Course Description

This studio course examines the role of design in society, specifically investigating areas that affect well-being, cultural intelligence and political propaganda. The topics in this course are explored through lectures, independent research and the creative development of body of work. 

Prerequisites: GRDS 1301, 1302, 2301, 2302

Student Learning Outcomes

• The student will demonstrate the ability to take initiative and contribute to teams to address real-world problems by reviewing various cultures and the design aesthetic that defines them.
• The student will identify ideas for new systems or refinements to existing systems from a perspective that prioritizes the needs, desires, and behaviors of the people and communities.
• The student will evaluate the feasibility and appeal of potential ideas with users, including the development and evaluation of scenarios and prototypes with an appropriate level of reliability.
• The student will be able to discuss the relationships between the systems they design and the activities of individuals, organizations, and communities.
• The student will analyze sustainable systems and how to apply those technical and design competencies to solve problems.

Required Texts

Do Good Design: How Designers Can Change the Worlds by David B. Berman
Citizen Designer: Perspectives on Design Responsibility by Steven Heller

Required Materials

1. Portable Hard Drive (recommended).
2. DropBox Account (free).
3. Five by seven inch journal.

Email

You are required to use your University email address. You can always forward this address to one that you check on a more regular basis.
• Please consider e-mail as official correspondence and be sure to keep copies of e-mails that are sent and received for records purposes.
• Efforts will be made to address your e-mail within 48 hours. If you do not receive an email within 48 hours, please send a follow-up email.
• E-mail communications should be about class business.
• Please use the subject line in a way that indicates the content of the message. Please also use professional language and include your full name and a complete inquiry in the body of the message. Unprofessional emails will result in non-response.

Attendance, Participation, & Grading

Attendance is recommended for your success and will be recorded during each class session.
• Four (4) absences will result in the drop of a single letter grade for the semester.
• Arriving late to class on three (3) occasions will result in the recording of one (1) absence.
• Students are required to attend class for the duration of the scheduled time or until the Professor dismisses the class.
• Leaving early will result in a half absence.

Your attendance and participation reflects on you as a student and your final grade will be an indication of that.

How will I grade?

Each project will be graded on three factors:
1) discussions, critiques, and other class participation;
2) your creative process; and 3) the final artifact.

Please see last page of this syllabus to see the projects you will be completing this semester.
Grading Scale

Attendance
Four (4) absences results in a drop of a single letter grade and arriving late (without notice) to class on three (3) occasions will result in the recording of one (1) absence.

Late Work
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 and present to the class on an earlier date.

Plagiarism
Plagiarism of concept, imagery, layout, or copy (text) of any kind is not tolerated and will result in a failing grade. In the event of an act of plagiarism, you will be reported to the University for academic review.

Professionalism
Cell Phones
Cell phones are to remain off or in silent mode during the full class session. Please do not text message or use your phone in the classroom, except for emergencies. In the case of an emergency phone call please take the call outside.

Music/Headphones
Headphones are not permitted during lectures/presentations by either the professor or your classmates.

Studio Work Time
We share Bay Hall 234 with a number of other classes. You are encouraged to stay until the end of each class to work on your projects.

Academic Advising
The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. The Academic Advisor will set up a degree plan, which must be signed by the student, a faculty mentor, and the department chair. The College’s Academic Advising Center is located in Driftwood 203E, and can be reached at 825-3466.

Grade Appeal Process
Students who feel they have 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. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details on the process of submitting a formal grade appeal, please visit the College of Liberal Arts website (http://cla.tamucc.edu/about/student-resources.html). For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean.

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.
class schedule: this schedule is tentative and is subject to change

Week One
In Class
- Introduction, Syllabus, Course Overview
- Video :: The Universal Arts of Graphic Design
Homework (due Thursday)
- Purchase books

Week Two
In Class
- Monday, September 24, 2016,
  no class in observance of Labor Day
- Thursday
  Exercise 1
  Assignment :: Presentation
  Lecture :: Principles of Design: Design
Homework
- Over the Weekend:
  Complete Exercise 1

Week Three
In Class
- Monday
  Lecture :: Principles of Design: Layout & Color
  Thursday
  Class Critique
  Video :: The History of Typography
  Lecture :: Type Mechanics
  Exercise 2
  Lesson :: Adobe Illustrator
Homework
- Over the weekend:
  Complete Exercise 2
  Reading Assignment: Introduction // Timeline & Principles of Design // Disciplines

Week Four
In Class
- Tuesday
  Quiz
  Working Day
  Thursday
  Presentations
  Major Project 1
Homework
- Develop sketches for Major Project 1
- Reading Assignment

Week Five
Items Due (Monday)
- Work in progress
In Class
- Tuesday
  Review/Discussion :: Ideas/Sketches
  Thursday
  Quiz
  Working day
Homework
- Continue to work on Major Project 1
- Reading Assignment

Week Six
In Class
- Working Week
- Tuesday
  Video :: Milton Glaser: To Inform and Delight
  Thursday
  Quiz
Homework
- Continue to work on Major Project 1
- Reading Assignment
class schedule: this schedule is tentative and is subject to change

**Week Seven**
In Class
- Working Week
- Quiz
- Small Group Critiques
- Lecture :: TBA

Homework
- Finalize and print Major Project 1 for critique
- Create and save PDF file and place into Dropbox

**Week Eight**

*Items Due (Monday)*
- Major Project 1 due at the beginning of class

In Class
- Tuesday
  - Class Critique
- Thursday
  - Lesson :: Adobe InDesign part 1
  - Lecture :: Grids
  - Exercise 3

Homework
- Complete Exercise 3

**Week Nine**

In Class
- Tuesday
  - Lesson :: Adobe InDesign part 2
  - Assignment :: Major Project 2
- Thursday
  - Lesson :: Adobe InDesign part 3

Homework
- Within context of project, choose a concept for your booklet and develop detailed sketches for each individual spread.

**Week Ten**

*Items Due (Monday)*
- Detailed Sketches due

In Class
- Tuesday
  - Lesson :: Adobe InDesign part 4
  - Small Group critiques/Working Day
- Thursday
  - Working Day/Individual help sessions

Homework
- Continue to work on Major Project 2

**Week Eleven**

In Class
- Tuesday
  - Individual Reviews, Working Day
- Thursday
  - Working Day

Homework
- Continue to work on Major Project 2

**Week Twelve**

In Class
- Working week with individual critiques

Homework
- Continue work on Major Project 2

**Week Thirteen/Fourteen**

In Class
- Working week with individual critiques
  - Binding demo

Homework
- Finalize and Produce work on Major Project 2

**Week Fifteen**

*Items Due (Tuesday)*
- Major Project 2 due

In Class
- Class Critique
Grading Opportunities

Quizzes (15%)
Students will be given a comprehensive quizzes on the required reading assignments and lectures.

Presentation (15%)
Select one designer from the "Representatives of Design" section of Graphic Design Referenced (pages 140–211), research and prepare a 5–7 minute presentation on the designer of your choice.

Exercises (20%)
Students will be provided a number of exercises throughout the semester to help them apply what they learn in lectures and lessons to physical projects.

Major Project 1 (25%)
In this project students explore and discover how they work when approaching a design project. Students are to create a visual representation of their creative process and are encouraged to create non-traditional artifacts to best display their processes.

Major Project 2 (25%)
This project focuses on the design process and how it can be applied to non-traditional problems that are present in our society. Students will examine articles, examples, and selected readings to better understand the application of design processes. The project will ask students to define a problem, create and review options, refine the selected direction, and execute a desired solution.