples, the good, the bad and the ugly
- Discussion of project one
- Define target audience of project one
- Begin mood board for project one
- Adobe Illustrator Pen Tool

### Week Three
- Begin work on project one: Logo Design & Stationery Package
- In Class critiques
- Small group assignments
- Sketch Book Assignment

### Week Four
- In Class critique
- Work in class on project one
- Sketch Book Assignment

### Week Five
- Sketch Book Assignment
- Print project One
- Present project One
- Define target audience for project two

### Week Six
- Sketch Book Assignment
- Work on project two
- Small group discussions on project two
- Studio work time in class

### Week Seven
- In Class critiques of project two
- Black and white print outs of progress
- Sketch Book Assignment

### Week Eight
- In Class critique of progress
- Black and white print out
- Discuss presentation techniques
- Sketch Book Assignment

### Week Nine
- Complete Project Two
- Print and Present
- Lecture :: Advertising Design & Historical time line
- Lecture :: Ad examples, Good vs. Bad
- Discuss project three :: Advertising Campaign
- Lecture :: Ad Agency Structure
- Assign small groups
- Divide small groups into agency structure
- Meet with community-client for project three on site (field trip)
- Turn in field trip forms

### Week Ten
- Begin work on final project
- Work in small creative groups for research, target audience
- Complete TA worksheet
- Complete mood board
- Send initial proofs to client
- Define terms set eight

### Week Eleven
- Continue work on final project
- In Class critique of progress
- Studio work time all this week
- Sketch Book Assignment

### Week Twelve
- Meet with client for face-to-face review of progress
- Make necessary revisions to work
- Continue to work in class
- Small group critique
- Sketch Book Assignment

### Week Thirteen
- Project three should be 90% complete by the end of this week
- Final In Class critique
- Meet with groups for discussion on presentation
- Make final tweaks to project
- Turn in sketch book for grading

### Week Fourteen
- Final print outs of project
- Meet with groups outside of class time for presentation prep.
- Present to client on final exam day
Graded Activity

**Major Project One:**
Publication Design: You will create a publication from concept to completion. All original imagery must be used.

30% of final grade :: Up to 30 points can be earned on this project.
Students will each be graded on the following:
- Technical Work: 10 pts
- Process: 5 pts
- Overall Design: 15 pts

**Major Project Two:**
Collateral Design :: Brochure & Rack Card Design
Students will work individually to create a brochure and rack card design for a given client.

30% of final grade :: Up to 30 points can be earned on this project.
Students will each be graded on the following:
- Technical Work: 10 pts
- Process: 5 pts
- Overall Design: 15 pts

**Major Project Three:**
Advertising Campaign
Each student will create an ad campaign for a community partner.

30% of final grade :: Up to 30 points can be earned on this project.
Students will each be graded on the following:
- Technical Work: 10 pts
- Process: 5 pts
- Overall Design: 15 pts

Other graded work will include readings & response questions each week.
Student Contract

Please read and sign below:

I. By signing below, you agree that you read the syllabus and agree to the tentative schedule and required assignments.

II. You also certify that you feel confident in your ability to complete project in the Adobe Creative Suite as a class prerequisite.

III. You also agree to the cell phone, email and social networking policies as outlined in the syllabus.

IV. By signing below, you understand that this studio requires out-of-class work time on the computer using the Adobe Creative Suite software to be successful in this course.

V. You agree to alert the professor, Amanda Garcia, if at any time you feel you need additional assistance, one-on-one tutorials or extra help/guidance with a project. If this conversation is not initiated on your end, you understand that it is your responsibility to complete the work as required by the date required on your own.

VI. You understand that all grades are based on the following criteria:
   1. Process = In class work on project, making progress check points and participating in class critiques.
   2. Research = Evidence of research in your process and evidence of research in your final artwork.
   3. Overall Design = Evidence of good design techniques, type rules, image requirements and other good design practices and aesthetic appeal.
   4. Presentation = Class critique presentations and final project presentations are expected to be well prepared and extremely professional.

VII. You have read and agree to the attendance policy.

Printed Student Name:

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Signature:       Date: