



Syllabus/Course Outline

ARTS4323 :: Sr. Studio in

Graphic Design CRN 20771

Meetings: T Th, 9.30 AM–12.20 PM

Room Number: E101

Spring 2018

Cesar Rivera :: Asst. Professor

Office: E104

ecesarrivera@shsu.edu

Office Hours

T, 8–9 AM

(Appointment preferred)

Sam Houston State University

Department of Art

Graphic Design Program

Class Description

This capstone Graphic Design course prepares students to gain employment in the field by creating and producing a professional design portfolio, résumé, social media presence, and self-promotional materials. Students will also gain knowledge about how to set up, prepare for, and conduct themselves during professional interviews.

Goals and Objectives Specific to the Class

Through lecture and studio practice, students will prepare and develop a final portfolio suitable for entry into the Graphic Design profession. Portfolios will utilize online technologies, social media, and various offline components to showcase proficiencies in critical thinking, design research, image creation, and design software. Additionally, students will create a targeted design résumé, materials for self-promotion, and will practice mock interviews to learn about the job interview process.

Goals and Objectives Which Apply To Any Graphic Design Class

1. To further your understanding of conceptual design solutions and visual problem solving.
2. To broaden and refine your mastery of composition, and oral and written skills.
3. To develop a deeper understanding of the creative process.

Committees

Mandatory participation and sign up in one or more committees is required of every student. Joint cooperation is essential for a successful Senior Exhibition (SX). All students are expected to contribute to an outstanding SX.

Brand/Identity: Responsibilities include concept, design and production of the SX brand. SX brand must be completed and ready for print and digital production by 23 FEB. After branding is completed, members are expected to contribute to the other groups. This committee can expect to work on branding through 23 FEB. 2–3 people

Print Production: Responsibilities include printing of posters, direct mail, name tags, maps, way finding, and any other print collateral materials needed for SX (some design will be involved). After production is completed, members are expected to contribute to other groups. This committee can expect to work on production from 23 FEB through SX. 3 people

Digital Promotion: Responsibilities include promotion of SX to appropriate parties via press releases, email blasts, and frequent social media posts. Also responsible for creating video/slide presentations for event and event promotions. Will edit and expand the email invitation list. This committee can expect to work on promos from 23 FEB through SX. 3 people

Budget + Food: Responsibilities include fund raising, budgets and budgeting, acquiring scholarship funds for awards, food/drink donations and purchases. Pick up and setup of refreshments at SX. This committee will be sporadically busy during the full semester, and busy before and after SX. 3 people

Web Design: Responsibilities include design and production of SX site with links to individual student portfolio sites. This committee can expect to work on web implementation from 23 FEB through SX. 2 people

Methods of Instruction

Course instruction may consist of but not limited to lectures, discussions, presentations, critiques, and mentoring. Much of this course will be self-directed and will require students to show discipline in time management, organization, and self-motivation. Students will be required to keep a detailed weekly calendar throughout the semester.

SHSUGRAPHICDESIGN

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Course Schedule (tentative)

Module I: Assessment and reworking existing design projects

Module II: Creation of new design pieces

Module III: On and offline portfolio presentations and social media presence

Module IV: Professional correspondence, network building, and interviewing strategies

Supplies

Students will provide all necessary materials to complete the assignments of this course.

Required Reading

Flaunt: Designing effective, compelling and memorable portfolios of creative work, Second Edition

Gomez-Palacio and Vit, ISBN 978-0-9826253-9-2 <http://www.underconsideration.com/flaunt/>

Design is a Job by Mike Monteiro from ABookApart.com

Pricing Design by Dan Mall from ABookApart.com

These titles are available in digital and print formats.

Suggested Reading/Viewing

Graphic Artist's Guild Handbook of Pricing and Ethical Guidelines', Graphic Artist's Guild

Graphic Design Portfolio Strategies for Print and Digital Media, Rowe, Will, Linton

Communication Arts Magazine and commarts.com

underconsideration.com/brandnew/

Creative Advertising, Mario Pricken

Creative Workshop, 80 Challenges to Sharpen Your Design Skills, David Sherwin

Art Direction Explained, at Last!, Steven Heller and Veronique Vienne

Making and Breaking the Grid, A Graphic Design Layout Workshop, Timothy Samara

Fingerprint, Chen Design Associates

Archive Magazine

New York Art Director's Club Annual

Type Directors Club Annual

The One Show Advertising Annuals

The Clio Award Video/Best of Television Advertising

Graphis

How Magazine

logolounge.com

Evaluation and Grades

Your grade for each project is determined by taking in to account your design process including: turning in all of the required materials, concept strength, execution quality, participation in class, presentation abilities, and participation in the critique.

1. All projects will be evaluated on the basis of the following criteria:
 - a. Concept. Message development and the clarity and originality of your idea for conveying the message.
 - b. Layout. Composition of the piece to communicate the concept and brand.
 - c. Technique. Ability to research and develop , and document a design strategy.
 - d. Production. Mastery of materials, techniques, tools, and presentation.
 - e. Involvement. Attendance, in-class work time, outside reading, and participation in class discussion.
2. Student involvement and participation is as important as any of the items listed above. You will be blanketed with new and unfamiliar information through out the semester and your ability to digest, use, and understand this information will determine and improve the quality of your oral and visual communication. Students are expected to be involved and participate in class discussions and activities.

3. The final course grade will be assessed on 6 projects of equal weight for 16.666% each.

4. Grading Standards

C: Acceptable. Complete work with a straightforward or unoriginal concept, appropriate but predictable design approach, solid work ethic, and fair visual resolution and technical skills.

B: Very good. Meets high expectations. Demonstrates clear intentions, conceptual rigor with some complexity, solid composition, prolific work ethic, and polished technical skills.

A: Excellent. Surpasses expectations; surprises yourself and the professor. Demonstrates original and agile thinking, complexity and depth of concept, clarity of visual communication, prodigious work ethic, and impeccable technical skills. Few students receive this grade.

D: Poor. Work is complete, but is lacking in conceptual basis, displays poor work ethic or unresolved visual composition, and contains technical mistakes.

F: Failure. Insufficient work and commitment to the project.

There is no re-submission of projects for a change of grade.

Class Attendance

Class attendance is absolutely mandatory. Exceeding three absences will result in course failure. Class begins promptly at the scheduled time, and role will be taken at the beginning of each class. If a student arrives late, it is that *student's* sole responsibility to make sure the attendance record is adjusted and every three lates equals one absence. Arriving or leaving up to 10 minutes after class has begun or before it is dismissed will be recorded as a late. Arriving or leaving up to 30 minutes after class has begun or before it is dismissed will be recorded as an absence. Arriving late to a critique after it has begun will result in a 10 point deduction in your project grade. Students that are »absent« or miss an assigned critique/project due date will incur a 25 point deduction on the project however the project must be delivered, by hand, on a USB drive, to the professor listed above no later than 5 PM CST on the project due date. In addition, failure to personally show your work for a critique at any stage of the semester will result in a lowering of the grade on that project.

It is the *student's* sole responsibility to obtain missed information from fellow classmates and catch up on subsequent due materials. The instructor *will not* repeat missed information.

DROPPING CLASSES: University policy states that a student may drop a class with an automatic »Q« by 06 APR. Students will not be permitted to drop courses after this date, however they will earn a grade that reflects all gradable materials including ones missed after they dropped.

Assignments

It is expected that students have their materials and/or working files on hand in class for review and work periods. Reviews of on time and complete work will be done first, and the professor reserves the right to not review incomplete or late work in class. Generally, a policy of discussing work outside of class happens only if the student presented in class. There are no make ups for missed process critiques.

A process folder must be kept for all assignments in this class. Keep all materials gathered or created for the project in that folder. Also turn in digital versions of all process and projects to an in-class specified location. Designers are expected to be resourceful and make significant progress on assignments outside the studio setting (aka the classroom).

Class Conduct and Academic Honesty

Surfing the web during class is unacceptable. Any use of any social media sites, cellphones and/or personal e-mail sites during class that are not directly related to the course will be considered disruptive and will lead to dismissal from the classroom after one warning. Being disruptive during your peers' critiques, using any offensive language, racial or sexual orientation intolerance,

or other disrespectful acts towards your peers will lead to immediate dismissal from the classroom. Such behavior may result in a »late,« an »absent,« and/or academic discipline.

Please do not bring anything into the classroom (electronic cigarettes or vaping apparatuses) or engage in activities (text messaging, emailing, social networking) which will distract from the learning process. »Vaping« is not an acceptable activity in this class. Drinks in containers with lids are OK. We will have a break during which you may text, check email, and check social media. Please have headphones on hand if you would like to listen to music during studio work time.

Review the student handbook on the University's Academic Honesty policy in regards to cheating as well as proper conduct in the classroom. The university is committed to enforcing all policies concerning academic honesty, as defined in the student handbook. If necessary, students must submit writing exemplars upon request to verify writing style and level.

Other Policies and Materials

This class and all other graphic design classes follow the basic creative processes and standards set in the WASH program. The WASH experience should be the first reference in addressing any questions regarding the standards for the creative process, presentation, and review.

Students with Disabilities

See <http://www.shsu.edu/dept/academic-affairs/documents/aps/students/811006.pdf>

Student Absences on Religious Holy Days

See <http://www.shsu.edu/dotAsset/0953c7d0-7c04-4b29-a3fc-3bf0738e87d8.pdf>

Concealed Carry on Campus

See <http://www.shsu.edu/katsafe/campus-carry/>

Academic Grievance Procedures Policy (Academic Policy 861001)

See <http://www.shsu.edu/dotAsset/0bb1346f-b8d6-4486-9290-dba24123d0d8.pdf>

Classroom Visitors

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.

Department of Art BFA Review

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

Defacing University Property

Do not paint on concrete, asphalt, trees, sides of buildings, interior walls or floors 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 or equipment.

Outreach

Studies at SHSU, as well as life in general, can be stressful, and at times be overwhelming. Should guidance in coping with studies or other situations be needed please bring it to the attention of a professor or an administrator. In most cases, she or he can be of assistance in referring students to the proper services provided on campus to a student's attention.

Your professor reserves the right to change or modify the syllabus based on class progress, and will outline any such changes to the class when needed either verbally or in writing.