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
No late work is accepted. Assignments turned in after the due date will receive a zero. Incomplete assignments will be graded as is. No exceptions other than for family tragedy or medical emergencies (with documentation). No incompletes will be given for this course.

Project Resubmission
One project may be resubmitted, with evidence of improvement, for a new grade at any time prior to the last regular class meeting (before finals week). The new grade will replace the old grade but can only be a maximum of one complete letter grade higher. In the unlikely event the new grade is lower than the old one, the higher of the two grades will be counted. Original must be included with new project.

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 is 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. November 8, 2019 is the last day to drop a class with an automatic grade of “W” this term.

The Dept. of Art & Design student advisor is Jennifer Arnold Jennifer.Arnold@tamucc.edu.

Grade Appeal Process
As stated in University Procedure 13.02.99.C2.03, Student Grade Appeals, 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.C2.03, Student Grade Appeals. These documents are accessible online at: http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.C0.03_student_grade_appeals.pdf

For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean’s office in the college in which the course is taught. For complete details on the process of submitting a formal grade appeal in CLA, please visit the College of Liberal Arts website, http://cla.tamucc.edu/about/student-resources.html.

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 a body of work.

**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.

**Course Pre-Requisites**
Course Prerequisites: GRDS 1301, 1302, 2301, 2302.

**Required Text**
Just Design, by Christopher Simmons

**Suggested Texts**
Designing for Social Change, by Andrew Shea

**Required Materials**
- Portable media: Jump drive/USB drive. (At least 1 GB)
- Dropbox account (Back up your files to cloud storage, always!)
- Personal Adobe CC subscription recommended, not required.
- Wood, Spray Paint and Cost of Maker-Space Laser Cutter
- Other materials may be required based upon individual student project exploration

**About Course Projects**
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.

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. Final grade evaluation for creative projects will be determined by the Professor or instructor using the project’s outlined grading rubric.

**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, hearing multiple perspectives during criticism and participating in the critical analysis of peer work. During discussions of their work iterations, the student is expected to request relevant feedback and consider the comments of the classmates and the instructor to ensure their work is appropriate and successful.

**Design For Good Graded Activity**

**Grading Point Scale**
100–90 A, 89–80 B, 79–70 C, 69–60 D, below F

**Graded Activity**
- Outlined projects will total 65 points of your final grade.
- Outlined assignments will total 20 points of your final grade.
• Class participation will total 15 points of your final grade.

Projects
There will be 4 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.

Project 1: Make It Personal :: 10 pts.
Project 2: Make It Local :: 20 pts.
Project 3: Make It National :: 10 pts.
Project 4: Make It Global :: 25 pts.

Assignments
Small assignments will be given between projects or in-class.

Assignment 1-15: Current Events/Issues Discussion :: 15 pts (1 pt each)
Assignment Case Study Presentation :: 5 pts

Class Participation
Participation accounts for 15 points of your overall grade. See participation rubric in Blackboard for full details of participation assessment.

Class Schedule
The course schedule is outlined by week and will note lecture topics for each class, homework assignments and DUE dates for assignments.

WEEK 1
MAKE IT PERSONAL
TUESDAY: 8/27
Introduction, Syllabus, Course Overview
Discussion :: What is Good Design?
Exercise :: Survey – What are you mad about?
Project One – Make it Personal Project Overview

Homework
Purchase books
Assignment :: Current Events/Issues; Bring to class for discussion

THURSDAY: 8/29
Demo :: Case Study Presentation
Assignment :: Case Studies – Sign up on Google Doc for Presentation
DUE :: Assignment 1 - Current Events/Issues

Homework
Assignment :: Case Studies – Sign up on Google Doc for Presentation
Assignment :: Current Events/Issues; Bring to class for discussion
Assignment :: Project One Proposal

WEEK 2
MAKE IT LOCAL
TUESDAY: 9/3
Service Learning; Underserved Communities
Discussion :: Who is underserved?
Exercise :: A Voice for Local Problems
Project Two – Make it Local overview
DUE :: Assignment 2 - Current Events/Issues
DUE :: Project One Narrative
**Homework**

Assignment :: Case Studies – Sign up on Google Doc for Presentation
Assignment :: Current Events/Issues; Bring to class for discussion
Project Two :: Research + Define Your Local Problem

**THURSDAY: 9/5**
Lecture :: Human-Centric Design
**DUE :: Assignment 3 - Current Events/Issues**

**Homework**
Assignment :: Case Studies Presentation
Assignment :: Current Events/Issues; Bring to class for discussion
Project Two :: Research + Define Your Local Problem

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**WEEK 3**

**MAKE IT LOCAL**

**TUESDAY: 9/10**
Review :: Project Two Research
Discussion :: Developing a Plan
**DUE :: Assignment 4 - Current Events/Issues**
**DUE :: Case Studies Presentations – Group 1**

**Homework**
Assignment :: Case Studies Presentation
Assignment :: Current Events/Issues; Bring to class for discussion
Project Two :: Develop Your Plan/What Do You Want to Say?

**THURSDAY: 9/12**
Review :: Project Two Develop Your Plan
Discussion :: How Do You Give Voice to Your Cause; Methods + Audience
**DUE :: Assignment 5 - Current Events/Issues**
**DUE :: Case Studies Presentations – Group 2**

**Homework**
Assignment :: Case Studies Presentation
Assignment :: Current Events/Issues; Bring to class for discussion
Project Two :: Develop Your Voice

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**WEEK 4**

**MAKE IT LOCAL**

**TUESDAY: 9/17**
Discussion :: Implementing Your Design
Project Two :: Develop Your Voice
**DUE :: Assignment 6 - Current Events/Issues**
**DUE :: Case Studies Presentations – Group 3**

**Homework**
Assignment :: Case Studies Presentation
Assignment :: Current Events/Issues; Bring to class for discussion

**THURSDAY: 9/19**
Discussion :: Implementing Your Design
**DUE :: Assignment 7 - Current Events/Issues**
**DUE :: Case Studies Presentations – Group 4**

**Homework**
Assignment :: Current Events/Issues; Bring to class for discussion

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**WEEK 5**

**MAKE IT LOCAL**

**TUESDAY: 9/24**
Discussion :: Measuring, Determining + Evaluating Results
**DUE :: Assignment 8 - Current Events/Issues**

**Homework**
Assignment :: Current Events/Issues; Bring to class for discussion

**THURSDAY: 9/26**
Week 6
Make It Local
Tuesday: 10/1
Discussion :: Next Steps for Service/Social Campaigns
Project Three :: Make It National Project Overview
Student Topic Lists (can email until Wednesday 10/2 at noon)
DUE :: Assignment 10 - Current Events/Issues
Homework
Project :: Evaluate Next Steps; Finalize Presentation

Thursday: 10/3
DUE :: MAKE IT LOCAL /PRESENTATIONS
Project Three :: Make It National Project Topic Vote
Homework
Assignment :: Current Events/Issues; Bring to class for discussion

Week 7
Make It National
Tuesday: 10/8
Responsible Design
Discussion :: What Makes Design Responsible
Exercise :: A Designer’s Responsibility
Project Three :: Make It National Project Topic Announced
DUE :: Assignment 11 - Current Events/Issues
DUE :: Project One Proposal + Plan
Homework
Assignment :: Current Events/Issues; Bring to class for discussion
Project Three :: Research + Word Lists/Concept Development

Thursday: 10/10
Lecture :: Using Visual Metaphors
Exercise :: Creating Visual Metaphors
Review Research as Class
DUE :: Assignment 12 - Current Events/Issues
Homework
Assignment :: Current Events/Issues; Bring to class for discussion
Find :: 3 Examples of “Good” Posters
Project 3 :: Concept Exploration and Sketches

Week 8
Make It National
Tuesday: 10/15
Discussion :: “Good” Posters
Review :: Project 3 Concepts
DUE :: Assignment 13 - Current Events/Issues
Homework
Project 3 :: Digitize Designs

Thursday: 10/17
Poster Draft Review
Homework
Project 3 :: Draft Revisions
WEEK 9
MAKE IT GLOBAL

TUESDAY: 10/22
DUE :: MAKE IT NATIONAL /CRITIQUE

Homework
Assignment :: Current Events/Issues; Bring to class for discussion

THURSDAY: 10/24
Framing Global Issues; Propaganda; AgitProp
Exercise :: AgitProp Image
Project Four :: Make It Global Project Overview
Group Assignments and Roles
DUE :: Assignment 14 - Current Events/Issues

Homework
Assignment :: Current Events/Issues; Bring to class for discussion
Project 4 :: Topic Research; Group Roles

WEEK 10
MAKE IT GLOBAL

TUESDAY: 10/29
Lecture :: What is Guerilla Marketing?
Exercise :: Thinking Guerilla
Project 4 :: Work Groups; Group Guerilla Plan
DUE :: Assignment 15 - Current Events/Issues

Homework
Project 4 :: Develop a Plan/What do you want to say?

THURSDAY: 10/31
Lecture :: What is Stencil Graffiti?
Demo :: Prepping Your Files + Using the Laser Cutter

Homework
Project 4 :: Developing Your Message/Concept Sketches

WEEK 11
MAKE IT GLOBAL

TUESDAY: 11/5
Project Review with Instructor

Homework
Project 4 :: Developing Your Message/Digitize

THURSDAY: 11/7
Project Review with Instructor

Homework
Project 4 :: Developing Your Message/Digitize

WEEK 12
MAKE IT GLOBAL

TUESDAY: 11/12
Project Review with Instructor
Group Guerilla Marketing Plan

Homework
Project 4 :: Finalizing Your Stencils; Guerilla Plan/Design

THURSDAY: 11/14
Project Review with Instructor
Group Guerilla Marketing Plan
Group Digital + Ephemera Marketing/Design Plan

Homework
Develop Final Designs
WEEK 13
MAKE IT GLOBAL
TUESDAY: 11/19
Group Guerilla Marketing
Group Digital + Ephemera Design

THURSDAY: 11/21
Group Guerilla Marketing
Group Digital + Ephemera Design

WEEK 14
MAKE IT GLOBAL
TUESDAY: 11/26
Evaluate Group Global Campaign Results
Homework
Create Presentation

THURSDAY: NO CLASS – THANKSGIVING BREAK!

WEEK 15
MAKE IT GLOBAL
TUESDAY: 12/3
MAKE IT GLOBAL DUE/PRESENTATIONS

THURSDAY: NO CLASS – READING DAY

WEEK 16
FINAL EXAM DATE: TBD
MAKE IT PERSONAL DUE/PRESENTATIONS