

## GRAPHIC DESIGN III

### SYLLABUS

**ART 4403-01**

**8:00AM-10:30AM M/W**

Joey Hannaford

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<http://uwghannaford.blogspot.com>

### COURSE DESCRIPTION AND OBJECTIVES:

Continuation of research in subjects covered in Graphic Design II, in addition to which students will gain a greater understanding of visual logic. Design problems will be studied holistically through assignments that stress dynamic relationships inherent in context, form and content to gain a deeper understanding of the development of design systems and concepts. Design history research as it relates to relevant topics is incorporated.

### LEARNING OUTCOMES:

After completing this course, students will be able to

- Understand the procedure for research criteria as a basis for concept development and sequential design
- Demonstrate a disciplined and cohesive approach to examining organic and constructed elements, applied to aspects of design such as texture, rhythm, form, contrast, progression and sequence
- Demonstrate a thorough knowledge of content development carried out through sketching, journaling, and exploration of image-generating techniques by hand utilizing constructed elements to create personal design solutions as appropriate
- Display the ability to make judgements concerning their own work as well as the work of others based on a functional knowledge of concepts, sequential content, composition, typeface selection, visual hierarchy and the use of type as "voice"
- Utilize drawing and a wide variety of media as a basis for concept development
- Express, in critique situations, the proper use of the vocabulary of design to formally analyze composition, use of positive and negative space, and concepts and effectiveness of the applications of concept development
- Work within the predictable stages of the creative process as it applies to design and work flow
- Demonstrate knowledge of Design history as it relates to relevant topics is incorporated

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## G D I I I S Y L L A B U S

The class atmosphere is inquisitive and serious. You are expected to be present and prepared for class/individual meetings on time and to become immediately engaged in the problem at hand. \_\_\_\_\_

Throughout the semester, I will check on progress through individual and group critique. It is imperative that you consider design as an activity requiring intelligence, discipline, patience, diverse thinking, and self motivation. Solutions to problems emerge from the design process, and can only be successfully realized through dedication and motivated effort. This class is supplemented with lectures, critiques, and exercises. \_\_\_\_\_

In this class, students will be assigned reading, research, a program of development of ideas through sketching by hand that will result in assignments that are turned in for a grade. The process of development of ideas is considered as important if not more important than final results. Each step in this process is to be taken seriously. \_\_\_\_\_

Your overall work habits, classroom participation, attendance, professionalism, attitude and willingness to accept constructive criticism will be taken into consideration when assigning your final grade for the course. \_\_\_\_\_

### NOTE TO STUDENT

By choosing to remain in this class, you agree to abide by the standards set forth in this syllabus.

\_\_\_\_\_

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**REQUIRED TEXTS:** (you should already have these two books....)

**TYPOGRAPHIC DESIGN**

by Rob Carter

**THE ELEMENTS OF TYPOGRAPHIC STYLE**

Robert Bringhurst

Publisher: Hartley and Marks Publishers; 3rd edition (October 9, 2004)

Language: English

ISBN-10: 0881792063

ISBN-13: 978-0881792065

There may be another textbook assigned to you as soon as I receive a review copy. Other readings through the semester will be assigned.

**REQUIRED SUPPLIES:**

You will need right away and will be responsible for having at every class period throughout the semester:

- 11" x 14" pad of tracing paper
- Markers---black sharpies (both small and large)
- 1 roll of 1" white artists tape
- Cork-backed metal ruler, minimum of 12", 24" is better
- 90/45 degree triangle, minimum 12" tall on longest end
- Lots of #2 or HB pencils & sharpener OR Mechanical pencils with .05mm leads
- Exacto knife + large number of #11 blades
- Kneaded eraser
- Glue stick
- 12" x 18" self-healing cutting mat (slightly smaller or larger is fine if you already have one)
- thumb/flash drive, 2G minimum (4G would be better)

You will also need to purchase the following as needed:

- approximately 20-30 sheets of Epson ink jet photo paper for printing, 13" x 19"
- Black foam core board, as needed per assignment (buy as needed)
- Double Tack mounting sheets, as needed per assignment

Throughout the semester, you may be asked to purchase other supplies as each project dictates. Each final project will be required to be mounted on black foam core using Double Tack sheets. You may wish to stock up on these items or buy as you need them. I do caution you, however, that supplies of these at the local stores often run low when you most need them (in other words, when everyone else is trying to buy them at the same time when a project is due.)

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### EVALUATION/GRADING:

The student's FINAL course grade will be determined by the following:

Module Grades/Assignments =70% [10% each]

Mid-term exam + Quizzes-10%

Final Exam (cumulative test given at the end of the semester) =10%

Daily Performance-10% \_\_\_\_\_

### COURSE MODULES: 70% [see Sample Grading Sheet in this Handout]

There will be course modules throughout the semester broken down into the approximate categories:

#### Systems and Visualization

#### Graphic Design Research

#### Visual Coding

#### Redesign of The Eclectic Literary Journal

### MID-TERM EXAM + QUIZZES=10%

There will be a Mid-Term Exam on all readings, discussions, terminology, blog postings, online assignments and concepts covered in the textbook and all handouts up until that point. There may also be periodic Quizzes given, announced or unannounced. \_\_\_\_\_

### FINAL EXAM=10%

There will be a Fnal Exam on all readings, discussions, terminology, blog postings, online assignments and concepts covered in the textbook and all handouts throughout the semester. \_\_\_\_\_

### DAILY PERFORMANCE=10%

Each class day, students will be evaluated as to whether they have met the requirements for that day's class. This includes: arriving with all required supplies and materials, completion of all reading and research requirements, active participation in class proceedings and critiques, following Class and Lab Rules (see page in this handout) \_\_\_\_\_

Your overall work habits, classroom participation, attendance, professional attitude and willingness to accept constructive criticism will be taken into consideration when assigning your final grade for the course. **This impression, bad or good, can potentially override the numerical calculations of your final grade at the end of the semester.** \_\_\_\_\_

THE INSTRUCTOR RESERVES THE RIGHT TO CHANGE THE NUMBER OR ALTER THE SEQUENCE OF MODULES DURING THE COURSE OF THE SEMESTER AS CIRCUMSTANCES REQUIRE. IN RESPONSE TO THIS, THE INSTRUCTOR RESERVES THE RIGHT TO CHANGE THE PROPORTIONAL PERCENTAGE THAT COURSE MODULES INFLUENCE FINAL GRADES.

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### ASSIGNMENTS:

Projects are due at the beginning of class. Any project turned in more than 15 minutes after the beginning of class the day an assignment is due will no longer be eligible to receive an "A" and will be awarded a "B" at best.

\_\_\_\_\_

Do not expect to work on/complete assignments during class the day an assignment is due unless otherwise instructed. \_\_\_\_\_

No projects will be accepted after the end-of-day [i.e.: 6:00pm] a project is due and a grade of "0" will be given after that. \_\_\_\_\_

You may not re-do assignments. \_\_\_\_\_

How to receive an "A" on an assignment:

- 1.) You must meet or exceed the objective of the assignment
- 2.) That assignment must be completed and turned in on time
- 3.) Strong ideas, consistent, enthusiastic trial-and-error development throughout the duration of the project
- 4.) Perceived amount of time spent on the project inside and outside of class
- 5.) High level of craftsmanship.

\_\_\_\_\_

### DAILY GRADES: 10% OF FINAL GRADE

Regardless of specific assignments, you will ALWAYS be expected to arrive to EACH class with work that demonstrates significant progress since the last class meeting. You must be self-motivated and resourceful; don't not wait on me to tell you everything. There is a direct relationship between the amount of work you do and the quality of your final projects, thus your final grade will be severely affected by the quantity and quality of your homework. On days when you do not have specific instructions for homework, simply keep in mind the above. Your ultimate success on any given project or this class as a whole depends on a consistent, enthusiastic work ethic, and not being self-motivated will ultimately work against you.

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## G D I I I S Y L L A B U S

You will receive a grade sheet similar to this one when each graded assignment is returned to you. The points awarded or not awarded are clearly outlined. If you would like to discuss your grade, it is recommended you send me an email and make an individual appointment rather than discussing it in class

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### SAMPLE GRADE SHEET

Student Name \_\_\_\_\_

Project Name \_\_\_\_\_

10 pts///Professionalism & Motivation (possible 5 pts each)

\_\_\_\_ willingness to accept constructive criticism

\_\_\_\_ consistent progress (in and out of class)

Total \_\_\_\_\_

30 pts///Process (possible 7.5 pts each)

\_\_\_\_ research

\_\_\_\_ ideation/conceptualization

\_\_\_\_ sketching/prototyping/experimentation

\_\_\_\_ process documentation

Total \_\_\_\_\_

40 pts///Realization (possible 10 pts each)

\_\_\_\_ overall concept

\_\_\_\_ overall composition

\_\_\_\_ typographic subtlety

\_\_\_\_ fulfillment of objectives

Total \_\_\_\_\_

20 pts///Execution (possible 5 pts each)

\_\_\_\_ digital record

\_\_\_\_ printing craft

\_\_\_\_ mounting craft

\_\_\_\_ overall attention to detail

Total \_\_\_\_\_

Total Points \_\_\_\_\_

Final Grade \_\_\_\_\_

Comments:

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### GRADE SCALE

**A** All work is completed as assigned and reflects outstanding achievement both in quantity and quality as well as an outstanding ability to communicate and execute ideas. The student displays an exceptional attitude in critique participation, response to criticism, and professional conduct. (Very difficult to attain.)

**B** All work is completed as assigned and reflects above-average achievement both in quantity and quality. The student displays a positive attitude in critique participation, response to criticism, and professional conduct. Student displays an above-average ability to communicate and execute ideas. (Difficult to attain.)

**C** All work is completed as assigned and reflects acceptable achievement both in quantity and quality. The student displays a positive attitude in critique participation, response to criticism, and professional conduct. Student displays an acceptable ability to communicate and execute ideas. (Most students receive this grade.)

**D** Student achievement is below average in quality and/or quantity. Student response to criticism, professional conduct, and participation in critique is below acceptable standards or reflects an indifferent attitude. Student work reflects an inability to satisfactorily communicate and execute ideas.

**F** Student work and attitude reflect an unsatisfactory level of achievement both in quantity and quality. Student exhibits an unsatisfactory ability to communicate and execute ideas and a pattern of low productivity. Student attendance record may be unacceptable. Student's lack of participation in critiques, poor response to criticism, and inappropriate professional conduct will result in a failing grade.

**W/WITHDRAWAL-PASSING** A student may request a "W" grade for any reason, any time, up to the deadline set by admissions. A "W" will be initiated by the instructor in cases of excessive absence of more than 5 absences, disruptive or otherwise unacceptable behavior in the classroom. The student will receive one warning prior to withdrawal by instructor.

**WF/WITHDRAWAL-FAILING** A student will be given a "WF" grade for any reason, any time after the last deadline for Withdrawal determined by the Registrar. A "WF" will be initiated by the instructor in cases of excessive absence of more than five absences, disruptive or otherwise unacceptable behavior in the classroom. The student will receive one warning prior to withdrawal by instructor.

**I/INCOMPLETE** This grade is reserved exclusively for cases in which severe illness, serious injury, or personal tragedy results in the inability of the student to complete the course work by the end of the semester. The instructor must be informed of the situation as soon as possible and arrangements made to complete the course requirements at a later date. The student must be in good standing in the course prior to the event causing the request for an Incomplete.

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## ATTENDANCE POLICY

Attending all class sessions is mandatory. Class time plays a significant role in your education and this policy is strictly upheld. In-class experiences cannot be substituted or replicated in any other way. All absences count equally regardless of cause (including illness). \_\_\_\_\_

Consistent and prompt attendance develops responsible professional behavior and insures that students have access to the full range of experiences and information necessary to complete class assignments and acquire the skills and knowledge emphasized in a university education. \_\_\_\_\_

Students should be informed that the allotted absences are to accommodate routine illness, weddings, car trouble, etc. Doctor appointments, advisor conferences, trips to supply stores and labs, employment, etc., should not be scheduled to conflict with class. \_\_\_\_\_

Faculty cannot be placed in the position of determining which absences are excusable and which are not. Absences are absences regardless of the reason, so it is not necessary for you to provide doctor's notes. \_\_\_\_\_

If there are documented special circumstances that the instructor needs to take into consideration, it is the student's responsibility to inform the instructor in a timely fashion. \_\_\_\_\_

Prolonged illness should be verified by a physician and may require the student to withdraw from class if he/she cannot complete work in a comprehensive and timely manner. \_\_\_\_\_

Student absences during the semester are not expected to exceed the number of times the class meets in one week. Since this class meets twice a week, absences excused or unexcused two absences are allowed without penalty. Any absences or tardys beyond two will negatively affect the final grade for the course. \_\_\_\_\_

Tardiness is defined as being late for classes/meetings and/or departing before classes/meetings have been formally dismissed by the instructor. Tardiness that exceeds ten minutes will be counted as an absence. Two tardies are counted as one absence. \_\_\_\_\_

At two absences, the student's grade will be lowered by one full letter. \_\_\_\_\_

If the student accrues three or more absences, he/she may be withdrawn from the class with a W or a WF, depending on the university withdrawal date. \_\_\_\_\_

Students are responsible for any material missed due to tardiness or an absence. Students should contact classmates to get this information before arriving to the next class. Do not expect classmates to use class time to tell you what you missed. Do not ask the instructor to review what you missed. Do not use absence(s) as an excuse for not being on schedule with assignments. \_\_\_\_\_

If you are unable to attend class on a critique/deadline day, it is your responsibility to inform the professor of your absence via email before class and in a timely fashion. It is also your responsibility to either email your document(s) for grading or have a classmate submit your assignment(s) before class. Absences are not a valid excuse for falling behind and/or failing to meet deadlines. \_\_\_\_\_

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## CLASS RULES

I will keep a blog at <http://uwghannaford.blogspot.com>. The blog is a class record and also a place to share links, documents, and important information about upcoming classes. It is your responsibility to periodically check the blog every single day. I recommend that you check it at least twice a day—in the morning and evening. It is NOT acceptable to claim you have not read the class blog as an excuse. \_\_\_\_\_

Similarly, it is your responsibility to periodically check your email every single day. I recommend that you check it at least twice a day—in the morning and evening. \_\_\_\_\_

If you miss information because you failed to check the blog/your email, your negligence will negatively impact your grade. \_\_\_\_\_

You are required to keep a class blog and update it every week by noon on Tuesday. I suggest wordpress.com. \_\_\_\_\_

Bring all tools/materials to each class period unless otherwise instructed. Failure to do this negatively impacts your daily grades. \_\_\_\_\_

It is essential that you print your work for formal and informal critiques. I will not critique work on a screen. \_\_\_\_\_

Do not interrupt the instructor when engaged in individual critique with another student; patiently wait your turn. \_\_\_\_\_

Smelly and/or noisy foods are not allowed. Beverages in sealable containers are allowed. \_\_\_\_\_

Cell phones are to be turned off/silenced and put away at all times. \_\_\_\_\_

Laptops/computers will be put away/put to sleep during all lectures, critiques, and presentations. \_\_\_\_\_

Take a moment to record the contact information (phone and email) of two classmates that you can contact to obtain missed information.

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## LAB RULES

Students are given 24-hour access to classrooms and the computer lab two weeks into the semester. Once class rosters are submitted to Public Safety, students can enter classrooms by swiping the door entry system with their ID cards. I will inform you when Public Safety activates the card entry system for the class. Keep in mind that rooms are shared with other classes.

You are not allowed to use the classroom or lab when it is reserved for another class. \_\_\_\_\_

You must be currently enrolled in a graphic design class in order to have access to the lab. No exceptions. \_\_\_\_\_

Do not leave files on computer desktops and expect that they will still be there when you return. Always back-up work before leaving the lab. Get in the practice of periodically burning completed files to DVDs for extra security. \_\_\_\_\_

The facilities—both the physical spaces and the computer desktops—are to be kept clean and tidy. Name, label, and organize your files into a folder on the desktop, throw away/recycle your trash, etc. \_\_\_\_\_

No food or drink of any kind—including water—in the computer lab for any reason. No exceptions. \_\_\_\_\_

Never prop the door open. \_\_\_\_\_

When you leave the lab, make sure the lab is secure and the doors are closed. \_\_\_\_\_

The print lab is an awesome privilege and is not to be abused. I expect you to conserve materials and treat the machines with respect. Spell check, double-check, triple-check, and have a classmate review your design before printing. Do small test prints if necessary. Do not engage in wasteful printing habits. If you are caught printing anything that isn't for a class in the print lab, you will be subject to receiving an F in this course. \_\_\_\_\_

**IF YOU FAIL TO COMPLY WITH THESE RULES, YOUR LAB PRIVILEGES WILL BE REVOKED.**

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## PROFESSIONAL CONDUCT

In addition to following all of the other rules set forth in this syllabus, students are expected to conduct themselves in a professional manner in every aspect of this course. \_\_\_\_\_

All correspondence should be composed with care and follow proper letter etiquette (even emails). \_\_\_\_\_

All printed correspondence should be composed and designed with care in InDesign. If contextually appropriate, all printed correspondence should follow proper letter etiquette. \_\_\_\_\_

If a student's verbal skills are lacking, it is his/her responsibility to establish a relationship with the UWG Writing Center (678.839.6513). \_\_\_\_\_

In general, students will meet with the professor twice a week. In an average week, students will have approximately 4.5 hours of scheduled class time to work on assignments in addition to the minimum of 6 hours required outside of class. Therefore, evidence of sincere and significant progress that reflects an investment of at least 10 hours a week is expected. \_\_\_\_\_

Students are expected to be dedicated and self-motivated. Design education must be supplemented with self-directed research. Therefore, students are expected to exercise critical thinking skills, edit, troubleshoot/problem solve, research, seek software tutorials when necessary, etc. on their own volition. \_\_\_\_\_

In order to be successful, students must understand that excellent design solutions are the product of diligent, intelligent process. Process cannot be rushed. An exceptional design may require 20 hours of hard work or 100. Either way, it is the responsibility of the designer to work until excellence is achieved. \_\_\_\_\_

Students are expected to be resourceful and exercise excellent time management skills. For example, it is unacceptable cite printing/technical issues. Students should begin printing with plenty of time to spare for unexpected problems. If a student needs to go to a print shop to print, they should. \_\_\_\_\_

If a student neglects to attend a class/meeting and/or arrives unprepared, the student is not allowed to "catch up" during office hours. Students must accept responsibility for tardiness/absences and failing to meet deadlines/objectives. \_\_\_\_\_

In this course, the professor will address you in a manner consistent to the way in which an art director/client will speak to a designer. Design, being an applied artistic discipline, requires more direct critique. Emotions are inappropriate in critiques. \_\_\_\_\_

A positive, professional attitude is required at all times. Similarly, students are expected to accept and follow constructive criticism. \_\_\_\_\_

Students must address their issues and concerns during class or make an appointment by email to meet with me. Time immediately before and after class is reserved for preparing for the next class. \_\_\_\_\_

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**RULES FOR FORMAL CRITIQUES/PRESENTATIONS/EVALUATIONS**

Presentations/critiques are to be taken seriously. You must present yourself and your work in an efficient, professional manner. When adequately prepared, presentations/critiques are invaluable arenas for criticism, debate, and advice.

• **NO EXCUSES.** Your work should be extensive, well-resolved, nicely printed, and meticulously presented. One should never make excuses of any kind during a presentation. It is unacceptable to cite technical/craft excuses. For example, it is unacceptable to say the following: *The color in this print is off. I had printing issues. I forgot to bring extra resumés. I accidentally cropped this poster too much. This didn't turn out the way I wanted.* Exercise time management skills. Make sure to print and prepare your work with time to spare to rectify technical and craft issues if necessary.

• **PRESENT TANGIBLE EVIDENCE.** It is unacceptable to ask the audience to imagine designs. One cannot critique theoretical ramblings. The following statements are unacceptable: *I was thinking of... I might redo... I haven't resolved... I'm still researching...* If you think a design needs to be pushed a bit more or constructed in an alternate way, do it and present it. Put up or shut up. \_\_\_\_\_

• **PRACTICE.** Practice your presentation at least five times before the real deal. Set a timer, present to an audience of critical friends, make brief note cards if necessary, think about the progression of your work, order of presentation, etc. This is your chance to share your work with others, present it to the best of your ability. Well-developed/-designed work requires no more than three sentences to introduce and explain. Nobody wants to listen to a stumbling/rambling presentation. \_\_\_\_\_

• **DRESS PROFESSIONALLY.** You want to present yourself as intelligent, creative, respectful, and employable. Flip-flops, t-shirts, jeans, etc. are all unacceptable. A full suit is going too far. Exercise discretion. \_\_\_\_\_

• **BE PROFESSIONAL.** Conduct yourself in a polite, professional manner. Make eye contact, stand up straight, and mind your manners. Graciously and sincerely accept criticism. Ask questions if necessary. If you disagree, do not argue, merely initiate respectful dialogue to better understand. Never huff, roll your eyes, argue, get defensive, etc. Make sure your cell phone is off, pay attention to all other presentations, etc. \_\_\_\_\_

**BE PREPARED.** Pack a bag with emergency tools and materials (e.g., tape, erasers, x-acto knife, etc.) for any last-minute mishaps. Bring extra pens and pencils for note-taking. \_\_\_\_\_

**TAKE NOTES.** If you can, take notes. If possible, have a classmate or two take notes for you and then return the favor. \_\_\_\_\_

Failure to observe any of these rules will negatively impact your grade. \_\_\_\_\_

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Student Name	ID	Reg Status	Level	Credits	Grade Detail
Cook, Lauren K.	917329807	**Web Registered**	Undergraduate-Semester System	3.000	
Runnion, Derrick J.	917311251	**Web Registered**	Undergraduate-Semester System	3.000	
Stone, Julie E.	917256243	**Web Registered**	Undergraduate-Semester System	3.000	