ARTS 5314.001
MFA Studio in Art :: Electronic Img :: Design Studio Spring 2020

Professor Nancy Miller

Spring 2020 office hrs:
Mon: 11:45a-12:30p
Tues: 10a-noon
Wed: 11:45a-12:30p
Thurs: 10a-noon
Fri: By Appt.

Office: Bay Hall 224B
email: Nancy.Miller@tamucc.edu
phone: 361.825.2865

Class Time: Monday/Wednesday 12:30-3:20p
Bay Hall • Rm. 234

Graphic Design Program Standards

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
As in Professional Practice, NO late work is accepted. Assignments turned in after the due date will receive a zero. Incomplete assignments will be graded as is. Exceptions to this policy for family tragedy or medical emergency are decided by the instructor on a case-by-case basis. Late submissions or deadline extensions will typically carry a grade deduction. No incompletes will be given for this course.

Project Resubmission
One to two projects, not to exceed 20 percent (20 points) of the total grade points allotted in the course, may be resubmitted for a new grade(s) at any time prior to the last regular class meeting (before finals week). The course final cannot be resubmitted. Resubmitted projects must show evidence of improvement. The new grade(s) will replace the old grade(s). In the unlikely event that the new grade is lower than the old one, the higher of the two grades will be counted. Original project submissions must be included with new project submissions. The new grade(s) can elevate the student’s final grade a maximum of one complete letter grade higher. Arrangements for resubmission must be made with the instructor. The syllabus will outline the resubmission opportunities for the specific course.

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. Plagiarism is the presentation of the work of another as one’s own work.

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 unless dismissed by the instructor. There is very little opportunity to work outside of class in BH 234. Therefore, you must make the most of your time in the studio. The Think Tank is also available with 5 computers. Corpus Christi Hall 209 is equipped with mac computers and Adobe Creative Cloud. A schedule of availability for this lab will be posted and provided at the start of the semester.
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.

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.

College of Liberal Arts Standards

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.

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.

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 your academic advisor, the Financial Aid Office, and me, before you decide to drop this course. 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. The Dept. of Art & Design student advisor is Jennifer Arnold Jennifer.Arnold@tamucc.edu.

Grade Appeal Process
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.C0.03, Student Grade Appeal Procedures. 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. These documents are accessible through the University Rules Web site at: http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.c0.03_student_grade_appeals.pdf.

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
Graded Activity

Grading Opportunities
100–90 A, 89–80 B, 79–70 C, 69–60 D, below F
- Outlined projects and assignments will total 95 points of your final grade.
- Graduate writing assignment will total 5 points of your final grade.

Creative Projects :: An overview
The majority of the course grade points will be derived from student projects. The design artifact(s) produced within the project parameters and deliverables will show evidence of a student’s understandings of obtained/mastered knowledge, abilities or skills.

Full project details including assignment details, assignment grading rubric, assignment submission instructions and assignment resources will be provided on Blackboard.

Each project will be graded on three overall factors:
1) discussions, critiques, and other class participation; 2) your creative process; and 3) the final artifact.
Project grades will foremost be based upon the excellence of the project work which include but are not limited to: research, creativity, response to the given problem, execution, how completely instructions were followed, deadline accountability and presentation.

Project Critiques & Discussion
The Graphic Design Program uses a formal in-person criticism model for all feedback and evaluation. This process is born out of the fine arts tradition and allows students to learn by viewing other approaches to projects in addition to their own, hear multiple perspectives during criticism and participate in the critical analysis of peer work. Final grade evaluation will be determined by the Professor on creative projects using the project’s outlined grading rubric.

Design Studio One Projects
There will be 6 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.

“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 :: 15 pts.
Students will create a trifold promotional brochure for their festival. This touchpoint will provide an overview of the event and a wayfinding festival map. The final artifact will be submitted as a printed prototype for critique.

Major Project Three :: Festival Poster :: 15 pts.
Based on the design decisions asserted in Project One and Project Two, the student will create an event poster or poster series promoting their festival. The final artifact(s) will be submitted as a flat file and in mock-up.

**Major Project Four :: Animated Festival Logo :: 10 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 :: Social Media Campaign :: 15 pts.**

**Five. Part 1 :: 5pts.**
The student will produce branding graphics and 2 posts for 2 social media platforms, deemed appropriate for their client.

**Five. Part 2 :: 10pts.**
The student will create a 6-second promotional video formatted for social media (both platforms) using After Effects.

**Major Project Six :: Your Festival Pitch :: 10 pts.**
The student will compile a dynamic pitch presentation to their client festival’s committee outlining their suggested rebrand and collateral executions from Projects One-Four. The student will deliver their pitch at the course final.

**Graduate Writing Assignment :: 5 pts.**
The student will write a 1000-word minimum rationale which outlines the branding challenges and parameters established in their research and offers a concise rationale outlining why their campaign is appropriate yet original for their chosen client.

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**Class Schedule**
This schedule is tentative and may change at any time. Always check Blackboard for any schedule revisions or updates.

**WEEK 1 JAN 21/23 Introduction, Syllabus, Course Overview.**
- Introduction, Syllabus, Course Overview
  - Lecture :: Graphic Design Theories & Disciplines Refresher
  - Lecture :: Principles/Elements of Design/CRAP/4Cs
  - In-Class Exercise :: E&P Drawing, Post and Presentation Discussion
  - Homework :: Assignment :: “Good Design” Pinterest Board

**WEEK 2 JAN 28/30**
- Lecture :: Typography Rules, Pairings
- In-Class Exercise :: Successful Type Execution, Post and Presentation Discussion
  View possible courses/available software knowledge resources
- **DUE ::** Assignment “Good Design” Pinterest Board :: Class Discussion
- Homework :: Adobe Help X Illustrator Tutorial Video Series *Manipulate artwork courses (all)*

**WEEK 3 FEB 4/6**
- Lecture :: Color in Design
- Lecture :: Brand Development, Logos
• Lecture :: Brand Logo Standards Elements & Guides
• Assignment :: Major Project One: Festival Logo & Brand Standards

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• Working Day :: Festival Logo Sketches
• Homework :: DUE Sunday :: Major Project One: Part 2: Logo Discussion Forum Post 1 & Responses
• Homework :: Adobe Help X Illustrator Tutorial Video “Design a logo”

WEEK 4  FEB 11/13

• DUE :: Major Project One: Part 1: Creative Brief (upload to assignment link)
• Working Day :: Festival Logo Sketch to Digital
• Homework :: DUE Wednesday :: Major Project One: Part 2: Logo Discussion Forum Post 2 & Responses

• Checkpoint :: Festival Logo, Top 3 in class
• Lecture :: Moodboards in Design Development
• Homework :: DUE Sunday :: Major Project One: Part 2: Logo Discussion Forum Post 3 & Responses

WEEK 5  FEB 18/20

• Workweek :: Festival Logo & Logo Standards Guide
• Homework :: Adobe Help X Tutorial Video “Work with artboards” & 3 others of your choice

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• DUE :: Major Project One: Festival Logo & Brand Standards

WEEK 6  FEB 25/27

• Lecture :: Print Anatomy, Panels, Bleeds, Folds,Margins
• Lecture :: Map & Wayfinding Design
• Lecture :: Iconography in Design
• Assignment :: Major Project Two :: Festival Brochure & Map

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• Working Day :: Festival Brochure & Map
• Homework :: Adobe Help X Illustrator Tutorial Video “Drawing Tools” “Pen tools” “Create an Icon” and 3 others of your choice

WEEK 7  MAR 3/5

• Work Day :: Festival Brochure & Map
• Homework :: DUE Wednesday :: Post brochure progress for in-class critique

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• Check In :: Festival Brochure & Map
• Lecture/Demo :: PSD Mock-ups

WEEK 8  MAR 10/12 SPRING BREAK

• Homework :: Finalize Brochure

WEEK 9  MAR 17/19

• DUE/Critique :: Major Project Two :: Festival Brochure & Map
• Lecture :: Large Format & Poster Design
• Assignment :: Major Project Three :: Festival Poster
• Homework :: Adobe Help X Photoshop “Get started video series (all)” & “Create a poster”

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• In-Class Exercise :: Event Poster Discussion Post and Presentation
• Working Day :: Festival Poster
• Homework: DUE Sunday :: Major Project Three: Discussion Forum Post 1 Poster Sketches & Responses

WEEK 10  MAR 24/26

• Working Day :: Festival Poster
• Lecture :: Hierarchy & Scale
• Homework: **DUE Wednesday** :: Major Project Three: Discussion Forum Post 2 Poster Check-in & Responses

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• Check In :: Festival Poster

**WEEK 11** MAR 21/APR 2

• **DUE/Critique** :: Major Project Three :: Festival Poster (submit and post)

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• Lecture :: Animation and Motion Storytelling
• Demo :: Animation
• Assignment :: Major Project Four :: Animated Festival Logo

**WEEK 12** APRIL 7/9

• Working Day :: Animated .gif
• Homework: **DUE Sunday** :: Major Project Four: Discussion Forum Post 1 Animation & Responses

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• Working Day :: Animated .gif
• Homework: **DUE Wednesday** :: Major Project Four: Discussion Forum Post 2 Animation & Responses

**WEEK 13** APRIL 14/16

• Working Day :: Animated .gif
• Homework: **DUE Saturday** :: Major Project Four: Discussion Forum Post 3 Animation & Responses

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• **DUE/Critique** :: Major Project Four :: Animated Festival Logo .gif
• Assignment :: Major Project Five :: Social Media Campaign
• Lecture :: Selling on Social Media
• Homework: Work on Social Media branding and posts. Use Mock-ups to showcase art.

**WEEK 14** APRIL 21/23

• DEMO :: After Effects, Social Media Videos
• Assignment :: Graduate Writing Assignment
• Working Day :: Social Media Campaign
• Look Ahead :: Your Festival Pitch Presentation, Course Final

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• Working Day :: Social Media Campaign
• **DUE Sunday** :: Major Project Five: Animated Video Progress Post & Responses

**WEEK 15** APRIL 28/30

• Working Day :: Social Media Campaign
• **DUE Wednesday** :: Major Project Five: Animated Video Progress Post & Responses

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• Check In :: Social Media Campaign
• Lecture :: The Client Pitch / Pitch Decks *Sell Sell Sell*
• Assignment :: Major Project Five :: Your Festival Pitch

**WEEK 16** MAY 5/7

• **DUE/Critique** :: Major Project Five :: Social Media Campaign
• **DUE** :: Graduate Writing Assignment
• Working Day :: Your Festival Pitch

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• Check in :: Your Festival Pitch

**FINAL**

• **DUE** :: Your Festival Pitch Presentation