Professionalism
Professional communication is critical to projecting a professional image, establishing positive, professional relationships and is an expected element within the curriculum. All projects, as well as written and verbal correspondence, should be appropriate for a professional setting in content, tone, and format. Professional expectations include timeliness, respectfulness, preparation, attentiveness, and compliance.

Late Work
No late work is accepted

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.

Attendance is mandatory for your success, will be recorded during each class session and is considered as part of the professionalism element of your final grade.

- You will lose a single letter grade on your fourth (4) absence.
- Five (5) absences will result in the drop of another letter grade.
- Six (6) absences will result in the failure of the course.
- Three (3) late arrivals or early departures will result in the recording of one (1) full absence.
- Students are required to attend class for the duration of the scheduled time or until the Professor dismisses the class.
- Attending critiques are mandatory.

Studio Work Time
We share BH 234 with a number of other classes. This studio is scheduled in the room for 6 hours per week. You are required to stay in class until the end of each class to work on your projects. There is very little outside of class time opportunities to work in BH 234. Therefore, you must make the most of your time in the studio. The Think Tank 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
Accessing social media as well as email is not allowed during lecture or studio work time, only on breaks.

Disability Services
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, Room #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.

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. Degree plans are prepared in the CLA Academic Advising Center. The University uses an online Degree Audit system. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses and requirements specified in the final degree plan audit must be completed before a degree will be granted. The CLA Academic Advising Office is located in Driftwood #203. For more information, please call 361-825-3466.

Grade Appeal Process
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 (available at http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.C2.01_student_grade_appeal_procedure.pdf). 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's Office.
Course Description
This course introduces the fundamental principles of the graphic design industry. Students strengthen their vocabularies in design, theory, and visual communication. Exploring various two-dimensional projects, students will conduct research, form opinions, foster ideas, solve communication problems, learn to analyze and discuss graphic design work, and continue to develop their own creative process. Prerequisites: GRDS 1301, 1302

Course Objectives & Purpose
- The student will identify graphic design principles and theories by analyzing the role that graphic design plays in visual communication in our economy, society, and culture.
- The student will develop their design process to solve problems, pose questions, involve research, and create design works in a variety of formats.
- The student will apply techniques to analyze and discuss graphic design work by demonstrating a proficiency in written and verbal criticism, analysis, documentation, and reflection.

Course Pre-Requisites
Must have software experience in Adobe Creative Cloud, specifically Adobe Illustrator and Adobe Photoshop.

Required Texts
None. Instead, consider a subscription to skillshare.com or Lynda.com for software tutorials and in-depth exploration on graphic design disciplines.

Suggested Texts
Graphic Design, The New Basics by Ellen Lupton
Color Design Workbook: A Real World Guide to Using Color in Graphic Design Edited by Adams Morioka

Required Materials
- Portable media: Jump drive/USB drive. (At least 1 GB)
- Dropbox Account

Grading Opportunities
100–90 A, 89–80 B, 79–70 C, 69–60 D, below F
- Outlined projects and assignments will total 90 points of your final grade.
- Class participation will total 10 points of your final grade.

Projects
There will be 5 major projects. Each project is broken down into a point system based on process and outcome. You will receive a grading rubric for each project that will outline the points break down for that specific project. Additionally, you will be graded on Class Participation.

Class Work Time
We will meet in Bay Hall 234 for our lectures. We also have a 1/2-day computer work time scheduled. You are expected to work during these computer lab time to complete assignments and critiques. If you need additional lab time, please work in the Think Tank.
Graded Activity

Grading Opportunities
100–90 A, 89–80 B, 79–70 C, 69–60 D, below F
- Outlined projects and assignments will total 90 points of your final grade.
- Class participation will total 5 points of your final grade.

“Good Design” Pinterest Board :: 5 pts.
To kick off the semester the student will create a Pinterest board with no less than 20 samples of “Good Design” the student will defend 4 of their choices in class.

Major Project One :: Festival Logo & Brand Standards :: 20 pts.
The student will research a festival of their choice from a provided list. This festival will be their “client” for all remaining semester projects. First, they will establish an evolved visual brand for the festival by executing an appropriate and impactful logo and other visual assets. The logo, logo standards, color palette, typeface selections and other visual elements will be outlined in a professional festival brand standards guide multi-page digital/printed document.

Major Project Two :: Festival Brochure / Map :: 20 pts.
Students will create a trifold promotional for their festival. The touchpoint will provide an overview of the event and a wayfinding festival map. The final artifact will be submitted as a flat file and in mock-up.

Major Project Three :: Festival Poster :: 20 pts.
Based on the design decisions asserted in Project One, the student will create an event poster promoting their festival. The final artifact will be submitted as a flat file and in mock-up.

Major Project Four :: Animated Festival Logo :: 15 pts.
Using Photoshop, the student will animate their festival logo as a dynamic .gif. The motion will tell their established festival event story while adhering to brand standards.

Major Project Five :: Your Festival Pitch :: 15 pts.
The student will compile a dynamic pitch presentation to their festival’s committee outlining their suggested rebrand and collateral executions from Projects One-Four. The student will deliver their pitch at the course final.

Class Participation :: 5 pts.
- Additional 5 bonus pts. can be earned.
Class Schedule
This schedule is tentative and may change at any time. Always check Blackboard for any schedule revisions or updates.

WEEK 1 AUG 28/30
- Introduction, Syllabus, Course Overview
- Lecture :: Graphic Design Theories & Disciplines
- Homework :: Browse Adobe Help X, Lynda.com and Skillshare.com. View possible courses/available software knowledge resources
- Lecture :: Principles/Elements of Design
- Lecture :: 4Cs, CRAP
- Lecture :: Color In Design
- Lecture :: Typography Rules, Pairings
- Exercise Assignment :: “Good Design” Pinterest Board

WEEK 2 HOLIDAY SEPT 4 / CLASS SEPT 6
- DUE :: “Good Design” Pinterest Board discussion
- Lecture :: Brand Development, Logos
- Assignment :: Major Project One: Festival Logo & Brand Standards

WEEK 3 SEPT 11/13
- Lecture :: Brand Development, Logos
- Lecture :: Brand Standards Elements & Guides
- Assignment :: Major Project One: Festival Logo & Brand Standards
- Working Day :: Festival Logo Sketches
- Working Day :: Festival Logo Sketch to Digital

WEEK 4 SEPT 18/20
- Checkpoint :: Festival Logo, Top 3
- Lecture :: Moodboards in Design Development
- Working Day :: Festival Logo & Brand Standards

WEEK 5 SEPT 25/27
- Checkpoint :: Brand Standards Guide
- DUE/Critique :: Major Project One :: Festival Logo & Brand Standards

WEEK 6 OCT 2/4
- DUE :: Major Project One: Festival Logo & Brand Standards
- Lecture :: Print Anatomy, Panels, Bleeds, Folds, Margins
- Lecture :: Map & Wayfinding Design
- Lecture :: Iconography in Design
- Assignment :: Major Project Two :: Festival Brochure & Map
- Working Day :: Festival Brochure & Map

WEEK 7 OCT 9/11
- Work Day :: Festival Brochure & Map
- Check In :: Festival Brochure & Map
WEEK 8 OCT 16/18
  • Lecture/Demo :: PSD Mock-ups
  • Working Day / Prototyping :: Festival Brochure & Map
  • DUE/Critique :: Major Project Two :: Festival Brochure & Map

WEEK 9 OCT 23/25
  • Lecture :: Large Format & Poster Design
  • Assignment :: Major Project Three :: Festival Poster
  • Working Day :: Festival Poster

WEEK 10 OCT 30 / NOV1
  • Working Day :: Festival Poster
  • Lecture :: Hierarchy & Scale
  • Check In :: Festival Poster

WEEK 11 NOV 6/8
  • Last Working Day :: Festival Poster
  • DUE/Critique :: Major Project Three :: Festival Poster

WEEK 12 NOV 13/15
  • Lecture :: Animation and Motion Storytelling
  • Demo :: Animation
  • Assignment :: Major Project Four :: Animated Festival Logo
  • Working Day :: Animated .gif

WEEK 13 NOV 20 / THANKSGIVING HOLIDAYS 22-24
  • Work Day :: Animated Logo
  • Look Ahead :: Your Festival Pitch Presentation, Course Final

WEEK 14 NOV 27/29
  • DUE/Critique :: Major Project Four :: Animated Festival Logo .gif
  • Lecture :: The Client Pitch / Pitch Decks
  • Assignment :: Major Project Five :: Your Festival Pitch
  • Working Day :: Your Festival Pitch

WEEK 15 DEC 4/6
  • Working Day :: Your Festival Pitch
  • Check in :: Your Festival Pitch

FINAL
  • DUE :: Your Festival Pitch Presentation