

ARTS 4361

GRAPHIC DESIGN III

SPRING 2008
PROFESSOR:
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OFFICE HOURS:

TUESDAY & THURSDAY
3:30 PM
CA 208

FRIDAY BY APPOINTMENT

CLASS BLOG:
[HTTP://ARTS4361.BLOGSPOT.COM](http://arts4361.blogspot.com)

COURSE DESCRIPTION

This studio course will teach students how to develop creative strategies for problem solving in a client-based environment. This studio focuses on two-dimensional and three-dimensional design as it applies to packaging design, publication design and design for social awareness.

COURSE OBJECTIVES & PURPOSE

- Push you to think critically and question the design world in which you exist
- Work with the community to establish a social responsibility in graphic communication
- Work with new design media
- To better understand the business of graphic design
- To understand 3-dimensional design principles & challenges

COURSE PRE-REQUISITES

ARTS 3360 & ARTS 3361 & ARTS 2361 is a prerequisite for this course. Students should have a general understanding of Adobe software applications. Students should also be familiar with the Macintosh interface. Students should be familiar with history of graphic design, typography and mounting procedures. If this is not the case, and you have not taken ARTS 3360, 3361 and ARTS 2361, please meet with me during office hours or schedule a time on Friday.

REQUIRED TEXTS

Meggs' History of Graphic Design
by Philip B. Meggs (should already have from ARTS 3360)

Subscription to Communication Arts Magazine
Subscription to Archive Magazine

REFERENCE TEXTS

- Graphic Design, The New Basics by Ellen Lupton and Phillips Jennifer Cole
- Pantone Guide to Communicating with Color by Leatrice Eisemann
- Adobe Illustrator Classroom in a Book
- Adobe Photoshop Classroom in a Book

REQUIRED MATERIALS

- Portable media: Jump drive/ USB drive. At least 1 GB
- Process notebook: Black 3 in. 3-ring binder w/ plastic sleeves & tab dividers for each project and notes
- Moleskin Plain Notebook (small or larger) Can be purchased at Amazon.com or at Barnes and Noble for around \$10 or less.
- Mounting supplies: Foam core (provided), 3M Super 77 spray mount glue (provided), & XActo knife NOT PROVIDED

ARTS 4361

GRAPHIC DESIGN III

GRADING OPPORTUNITIES

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

Major projects will total 60% of your final grade. Exams will be 30% of your final grade. Class participation/process will total 10% of your final grade.

MAJOR PROJECTS

There will be three 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.

EXAMS

There will be two major exams. One at midterm, one at finals. This will cover historical context covered in the semester, lectures, font recognition, terms, software techniques and other material in readings.

CLASSROOM POLICIES

LATE WORK

This class will be run as a professional practice agency. Deadlines must be met in the industry or else you lose the job. In the classroom, 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 required to bring in good/bad design every second class of the week. This will count toward your participation grade. You are also 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. Also, you will be working in various small groups according to each project. This will count toward the final grade of your projects.

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.

STUDIO WORK TIME

We share CCH 231 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. There is very little outside of class time opportunities to work in CCH 231. Therefore, you must make the most of your time in the studio. CA 201 is also available with 5 computers.

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.

SOCIAL NETWORKING

Lab time should only be used for studio work appropriate to the course. No social networking is allowed except during breaks. This includes MySpace, Facebook, twitter, etc as well as email. If you choose to network during class time, your current assignment may be deducted one letter grade.

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.

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.

CLASS SCHEDULE :: THIS SCHEDULE IS TENTATIVE AND MAY CHANGE AT ANY TIME AT MY DISCRETION

Week One

Introduction, Syllabus, Course Overview.

- Handouts for review and reference
 - Lecture :: Design and Social Change
 - Lecture :: Designers who make a difference
 - Look at several case studies
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Week Two

- Discuss project one, social awareness campaign :: group project (3)
 - Meet with client (on-site at client location)
 - Turn in field trip forms
 - Break into creative groups
 - Write design brief
 - Define target audience
 - Present design brief to client
 - Define time line for project
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Week Three

- Lecture :: Working pro bono and for non-for-profit organizations (pros & cons)
 - Work in class on project
 - In Class critique of progress
 - Send PDFs of progress to client
 - Lecture :: Story boarding How To
 - Examples of commercials, good & bad
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Week Four

- In Class critique of project
 - Begin to finish project
 - Meet with client for final tweaks
 - Print in class
 - Work in groups to prepare presentations
 - Present to client in UC
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Week Five

- Recap of project one. Challenges?
 - Discuss project two :: Publication Design
 - Lecture :: Publication Design Practices (review)
 - Lecture :: The Grid
 - Lecture :: Fibonacci Series (review)
 - Begin work on project two
 - Define TA
 - Write design brief
 - Establish document in InDesign :: grid structure & Fibonacci series
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Week Six

- Continue to work on project two
- Present design ideas to class for feedback
- Complete mood board
- Present mood board
- Compile text/copy for editorial section
- Compile imagery for layout/covers, etc
- Begin to layout pieces in studio time

ARTS 4361

GRAPHIC DESIGN III

Week Seven

- Continue with layout of project two
 - In Class critique
 - Work in studio this week to make headway on project
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Week Eight

- In Class critique of progress
 - Print outs in black and white
 - Guest designer in class to critique your progress
 - Prepare files for printer
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Week Nine

- Print project two
 - Mount
 - Practice presentation techniques
 - Present to panel of professionals
 - Recap of project two
 - Discuss project three :: Packaging Design
 - Determine client for packaging design
 - Lecture :: Packaging Design practices (review)
 - Lecture :: Making a Box (folding, scoring and designing)
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Week Ten

- Continue work on project three
 - Complete die for box design in Illustrator
 - Print out die and test with mock up
 - Begin graphics in Illustrator
 - Work in class studio time
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Week Eleven

- Continue work on final project
 - In Class critique of progress
 - Studio work time all this week
 - Bring in packaging subject to class
 - Test subject in the mock up package
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Week Twelve

- Project three should be 60% complete
- Continue to work in class
- Professional guest to critique your work
- By end of week, work should be at 80% complete

ARTS 4361

GRAPHIC DESIGN III

Week Thirteen

- Project three should be 90% complete by the end of this week
- Final In Class critique
- Prepare presentation to professional panel
- Make any necessary prints in class
- Begin putting final piece together

Week Fourteen

- Finish project
- Present to professional panel in UC on final exam day

By signing the contract below, you are acknowledging the below classroom policies. If you break this contract by not complying with a classroom policy, you are will have a reduction in your final grade.

I, (write name here) _____ agree to follow the below policies for the duration of the semester. I understand that if I do not follow these policies, I will have a reduction in my final average in the course.

POLICIES:

I. Cell phones are NOT allowed to be ON in class. They must be turned off completely; not on vibrate. If you have an emergency call you are expecting, you must inform me prior to class.

II. Checking email during class is NOT allowed. You will have a 15 minute break during class to check your email.

III. Social Networking is NOT during class. This includes MySpace, Facebook, Twitter, Email, etc. These websites may be visited during your 15 minute break only.

IV. Texting during is NOT allowed in class. Cell phones must be turned completely off. No texting is allowed.

V. Typing during lectures or presentations is NOT allowed. You may not work on assignments or type anything during lectures my the professor or other students.

VI. Turning in any work late is NOT allowed. Deadlines are very strict and NO late work will be accepted.

VII. Using imagery from the internet for any assignment is NOT allowed. This is considered plagiarism.

VIII. Speaking badly about other professors or students is NOT allowed in the classroom at any time.

IX. Leaving class early without being dismissed is NOT allowed and will count as an absence for the day.

X. Working on other classes projects/assignments during our class time is NOT allowed.

Name

Date