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. Attending critiques are mandatory. 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.

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 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.
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. (Place date of “Last day to drop a class”. You can find it located on the academic calendar) is the last day to drop a class with an automatic grade of “W” this term.

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 will combine creative problem-solving, design prototyping, design refinement, and a public exhibition, which itself will be a designed event. This course teaches students the importance of self-promotion while focusing on professional practices. Today’s Graphic Designer works in a highly competitive field. To achieve success, designers must be able to present themselves and their capabilities at the highest level of professionalism. This course provides the platform and the tools to achieve these goals, and helps the designer find and navigate the pathways to success in the field. All students are expected to successfully finish their projects using professional best practices for creating a final prototype: materials, quality, technologies, etc.

The learning environment will consist of one-on-one tutorials, small group sessions, class presentations and critiques. Team work and collaboration is critical due to the group exhibition scheduled for May 2019.

Student Learning Outcomes

- To research the appropriate ways to present your artwork professionally
- To establish a self-promotion package
- To create a printed, digital and website portfolio
- To establish professional presence on leading industry networking platforms, Behance & LinkedIn
- To create a strategy for entering the work force
- To learn from various professionals, the best way to get a job/interview

Course Pre-Requisites

Must have software experience in Adobe Creative Cloud

Required Text

*Stand Out: Design a personal brand. Build a killer portfolio. Find a great design job,* Denise Anderson

Suggested Texts

*The Business Side of Creativity,* Cameron Foote

Required Materials

- Portable media: Jump drive/USB drive. (At least 1 GB)
- Costs of printing portfolio books
- Web-based portfolio: Students may incur monthly hosting fees.
- Small run of personal business cards to be printed. Students will incur small fee from an online printer of their choice.

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.
Graded Activity

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

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.

Each project will be graded on three overall factors:
1) discussions, critiques, and other class participation;
2) your creative process;
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. Final grade evaluation for creative projects will be determined by the Professor or instructor using the project’s outlined grading rubric.

Each class period generally will include time for lecture, discussion, design exercises, lab work and breaks. While most class meetings will allow for lab workday time, it is not guaranteed and will definitely not be enough time to complete the required projects for the semester.

NOTE: In order to complete course work and assignments, it will be necessary to spend much out-of class time in the lab. Plan now to spend four to six hours a week planning and creating projects. While each publication is in full development, it will require more than the outlined hours a week to meet the deadline. Though some class time will be devoted to supervised lab work, students will need to schedule lab hours to accommodate their own schedule.

Projects

Graded Activity
- Outlined projects and assignments will total 95 points of your final grade.
- Class participation will total 5 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 point break down for that specific project. Additionally, you will be graded on small assignments.

Major Project One: Personal Communication and Self Promotion Collateral (10 pts.)
Resume & Design Statement
Students will create their resume on professional letterhead. If applying for fine art jobs/graduate school, an artist’s statement is also required.

Identity Package Design (Self Promo)
This package includes: (1) Personal Logo (1) Business Cards (professional printed/ordered), (1) letterhead design with resume printed on it.

Students will each be graded on the following:
Information Design: 5 pts | Overall Aesthetic Appeal: 5 pts
Major Project Two: Portfolio Book (15 pts.)
Must create a portfolio book using InDesign.

Students will each be graded on the following:
Process
Technical Work
Brand Cohesion

Major Project Three: Portfolio Website (15 pts.)
Must create a website portfolio using Squarespace or Wordpress.

Students will each be graded on the following:
Process
Technical Work
Brand Cohesion

Major Project Four: Senior Show Exhibition (10 pts.)
(please note that you will not get a grade for the class if you do not de-install your work and tidy up your space in the gallery.)
Students must identify and critically reflect on a theme that intersects with their own design practice, discipline, and/or identity and their work in Graphic Design.

Major Project Five: Participation in Senior Show Exhibition (10 pts.)
Students will be assigned to an exhibition committee (identity, space, website & social, print, and fundraising) and must participate in the organization of designing the exhibition from start to finish. Students should expect to exhibit qualities of Cooperation, contribution, accountability, responsibility, etc.

Other graded work will include:
QUIZ: STANDOUT reading material (5 pts)
Assignment: Portfolio Examples/Discussion (5 pts)
Assignment: Self-Assessment Packet (5 pts)
Assignment: Job Market Worksheet & STANDOUT Job Plan Worksheet (5 pts)
Assignment: Rate Worksheet (5 pts)
Assignment: Journal that documents design process-sketches, notes, swatches, screengrabs, influences, etc. Hardcopy book or PDF pages (5 pts)

Complete Behance Profile with no less than 6 portfolio works (2.5 pts)
Complete LinkedIn profile with comprehensive work history and involvement (2.5 pts)
Class participation: (5 pts)

Class Participation & Assigned Readings
Participation & Readings accounts for 5 points of your overall grade. There are weekly assigned readings that you are responsible for. Come to class prepared to discuss the readings and/or write written statements (4-6 sentences) outlining the readings each week.
monday

**Fundraising Committee Update**
*outline goals & pitch 3 ideas for fundraising/Class Vote*

**Lecture:** Creative Jobs / Money, Money, Money, Money

**Discussion:** Logo Sketches Check-in

**Exercise:** Job Worksheet/Planning Doc

**Homework:** continue to collect and organize images of work for portfolio

**Reading:**

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monday

**Due: Exhibition Themes Pitch & Vote**

**Lecture:** Standing Out

**Discussion:** Project One kickoff: Self Promotion

**Exercise:** Committee Meeting, Come up with plan & timeline of execution, deliverables

**Homework:** Begin to compile content for resume, portfolio work, etc.

**Reading:**

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wednesday

**Lecture:** Self Branding

**Discussion:** It’s Time to Rebrand

**Exercise:** Self Assessment Packet

**Homework:** collect & organize images of work for portfolio


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wednesday

**Resume/Artist Statement 1st Draft Due**

**Self Assessment Package Due**

**Lecture:** Rates, RESOURCE: Rate Sheet

**Discussion:** small group critique of portfolio works

**Exercise:** Job market sheets, search plan (due week 5)

**Homework:** edit portfolio works with critique feedback and create a punchlist of what you need

**Reading:** Read S.O. 3. Design Your Brand Identity
Monday

Identity Committee presents 3 concepts/Class Vote
Lecture: Your brand >> Your visual identity, Creating your logo & look
Discussion: Do you feel like you have enough good work?
Exercise: Stand Out Personal Moodboard
Homework: Complete resume and artist statement content, Begin work on self promo package (logo, business card, letterhead)
Reading:

Monday

Job Market worksheet, Job Search plan Due / Identity Committee presents final work
Lecture: Exhibition Design Part 1
Discussion:
Exercise: Checkpoint:: Second Draft, Designed Resume, letterhead, rate sheet / Checkpoint :: Logo Iterations
Homework: complete self promo package
Reading:

Monday

Space Committee Exhibit Pitch (space planning, signage, labels, environmental graphics)
Lecture: What Makes a Great Portfolio
Discussion: appropriate executions for professional portfolios, books & websites
Exercise: 3 examples of successful portfolios & 1 paragraph about each of them
Homework: Make a list of items to include in your print and web portfolio, categorized

Wednesday

Lecture: Collecting & Polishing your work
Discussion:
Exercise: Checkpoint: First Draft, Designed Resume, letterhead
Homework: Complete job worksheets
Reading: Read S.O. 4. Promote Your Brand

Wednesday

Self Promo package Due Class presentation & Critique
Lecture:
Discussion:
Exercise: Exhibition Web & Print Designs in progress by committees
Reading:

Wednesday

Lecture:
Discussion: Successful portfolios, your 3 examples and reflections
Exercise: Book format & grid/Create outline & dummy of portfolio book
Homework: Compile final portfolio list by end of week and write descriptions for projects, finalize grid w/ 5 comps PDF
Reading:
monday

**Lecture:** Portfolio Covers

**Discussion:**

**Exercise:** Portfolio Book Cover, Checkpoint on Grids

**Homework:** Complete Portfolio Book Cover Design

**Reading:** S.O. Read 9. Develop Your Presentation Layout

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wednesday

**Exhibition Web & Print Committee Pitch Due**

**Lecture:**

**Discussion:** Bring in electronic images, files of work for portfolio consideration

**Exercise:** Create book page elements, experiment and select typefaces, create final grid

**Homework:** Take / create images of portfolio pieces for book and website

**Reading:**

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monday

**Nothing Due**

**Lecture:**

**Discussion:**

**Exercise:**

**Homework:**

**Reading:**

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wednesday

**Nothing Due**

**Lecture:**

**Discussion:**

**Exercise:**

**Homework:**

**Reading:**

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monday

**Lecture:** Formatting images, text, content that supports your work

**Discussion:**

**Exercise:** Work on portfolio in class

**Homework:**

**Reading:** Read S.O. 13. Prepare Your Presentation

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wednesday

**Lecture:**

**Discussion:**

**Exercise:** Work on portfolio in class

**Homework:**

**Reading:**
monday

**Exhibition Web & Print Designs Final Exhibition Website goes live**
Lecture: Exhibition Design Part II
Discussion:
Exercise: book portfolio in class
Homework: design TOC pages | Organize your files, create master pages, paragraph and character styles that embody the final design choices.
Reading:

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monday

**Portfolio Book Due**
Lecture: The online Portfolio
Discussion: DIY website platforms: Squarespace, WIX, WordPress, Adobe Portfolio
Exercise: Personal Portfolio sitemap, planning
Homework: Begin setting up Behance Profile & Portfolio & LinkedIn Profile
Reading:

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monday

**Personal Portfolio Sitemap Due**
Lecture:
Discussion: interview questions and scenarios
Exercise: web portfolio, formatting, images, text, content
Homework:
Reading:

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Wednesday

**Quiz on Stand Out**
Lecture:
Discussion:
Exercise: book portfolio in class
Homework:
Reading:

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Wednesday

**Space Committee Exhibit Prep** (space planning, signage, labels, environmental graphics)
Lecture:
Discussion:
Exercise: Check in on portfolio progress
Reading:
Monday

Lecture: Selling yourself / Speaking in front of groups
Discussion:
Exercise: Work on web portfolio in class
Homework:
Reading:

Wednesday

Lecture:
Discussion:
Exercise: Tweak all self-promotional assets
Homework: Prepare for final presentation to jury panel
Reading:

Monday

Behance Profile & Portfolio & LinkedIn Profile Due
Lecture: Ethics in Design
Discussion: Ethics in Design Discussion Forum Assignment
Exercise:
Homework:
Reading:

Wednesday

Lecture:
Discussion:
Exercise: Finalize portfolio(s), practice presentation/ interview in class
Homework:
Reading:

Monday

Due: Portfolio Website
Due: Design Journal
Lecture:
Discussion:
Exercise: Finalize portfolio(s), practice presentation/ interview in class
Homework:
Reading:

Wednesday

Lecture:
Discussion:
Exercise: Finalize portfolio(s), practice presentation/ interview in class
Homework:
Reading:
Monday

**Final Website Execution Due & Critique**
Lecture: Email Blasts
Discussion: Email Blasts Brain Dump
Exercise: Design Mailchimp Email Blast
Homework: Finalize Mailchimp Email Blast
Reading:

Wednesday

**Email Blast Due**
Lecture: Organizing Final Pitch Deck
Discussion:
Exercise: Prepare Presentation
Homework: Edit, Refine, & Finalize Pitch Materials
Reading:

Present your final self-promotional materials
(resume, cover letter, biz card, portfolio book, online portfolio, Behance profile & LinkedIn profile in a mock interview setting with local industry professionals.)
Lecture:
Discussion:
Exercise:
Homework:
Reading:

**IMPORTANT DATES**

**Hey, remember these.**

May 4-7: Exhibition Installation
(sign up sheet on google doc for times)

May 8: walk through of exhibition setup by Design Professors

May 11-15: Exhibition Open

May 14: Reception from 6-8pm
Professional Invite Night for Portfolio Review

May 15: Family & Friends Night from 6-8pm

May 16: Commencement

May 18: Deinstall Show