

ARTS

5314.001

MFA Studio in Art: Electronic Imaging

Spring 2011
Professor:
Amanda Garcia
office : ca 208
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phone: x 2865

Office Hours:

Tuesday & Thursday
12:30 to 3:30pm
CA 208

Printing Lab

CA 206A
Hours of Operation:
Tues & Thurs
12:30 to 3:30 pm or
during your class time

Work Lab:

CA 201
Open 8 am to 11 pm

course description

This studio course examines poster design from WWI to present day. It explores design themes, messages, design techniques and history. Students will complete 6 poster designs through the semester.

student learning outcomes

- To examine various cultures and the design aesthetic which surrounds their environment.
 - To investigate social-political campaigns which shape opinion.
 - To explore sustainable opportunities that exist in the future of print, web and three-dimensional design.
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required texts

The Poster: 1,000 Posters from Toulouse-Lautrec to Sagmeister

Cees V. de Jong (Author), Alston W. Purvis (Author), Martijn F. LeCoultre (Author)

required materials

Portable media: Jump drive/ USB drive. At least 1 GB

3M Super 77 spray mount glue (provided), & XActo knife

grading opportunities

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

Major projects will total 80 points of your final grade. Your journal and process notebook with total 20 points of your final grade.

major 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.

creative journal

You are required to keep a journal through the semester to catalog your experience, inspiration and notes. Recommended size is no smaller than 5 x 7 inches.

ARTS

5304.001 Design and Social Awareness

CLASSROOM POLICIES

late work

No late work is accepted. If you are unable to make the final critique of a project, please make arrangements with me to turn in & present to the class on an earlier date.

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.

class participation

You are encouraged to participate in group critiques. Remember, all criticism is not bad. We are here to help you become a better communicator—please do not take any criticism personally.

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. More than 3 absences (so absence #4) will drop your grade one letter.

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

MySpace and Facebook as well as email is not allowed during lecture or studio work time. These can be used during break times. If you are on these media during an inappropriate class time, you will be automatically deducted points for your current assignment without any notice from me.

ADA compliance

Any student with a documented disability needing academic adjustments or accommodations is requested to speak with me as soon as possible, preferably during the first two weeks of class. All discussions will remain confidential. Contact the Services for Students with Disabilities Office (825.5826) if you have a disability or suspect that you have a disability requiring academic accommodations.

*This syllabus is tentative. Assignment & project dates as well as grading opportunities may change as I see fit.

ADVISING

The college of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. The Academic Advisor will set up a degree plan, which must be signed by the student, a faculty mentor, and the department chair. The College's Academic Advising Center is located in Driftwood 203E, and can be reached at 825-3466.

GRADE APPEAL PROCESS

As stated in University Rule 13.02.99.C2, 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 Rule 13.02.99.C2, Student Grade Appeals, and University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade appeal process, students may contact the Office of Student Affairs.

class schedule :: this schedule is tentative and may change at any time at my discretion

Week One

- Introduction, Syllabus, Course Overview
- Lecture and Discussion:
 - How design influences the public
- Research:
 - Find 5 examples to include in your journal. Write a one page review of each example explaining cause, effect and social impact.

Week Two

- Begin reading *The Poster: 1,000 Posters from Toulouse-Lautrec to Sagmeister*
- Keep your reading progress in your journal. Keep notes on each chapter as well as journal a reflection paragraph about your thoughts.
- Research:
 - Find 5 examples to include in your journal. Write a one page review of each example explaining cause, effect and social impact.
- Begin project one

Week Three

- Continue reading in *The Poster: 1,000 Posters & responses*
- Continue research and development for project one
- Find client for project one
- Set meeting with client, faculty and yourself to discuss.

Week Four

- Lecture and Discussion
- Research:
 - Find 5 examples to include in your journal. Write a one page review of each example explaining cause, effect and social impact.
- Turn in project one
- Present ideas to client

Week Five

- Continue reading
- Lecture and Discussion
- Research:
 - Find 5 examples to include in your journal. Write a one page review of each example explaining cause, effect and social impact.
- Project two

Week Six

- Continue reading
- Rough print outs of project two
- Review with faculty and client
- Turn in project two

Week Seven

- Continue reading
- Lecture and Discussion
- Research:
Find 5 examples to include in your journal. Write a one page review of each example explaining cause, effect and social impact.
- Project 3

Week Eight

- Begin reading
- Lecture and Discussion:
- Research:
Find 5 examples from Whole Foods to include in your journal.
Write a one page review of each example explaining cause, effect and social impact.
- Discuss project 3
- Turn in project 3

Week Nine

- Continue reading
- Lecture and Discussion
- Research:
Find 5 examples to include in your journal. Write a one page review of each example explaining cause, effect and social impact.
- Project 4
- Secure client for project 4

Week Ten

- Continue reading
- Lecture and Discussion
- Research:
Find 5 examples to include in your journal. Write a one page review of each example explaining cause, effect and social impact.
- Continue to work on project 4
- Turn in project 4

Week Eleven

- Continue reading
- Lecture and Discussion
- Research:
Find 5 examples to include in your journal. Write a one page review of each example explaining cause, effect and social impact.
- Continue to work on project 5/6 (series)

Week Twelve

- Continue reading
- Continue to work on projects 5/6
- Present progress to client and faculty

Week Thirteen

- Continue reading, turn in journal this week
- Continue to work on final posters
- Present progress to client and faculty

Week Fourteen

- Outdoor critique
- Gallery show

Graded Activity

- **Six total poster designs**
 - **Each reflecting various periods in poster design history**
 - **Each poster must have a call to action & social/political context**
 - **Each poster must vary in style and theme**
 - **Your final project will be a 2 poster series (#5 & #6)**
 - **Each project is weighted the same**
 - **Your final grade will be the average of all posters plus your journal grade**
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