

graphic design studio 1

spring 2019 syllabus

continuation of art2200

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section 1: MW 8:00–10:50 J1301
final exam: 8:00–10:30 Friday, April 26
office hours: MW 11–2 by appointment only

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section 3: MW 11:00–1:50
final exam: 11:00–1:30 Friday, April 26
office hours: email/talk in class for appt.

OBJECTIVES

At the end of this course students will be able to: define and apply typographic and graphic design terminology; describe and apply the design process for various contexts, formats, and problems; apply grid systems to solve design problems; create solutions to design problems in the form of trademarks, editorial design, posters, and information design.

EXPECTED KNOWLEDGE

Students are expected to have: a firm grasp of the principles and elements of design; graphic design skills indicated by success in art 2200; sophomore-level drawing skills; and good craftsmanship.

EXPECTATIONS

Come to all classes prepared with supplies, this syllabus, and anything else you need to do and show your work. Take notes. Ask questions if anything is unclear. Participate in discussions and critique. This includes contributing to discussions and critique of your own and others' work, as well as diligently working on your own projects during the class period. Performance, including active engaged participation in critiques and discussion, attendance, and timeliness will influence your grade. There is no required textbook for this class.

FACULTY CONTACT

Your official ecu email account is the primary mode of communication between graphic design faculty and students. You are required to check your email frequently. Important class information may be sent via email; you are responsible for that information. We will usually reply to email within 24 business hours. Thus, if you email us on Friday afternoon do not assume that you will get a reply until Monday afternoon. It is wise to make an appointment via email prior to stopping by your professor's office.

Again, email is usually the best way to get in touch with us. A few tips for better communication: Sign your entire name/don't make us guess who you are; use clear subject lines; think about whether personal matters might be better dealt with in person; give us whatever information we need to understand and take action; proofread your email before sending it and check that the overall tone is appropriate; double check the "to" field. Replying to an email received through the listserv will send your email to the entire listserv. Always check the "To" field in any email sent.

LISTSERV

All students currently enrolled in graphic design courses are required to subscribe to the Graphic Design Listserv. If you are not subscribed to the mailing list, ask for directions.

Again, when you press "reply" to an email sent to the listserv it will reply to the entire listserv. This includes all the graphic design faculty, all undergraduates in the program, as well as many alumni.

ABSENCES

Much of the learning in this class happens during discussions. That cannot happen if you are not here. You should attend class consistently. Three absences are allowed without penalty as long as the work from the missed days is completed. There is no difference between excused and unexcused absences. Three tardies (more than 5 minutes late) equal one absence. If you are tardy 30 minutes or more you will be marked absent. For your fourth (and any subsequent) absences your semester grade will drop one letter (e.g. from an a to a b, etc.) After five absences you fail the class.

CRITS & PRESENTATIONS

You are expected to participate actively in crits and be prepared and professional for all presentations. A crit is a class discussion about work. Crits could include a monologue by the professor, class comments (led by the professor or a designated student), or response to questions posed by the author of the work being discussed. Failure to actively participate in crits (e.g. not having work to share, not posing questions to peers or offering feedback, etc.) will adversely affect your grade.

LEARNING TECHNOLOGY

Teaching and learning in this course will focus on both the methods and processes of design, as well as the tools of design. Today the tools of design include traditional hand methods as well as the Adobe graphic design software and the Macintosh computer. To learn how to correctly use the Adobe software (primarily Illustrator and InDesign plus some Photoshop), you will use lynda.com lessons.

YOUR WORK

Do not expect anyone to take you or your work seriously if you do not. Work must be prepared for viewing or it cannot be posted for crit, will not be discussed, and you will be given a zero for the day. Being prepared means having your work printed before the start of class. If you are printing your work as crit starts you will not be allowed to display it for crit, nor will we discuss it with you individually.

GRADING is based on quality of work, quality of presentation, and classroom participation (including preparation for discussion as described in this syllabus.) Specific grading criteria for each project will be presented on the project sheet as the project is introduced.

A Excellent work that goes above and beyond project requirements. Smart and well crafted. Meticulous in all detail.

B Very good work that somewhat goes above and beyond project requirements. Reasonably well conceived and an acceptable level of craftsmanship.

C Average work that meets the requirements of the project in every respect. Ordinary.

D Work that does not meet the requirements of the project. Poorly crafted, careless, little time invested, or did not fully follow the assignment.

F Work irrelevant to the assignment. Weak or plagiarized work. (Significant or repeated plagiarism will be referred for university discipline and will result in expulsion from the class and/or a grade of F in the class.)

SCALE

A 100–94%	A– 93–90%
B+ 87–89%	B 83–86%
B– 80–82%	C+ 77–79%
C 73–76%	C– 70–72%
D+ 67–69%	D 63–66%
D– 60–62%	F below 60%

ASSIGNMENTS

You must complete all assignments, quizzes, and exercises (even ungraded ones) to pass this class. Failure to turn in a project will result in the semester grade of "f."

Your name needs to be clearly visible (preferably on the outside) of the folder when you turn it in. If your name is not clear, it will be treated as if you did not turn it in at all. Note once again that having work prepared in advance of the deadline is imperative. Do not try to throw things together as class begins.

Do not think that "your work" means just finished design work. Process work and class participation are part of the class and your grade. See "late projects," below.

Additional projects, quizzes, etc. that are assigned are required. You must complete the project, pass the quiz, etc. in order to pass the class.

LATE PROJECTS

Projects are due fully prepared at the start of class. If you arrive late, or if your project is not fully prepared at the start of class it will be considered late. Late projects will automatically lose the equivalent of one full letter grade (e.g. from a b to a c). If you choose to submit a project late, you have an additional week to work on the project. For example, if your project was due on a Monday you have until the following Monday to turn it in for a loss of one grade. If you do not turn the project in when it's one week late, it will lose one point for every class meeting thereafter. Even if the loss of points results in a zero score for the project, you must turn it in to pass the class and that assignment cannot be resubmitted for an improved grade.

Note also that each process step has a due date. Missing the process due date (including an absence without arranging to turn work in early) will result in a loss of 2 points on the project grade. (Exceptional work on any process step can—at the discretion of the instructor—be rewarded 1 bonus point.

REWORKING PROJECTS

You are able to improve your grade for two projects by resubmitting them. The revised grade will be an average of the grades received on the original and revised projects. Revised projects are due two weeks after your grade is returned to you. You may select which projects to revise.

WORK LOAD

Most of our class time will be spent in critique, lecture, or work session. You are expected to work outside of class. To earn an average grade in this class you can expect to spend approximately two hours of out-of-class time for each contact hour. This class is demanding and you will be expected to push your potential, stretch your creativity, think, write, and design as if you are training to be a graphic designer.

CHECKLISTS

You need to organize your work schedule. We strongly suggest making checklists for yourself. There will be several times throughout the semester when we will provide checklists. You may be required to check off what you have done and sign the list. If a checklist is required, you will not get credit for your work unless you turn in the signed checklist. If you have indicated that you have done any item on the list and it is clear that you have not, you will lose a full grade (e.g., an b+ project will become a c+ grade for the project.)

Checklists can be very useful in many situations. The band Van Halen famously had a contract rider for their concerts. The rider specified, among other things, that there would be M&Ms backstage and that there could be no brown ones. People assumed that they were pampered, self-indulgent egoists. (The Rolling Stones added a rider to their contract indicating that they were glad to have extra brown M&Ms.) While it is certainly possible that they were, indeed, pampered, self-indulgent egoists, Van Halen's show was, for its time, quite technical and failure to follow their checklist had, in the past, caused a stage collapse and a near electrocution of several of Van Halen's roadies. A quick look backstage for M&Ms allowed the band to see whether their checklist was not being followed.

PLAGIARISM

is the taking of credit for other people's work either overtly or by implication. It is common that graphic design involves the work of several parties. Clearly stating what you did and what others did will help you stay clear of plagiarism. If your work is in any way modeled after other work, show us the "original" and explain the relationship of your work to the work it is modeled after. Clearly credit all contributions. Plagiarism also includes submitting the same project for 2 different courses without the prior consent of both instructors.

If you have any question about whether something constitutes plagiarism or is otherwise unacceptable, ask. Overt plagiarism will result in a failing grade in the class and/or our referring the case to the Office of Student Rights and Responsibilities for an Academic

Integrity Board hearing. For additional information go to: http://www.ecu.edu/csstudentaffairs/osrr/students/conduct_process.cfm

ACCOMMODATIONS

East Carolina University seeks to comply fully with the Americans with Disabilities Act (ada). Students requesting accommodations based on a disability must be registered with the Department for Disability Support Services located in Slay 138 (252) 737-1016 (Voice/tty).

SUPPLIES

Bring all supplies to class every day starting on the second day of class. You will need the following:

- sketch book or letter size paper for sketching (3 hole punched or leave room at the left to punch later)
- 3 hole letter size plastic sleeves (hole reinforcements may be needed)
- pad of tracing paper (usually available in 9" x 12" but you will have to cut down to letter size.) You will use a bunch of tracing paper over the semester.
- black pens: black drawing pens varying in size (Sharpie, Staedtler, Micron, Copic) Purchasing refillable felt-tips and ink will save you time and money in the long run.
- assortment of fine point colored pens.
- Olfa art knife with breakaway blades
- Scotch double-sided permanent tape
- Scotch Super77 spray adhesive
- portable hard drive USB powered at least 500 GB (you may also want one or more flash drives.) A neoprene case would be wise but is not required.
- earphones or earbuds.
- bag or case that holds all of the above.
- 15" or longer steel ruler (cork backed)
- metal T-square and/or metal triangle
- self healing cutting mat 12" x 18" minimum
- Printing budget of at least \$50 for the semester

Accommodations are made for visible physical conditions, as well as issues such as depression, adhd, and other 'invisible' conditions that may impair your ability to complete this course successfully. Any accommodations disclosed to the instructor are confidential. Informing the instructor at the start of the semester about any conditions or issues is essential to helping you succeed.

No matter what your abilities or disabilities, if you are working and need our help, we will help you. Remember, however, that we are not mind readers. You have to tell us that you need help.

TECHNICAL NOTES

Back up your work. Complete redundant backups. Use the cloud or your external portable hard drive, and back it up regularly to your Pirate Drive, or some other secure place. Do not leave files on 1301 hard drives. All files left on these computers are purged each week. A lost file is not an acceptable excuse.

Keep your files in order and backed up, because it's not a matter of if your files get lost and you need your back-up but when. Be prepared when this happens; it will happen to you sooner or later.

Your 1 Card will give you 24 hour access to the Jenkins Fine Arts Center and access to room 1301 during lab hours. (Watch your email and signs on the door of 1302 for lab hours.) Do not prop doors open or otherwise circumvent security or you will lose that privilege. Respect the equipment, do not misuse equipment, materials, or supplies or you will lose access to this resource. Drinks and food are not allowed in the vicinity of the computers (only at the large conference table.)

If you need to work beyond the lab hours, Joyner Library has Macintosh computers equipped with the Adobe Creative Suite, as does the Austin computer lab, and many of the dormitory labs have at least one Mac equipped with the Creative Suite. If you have trouble finding the correct computers or software in any of the labs, ask the lab attendant for help.

WELL-BEING

If you find yourself struggling with your mental or physical health, please do not hesitate to approach me or contact the Center for Counseling directly at 252-328-6661 (press 2 if after-hours).

DISRUPTION

We are certain that everyone is in this class because of a desire to learn so we will all act in a civil and cooperative manner but ECU's policies on class disruption can be found at <http://www.ecu.edu/csacad/ugcat/regulations.cfm#disruptive>

EMERGENCY/WEATHER/ETC.

In the event of weather emergency, information can be accessed through the following sources: ECU emergency notices www.ecu.edu/alert or the ECU emergency information hotline at 252-328-0062. (DE statement might be: Should adverse weather, technology problems, or other situations interfere with delivery of this class, you will be contacted via email.)

In the event that face-to-face classes are suspended due to a catastrophe or other serious event, we will do our best to continue instruction to those that are able to participate. When classes are suspended, you will receive an email detailing how we will proceed.

If there is a weather- or other safety-related emergency, be smart. Coming to class is important but not at the risk of serious injury.

NOTE

1301 will not be accessible during these holidays:

Martin Luther King's Birthday
(Monday, January 21)

Spring Break

(March 2–10)

Good Friday/Easter break
(April 19–21)

Reading Day
(April 24)

Finals begin April 25