

**Graphic Design in Context**

3:30 pm - 6:20 pm

**LOCATION** Art Complex, Building E. Room 102  
**CLASS TIMES** T.Th. 3:30 pm - 6:20 pm

**INSTRUCTOR** Taehee Kim  
**OFFICE** Hunstville Campus, Art Complex, Building D, R104  
**CONTACT** Email: [thkim@shsu.edu](mailto:thkim@shsu.edu)  
 Phone: 936.294.4762

**OFFICE HOURS** T.Th 8:30 - 9:30 am or by appt.

**COURSE DESCRIPTION** **ARTS 3323 ( Section1, CRN 80726)** - Graphic Design in Context (3 credit hours)  
 The techniques and processes print media are explored. The use of typography, layout, hierarchy, color are emphasized. Students will be exposed to historical and aesthetic issues. Method of instruction may include lecture, lab, group discussion, exams, projects, and critiques.  
 Prerequisite: ART 3322. Credit 3.

**LEARNING OUTCOMES** During this course, students will develop their knowledge and understanding of:

- **Developing creative capacities**
- **Developing specific skills, competencies, and points of view needed by professionals in the field most closely related to this course**
- **Learning to analyze and critically evaluate ideas, arguments, and points of view**
- **Developing a clearer understanding of, and commitment to, personal values**
- Solving communication problems including the skills of problem identification, research and information gathering, and generation of alternative solutions
- Creating and developing visual form, including an understanding of principles of visual organization/ composition, information hierarchy, symbolic representation, typography, aesthetics, and the construction of meaningful images
- Understanding tools and technology, including their roles in the creation, reproduction and distribution of visual communications

**TEXTBOOK** Textbook is not required.  
 \* Optional Reference Books:  
**Graphic Design Solutions**, 4rd Editon, by Robin Landa, Wadsworth Publishing. (ISBN 0495572810)  
**Making and Breaking the Grid: A Graphic Design Layout Workshop** by Timothy Samara  
 Rockport Publishers (ISBN 978-156496893-7)

**REQUIRED SUPPLIES** \* Paper: buy as needed (Check the appropriate papers for printers in the Graphics lab)  
 Apple MacBook Pro  
 Adobe Education Essentials Font Collection  
 External usb hard drive  
 White form board and tracing paper for mounting (buy as needed)  
 Masking tape, PhotoMount and / or Spray Mount  
 Sketchbook (at least 8.5 x 11")  
 A variety of rulers and measuring devices (metal / clear plastic)  
 Xacto knife and additional no. 11 blades and Self-healing cutting mat  
 Fine point sharp pens and No.2 pencils  
 Colored pencils (Prismacolor – at least a 36 pack), T-square (at least 24 inches)  
 Any other necessary materials needed for the course will be covered during lectures and on assignment sheets.

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## ATTENDANCE POLICY

Attendance is **mandatory**. Students are expected to be on time, have supplies ready to work in class, and to stay for the duration of the class. Excessive absences, tardiness, or leaving early will adversely affect the student's grade and potential failure of the course.

Full credit for attendance is defined as

- arriving to class on time and being physically present when roll is called
- staying in class during the entire period
- functioning as an active participant
- working on class projects only
- working on assignments for another class is not allowed

Students will be allowed **three class absences**. In the event of illness, a doctor's note is required upon return to class for it to be considered excused. More than two unexcused absences will reduce your final grade by one whole letter grade (if your average = C, then the final grade = D). Keep in mind that any missed class periods affect your level of performance and progress. Students are responsible for making up any missed work.

**Late arrivals:** It is the student's responsibility to check with the instructor upon arrival to receive any attendance credit. No credit will be given for attendance after 15 min. of class time.  
(3 late arrivals equal 1 unexcused absence.)

## GRADING POLICY

Students will be evaluated by performance on graded assignments as follows:

- Infographic: 25%
- Zine: 20%
- Book Cover: 20%
- Band Poster, Album Jacket & T-Shirt: 25%
- Participation & Attendance: 10%

**\*Note:** Class participation and attendance will be affected 20 % of each project grade.

100 - 90 = A    89 - 80 = B    79 - 70 = C    69 - 60 = D    59 under = F

A : Exceptional work, exceeding all expectations. Illustrating significant generation. Craft and presentation are exceptional. Excellent attendance and self-motivated class participant on all levels.

B : Good work and craft. Shows initiative and ability to produce work as a matter of discourse. Meets and exceeds expectations of assignments, projects and papers. Excellent attendance and participates with class on many levels.

C : Meets the standard of work, class participation and craft. Attendance average. Does not significantly resolve to final projects. Marginal exploration with regards to research, idea and solution generation.

D : Marginal work and craft. Attendance issues. Minimal class participation. Does not show significant resolve to final projects. Marginal exploration with regards to research, idea and solution generation.

**'D' is a passing grade.**

## EXAMS

Testing of knowledge by exams and/or quizzes may be part of the curriculum of this class.

## MAKE-UP POLICY

Students who have completed all their assignments by the deadline may re-do for an improved grade during the semester period.

No late assignments will be accepted without prior permission from the instructor.

Assignments are made up at the discretion of the instructor.

## TENTATIVE COURSE OUTLINE

- Infographic
- Zine
- Book Cover
- Band Poster, Album Jacket & T-Shirt

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**REQUIREMENTS**

Completion of all projects and outside assignments at the beginning of the class period.

KEEP EVERYTHING! When turning in assignments aside from final mounted piece, they must include these items: all thumbnails, sketches, roughs, comps, research, and printouts in a 10"x13" manila envelope.

**\* Important Note:** Back-up all work throughout progress. File managements are your responsibility.

Excuses of losing files or back-up troubles are not accepted. With the completion of projects, it is imperative to back up the project on a CD. You will turn in a CD including all the projects from this course on the day of the final. *\* Listening music with headphones is not permitted in the class.*

Students will be required to check SHSU email and Blackboard regularly.

Students will be reading and doing assignments outside of class. Class time is for lectures, research, critiques and individual/group discussions. The majority of assignment work will be completed outside of class.

Students will be required to complete all assignments by due date. Any assignment not completed will earn a grade of "F". No late assignments will be accepted without prior permission from the instructor. Students will be required to take notes during class, due to the fact most explanations of assignments will be oral. Students are to take responsibility for clarifying any confusion or misunderstanding of assignments.

Students will be required to participate in group and class critiques. Students are required to be prepared to work in each class for the entire period of the class.

Students will be required to attend any scheduled field trips and events.

**BFA REVIEW**

**The BFA Portfolio review** is required for students who have completed the Art Foundation Courses before they continue in a BFA program in Studio Art, Photography, or Computer Animation, or Graphic Design. Students should sign up for the BFA review the semester after they have completed the following classes. Work from these classes should be included in the portfolio.

Art Foundation Courses are:

- ARTS 1313 & 1314 WASH
- ARTS 1316 Drawing
- ARTS 2313 Foundations in Digital Art
- Work from other Art Core classes (Ceramics, Life Drawing 1 & 2, Performance and Video Art, Painting, Photographic Concepts, Printmaking, Sculpture) or Animation Concepts and Techniques or Principles of Graphic Design may be used if these classes have been taken.
- Students should choose their best works that meet the criteria on the Checklist. Do not submit extra work.
- Students are encouraged to meet with faculty for assistance in selecting work the semester before they sign up for the BFA review.

**\* Graphic Design Portfolio Review**

Graphic Design students must pass this review in order to be eligible for the Graphic Design Portfolio Review. After Passing the BFA Portfolio Review, students who wish to pursue a BFA degree in Graphic Design must take the Graphic Design Portfolio Review the semester they are enrolled in Typography (ARTS 3322).

For more information on the BFA review see the Department of art web page:

<http://www.shsu.edu/academics/art/review/>

**ACADEMIC DISHONESTY**

All students are expected to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. The University and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion and the abuse of resources. For a complete listing of the university policy, see: [http://www.shsu.edu/~slo\\_www/](http://www.shsu.edu/~slo_www/)

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### STUDENTS WITH DISABILITIES

It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance should register with the Office of Services for Students with Disabilities located in the Lee Drain Annex (telephone 936-294-3512, TDD 936-294-3786, and e-mail [disability@shsu.edu](mailto:disability@shsu.edu)). They should then make arrangements with their individual instructors so that appropriate strategies can be considered and helpful procedures can be developed to ensure that participation and achievement opportunities are not impaired.

SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. If you have a disability that may affect adversely your work in this class, then I encourage you to register with the SHSU Services for Students with Disabilities and to talk with me about how I can best help you. All disclosures of disabilities will be kept strictly confidential. NOTE: No accommodation can be made until you register with the Services for Students with Disabilities. For a complete listing of the university policy, see:

<http://www.shsu.edu/dotAsset/7ff819c3-39f3-491d-b688-db5a330ced92.pdf>

### STUDENT ABSENCES ON RELIGIOUS HOLY DAYS

Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. Section 51.911 (a) (2) defines a religious holy day as: "a holy day observed by a religion whose places of worship are exempt from property taxation under Section 11.20..." A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence.

University policy 861001 provides the procedures to be followed by the student and instructor. A student desiring to absent himself/herself from a scheduled class in order to observe (a) religious holy day(s) shall present to each instructor involved a written statement concerning the religious holy day(s). The instructor will complete a form notifying the student of a reasonable timeframe in which the missed assignments and/or examinations are to be completed. For a complete listing of the university policy, see:

[http://www.shsu.edu/~vaf\\_www/aps/documents/861001.pdf](http://www.shsu.edu/~vaf_www/aps/documents/861001.pdf)

### VISITORS IN THE CLASSROOM

Only registered students may attend class. Exceptions can be made on a case-by-case basis by the professor. In all cases, visitors must not present a disruption to the class by their attendance. Students wishing to audit a class must apply to do so through the Registrar's Office.

### USE OF PHONE & TEXT MESSAGING IN THE CLASSROOM

Students will refrain from behavior in the classroom that intentionally or unintentionally disrupts the learning process and, thus impedes the mission of the university. Please turn off or mute your cellular phone and/or pager before class begins. Inappropriate behavior in the classroom shall result, minimally, in a directive to leave class or being reported to the Dean of Students for disciplinary action in accordance with university policy.

### DEFACING UNIVERSITY PROPERTY

Do not paint on concrete, asphalt, trees, sides of buildings, etc. When using any kind of paint use a drop cloth or tarp to protect the surface from overspray. Defacing university property is prohibited by university policy. Students will be held responsible for the cost of damages to the facilities.

### DISCLAIMER

Instructor reserves the right to change or modify the syllabus based on class progress,

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**Week One**

08. 24

**Introduction:** Syllabus review, textbook, supplies list, and grading.

**Intro: project 1. Infographic**
*for next class: select a topic from <http://www.pewresearch.org/topics/> and bring 3 examples of well-designed infographic*
**Week Two**

08. 29

Lecture on Infographic

Work period: research and thumbnails

*for next class: 20 thumbnails of Infographic*

08. 31

**Due: 20 thumbs of Infographic and research**

Work period: group discussion and computer comps

**Week Three**

09. 05

Work period: Infographic

09. 07

Work period: Infographic

**Week Four**

09. 12

**Critique: Infographic**

09. 14

Work period: Refine Infographic

Intro: Zine

**Week Five**

09. 19

**DUE Infographic**

09. 22

**Due: 20 thumbs of Zine and research**

Work period: Group discussion and Comp development

**Week Six**

09. 26

Work period: Newsletter

09. 28

Work period: Newsletter

**Week Seven**

10. 03

**Critique: Zine**

10. 05

Work period: Refine Zine

Intro: Book Cover

**Week Eight**

10. 10

**DUE Zine**

10. 12

**Due: 20 thumbs of Book Cover and research**

Work period: Group discussion and Comp development

**Week Nine**

10. 17

Work period: Book Cover

10. 19

Work period: Book Cover

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### Week Ten

10. 24 **Critique: Book Cover**

10. 26 Work period: Refine Book Cover

### Week Eleven

10. 31 **DUE Book Cover**

Intro: Band Poster, Album Jacket & T-Shirt

Work period: Research for Band Poster, Album Jacket & T-Shirt

11. 02 **Due: 20 thumbs of Band Poster, Album Jacket & T-Shirt**  
Group discussion

### Week Twelve

11. 07 Work period: Group discussion and Comp development

11. 09 Work period: Group discussion and Comp development

**Week Thirteen** Work period: Event Poster & T-Shirt

11. 14 **Critique: Band Poster, Album Jacket & T-Shirt**

11. 16

**Week Fourteen** Work period: Event Poster & T-Shirt

11. 21 Thanksgiving Break

11. 23

### Week Fifteen

11. 28 Work period: Refine Event Poster & T-Shirt

11. 30 **DUE: Band Poster, Album Jacket & T-Shirt**

**Week Sixteen** **Final Exam**

### SYLLABUS AGREEMENT

I have read the syllabus (either in paper or online) and class outline and understand the classroom policies, expectations, and rules as stated in the syllabus and outline. By signing this form I agree to comply with the policies listed and accept the outline for this class.

Date:

Student Name:

Student Signature: