

ART 320 Graphic Design I: Visual Solutions

Spring 2020 Syllabus

Introduction

This course is designed to introduce printing process, the development of professional practices, web design, refinement of your design aesthetic and the continuation of software development in solving design problems. This class will include lectures, demonstrations, in-class critiques/reviews and in/outside-class studio activities/ assignments.

Communication with the professor is vital if you have questions or are seeking clarification on any assignments or policies. Please don't hesitate to contact me by email, or in person.

Catalog Description

ART 320 – Graphic Design I: Visual Solutions 3 hrs.

Introductory-level design course oriented toward the development and understanding of the conceptual and creative processes utilized in design to achieve effective visual solutions. Graphics development, page layout, typography, typesetting and production skills in print and web are developed and/or refined.

Course Objectives

- Become sensitive to the visual concerns of typography and image as it relates to the design.
- Encourage designers to conceive, plan, and execute designs that communicate a specific message to a specific audience within the given limitations.
- Encourage and continue development of problem solving skills and concepts
- Acquire design skills required for future career opportunities
- Introduce/reinforce digital technology and best practices as related to the design, printing process and web/digital environment.

Meeting Times

January 13th through May 1st 2020, Tuesday and Thursday, 7:30 to 10:20 a.m. in Ophelia Parrish room 1220/1224

Three credit hour studio course, meets for six in class hours as well as a minimum of six hours of work outside of class per week.

Textbooks

The Graphic Design Reference & Specification Book by Poppy Evans (required)

HTML and CSS: Design and Build Websites by Jon Puckett (required)

Color Index, Color Index 2 and/or *Color Index XL* by Jim Krause (one required)

A subscription to *Communication Arts* (recommended)

Winning Portfolios for Graphic Designers by Cath Caldwell (recommended)

Learning Web Design: A Designer's Guide to HTML, CSS, JavaScript and Web Graphics by Jennifer Niederst Robbins (recommended)

Current industry periodicals as required. (ex: How, CA . . .) (recommended)

Spring 2020

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Office Hours:
MW 1-3 p.m. TTh 2-3 p.m.

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Homeworks

Homework (sometimes referred to as turn and burns) will be given on a daily basis in addition to regular projects. These can range from technical to design issues for you to resolve. You can revise the work as much as needed until the homework is due. If the homework does not get completed by the designated due date you will receive partial credit. If turned in before the following class period credit will be docked 10%, an additional 10% per class late up to 50%. Any work may be revised for more credit IF it was turned in initially on time. ALL late/redo work must be turned in before the last day of class. You may be given multiple assignments at a time.

Quizzes

Quizzes will be over any information from the class blog, lectures, assignments and handouts. If you are tardy the day of a quiz you can only take the quiz if there are still students completing, once all are turned in the opportunity for the points is missed. Unexcused absence the day of the quiz forfeits the quiz points.

Projects

Projects will be larger assignments in conjunction with the homeworks. These will take multiple class periods and can have multiple steps to be turned in. Many of the steps are to deal with the process of design creation.

Tracking Time

You will be tracking the time spent on all work for this course using the website Toggl.com. You should not have to pay for the basic service. Turn in requests of the time-sheet for a project will be at the professor's discretion on the date assignment is due. Homework assignment tracking will not be collected, but it must be logged as the assignment is done to be available for printing at professor's request throughout semester.

Necessary Supplies and Extras

You will have to pay for any prints made in the computer lab, BW and/or color. You will pay at the registration office and then give your receipt to Rusty (BW)/lab monitor (Color). You can also pay by logging in to: secure.truman.edu/art-s Login in, then choose either Print Audit or Print monitor and the amount you want to put on the account. For the Print Monitor you must print out the receipt to turn in with your work.

- Laptop or desktop computer – A laptop can be brought to class to work, but usually has less capability than desktop. A minimum of 8GB of RAM for this class, but 16GB or more RAM recommended to be suitable for future classes.
- Storage Device – USB flash/Jump drive (32GB), external HDD's (larger the better, terabyte+, to back up files, put your name on it!)
- Sketchbook/3 ring binder (for notes)
- Digital Camera (recommended)
- Web browser: Chrome (others are necessary for testing)
- Inkjet Paper (8.5 x 11 and 13 x 19) matte and glossy (Epson to use in OP Output Center)
- Adobe Creative Cloud Software – monthly subscription and Adobe ID. The Adobe ID is to get access to the Adobe software on lab computers, it does not cost you anything to signup for one.
- Spray mount – Super 77 recommended (DO NOT use or even get out when in the OP!)
- Black Foam Core – mount projects on

**You may also need to purchase additional supplies as needed.

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Software

The following software by Adobe will be used this semester: Photoshop, Illustrator, InDesign, Acrobat, Acrobat Distiller, Animate and Dreamweaver. Other software we will use is Text Wrangler and Komodo Edit but this software is free to use.

Cell Phones

Turn it OFF or leave it on mute, so that phone does not disrupt the class. If it becomes a problem you may be asked to leave the class and an unexcused absence will be assessed.

Computers

Laptop computers are allowed in the classroom and work good for working on assignments during class. Audio should be muted during class time. Headphones may be used once the time for work during class has begun, otherwise they should be put away. Laptops should be closed and notes taken by hand during lectures and critiques. If necessary you may be asked to close the computer to be sure attention is on the activity of the day.

Computer lab

Food or drinks are allowed in the labs but NOT at the tables with computers in the lab at ANY time! If this privilege is abused food and drink will be removed from the lab for the remaining of the semester at the professor's discretion.

Spray Mount

Spray mount is not allowed in any of the graphic design labs. If you are caught spraying in this building (other than a designated area in studio area), you will drop one letter grade from the course. Do NOT bring in any bottles/cans of spray mount or the professors will confiscate it.

Absentee Policy

Roll is taken daily.

For MWF course greater than **4** unexcused absences will result in a reduction of your final grade by one letter (five is one letter, six is two, seven is three and eight auto fails).

For TTh course greater than **3** unexcused absences will result in a reduction of your final grade by one letter (four is one letter, five is two, six is three and seven auto fails).

Requests for excused absences should be submitted to the professor (and acknowledged as such) before the class to be missed. This includes sports practice or away competitive events, band or other professor-led group trips sponsored by faculty/university administration. This does **not** include Fraternity, Sorority or other extra curricular type of activities. If you are sick you must notify the professor as quickly as possible. Determination of the absence (excused or not) is at the discretion of the professor. DO NOT ABUSE!

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Tardiness & Leaving Early Policy

Tardiness and leaving early will not be tolerated and if abused will count as full absence. You will be notified by email when the next tardy will count as a full absence. If tardiness is greater than 30 minutes it will be counted as a full absence. I keep very strict attendance records, be warned! Determination of the absence is at the discretion of the professor. DO NOT ABUSE!

Effort Policy

Students who are late to class, unprepared or who do not participate will receive reduced grades when applicable. Any late or incomplete projects will receive partial credit; unless such is the result of an excused absence (in which case every effort should be made to turn in the project early). Excuse-ability will be determined by your effort throughout the course of the project and at the professor's discretion.

Permission

By enrolling in this Truman State University Art Department course, permission is granted by the student, to the university to use any artwork, designs or illustrations, as demonstrative samples of student work for the stated course, in competitions, university publications, websites or multimedia promotions.

Accommodation

TSU will make reasonable accommodations for persons with documented disabilities. Students need to contact the Director of Disability Services and the professor as early in the semester as possible to ensure that classroom and academic accommodations are implemented in a timely fashion. All communication between students, the Office of Disability Services, and the professor will be strictly confidential. If you have a disability for which you are or may be requesting an accommodation, you are encouraged to contact both your instructor and the Student Access and Disability Services Office (x4478) as soon as possible. For more information, see <http://disabilityservices.truman.edu/>.

Emergency Procedures

In each classroom on campus, there is a poster of emergency procedures explaining best practices in the event of an active shooter/hostile intruder, fire, severe weather, bomb threat, power outage, and medical emergency. This poster is also available as a PDF at this link: <http://police.truman.edu/files/2015/12/Emergency-Procedures.pdf>.

Students should be aware of the classroom environment and note the exits for the room and building. For more detailed information about emergency procedures, please consult the Emergency Guide for Academic Buildings, available at the following link: <http://police.truman.edu/emergency-procedures/academic-buildings/>.

This six-minute video provides some basic information on how to react in the event there is an active shooter in your location: <http://police.truman.edu/emergency-procedures/active-shooter/active-shooter-preparedness-video/>.

Truman students, faculty, and staff can sign up for the TruAlert emergency text messaging service via TruView. TruAlert sends a text message to all enrolled cell phones in the event of an emergency at the University. To register, sign in to TruView and click on the "Truman" tab. Click on the registration link in the lower right of the page under the "Update and View My Personal Information" channel on the "Update Emergency Text Messaging Information" link. During a campus emergency, information will also be posted on the TruAlert website <http://trualert.truman.edu/>.

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Academic Integrity/Plagiarism/Cheating

Personal and scholarly integrity are expected of everyone in the class. Failure to live up to those responsibilities, risks earning a failing grade on the assignment/examination, a failing grade for the course, and/or in serious cases expulsion for the academic program or University. The University policy on academic dishonesty as published in the Student Conduct Code and General/Graduate Catalog applies (http://catalog.truman.edu/content.php?catoid=13&navoid=625&hl=academic+dishonesty&returnto=search#Academic_Dishonesty).

Disclosure - Title IX

Truman State University and its faculty are committed to supporting our students and fostering an environment that is free from bias, discrimination, and harassment. If you have encountered any form of sexual misconduct (e.g., sexual assault, sexual harassment, stalking, domestic or dating violence), we encourage you report this to the University. If you speak with a faculty member about an incident of misconduct, that faculty member is a “mandated reporter” and must notify Truman State University’s Institutional Compliance Officer and share the basic fact of your experience. The Officer will then be available to assist you in understanding all your options and in connecting you with resources both on and off campus. If you would prefer to have a confidential conversation about an experience, the counselors at University Counseling Services are NOT mandated reporters and they can be reached at 660-785-4014. For after-hours crisis counseling, call 660-665-5621. For more information regarding Truman’s policies and procedures relating to any form of gender discrimination, please see <http://eoaa.truman.edu/university-non-discrimination-policy/> and <http://eoaa.truman.edu/complaint-reporting-resolution-procedure/>.

FERPA

Education records are protected by the Family Education Right to Privacy Act (FERPA). As a result, course grades, assignments, advising records, etc. cannot be released to third parties without your permission. There are, however, several exceptions about which you should be aware. For example, education records can be disclosed to employees or offices at Truman who have an “educational need to know”. These employees and offices may include your academic advisor, the Institutional Compliance Officer, the Registrar’s Office, or Student Affairs depending on the type of information. For more information about FERPA, see <http://www.truman.edu/registrar/ferpa/>.

Disruptive Behavior

Behavior that persistently or flagrantly interferes with classroom activities is considered disruptive behavior and may be subject to disciplinary action. Such behavior inhibits other students’ ability to learn and an instructor’s ability to teach. A student responsible for disruptive behavior may be asked to leave class pending discussion and resolution of the problem and may be reported to the Office of Student Conduct.

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Grading

Final course grade will be determined based on points acquired throughout the semester. Each assignment will be given a point value and graded based on requirements set at the time it is assigned. This can/will include togggl.com reports, critique participation, quizzes, projects and assignments. Every assignment must be completed and turned in on time to get full credit. If a project or assignment is turned in, but not satisfactorily completed based on the given requirements the professor may request that you re-do it.

A – 100-90%. Excellent Work, reflected by:

- Meeting deadlines for all stages of projects as scheduled.
- The development of preliminary research as outlined by the professor.
- Strong evidence of creative process demonstrated via the idea diary.
- Communicating desired concepts/ideas to a selected audience.
- Using space effectively by creating dynamic, foundational elements of visual communications: letter forms, image/illustrations, organizational strategies.
- Technical proficiency
- Maintaining a professional attitude in your work.
- Shows quality project presentation to the class (demonstrating communication skills).
- Top project(s) in class.
- Will almost certainly do well in the professional field

B – 89-80%. Good Work (above average)

- Very solid effort.
- May be lacking qualities listed in A description.
- Will likely do well in the professional field

C – 79-70%. Fair Work (average)

- Completes projects as assigned.
- May be lacking qualities listed in A description
- May or may not remain in the field

D – 69-60%. Poor Work (below average)

- Effort lacking, poor attendance to class
- Suggest dropping course if received frequently.
- Meet with the professor for guidance.
- Should be guided into a more appropriate field

F – 59-0%. Failure

- Major problems with projects (or not turned in).
- Suggest dropping course if received frequently.
- Should be guided into a more appropriate field

Attendance Grading Reminder:

For Monday/Wednesday/Friday course, more than four absences with result in final letter grade reduction (five is one letter, six is two, seven is three, eight automatically fails course).

For Tuesday/Thursday course, more than three absences with result in final letter grade reduction (four is one letter, five is two, six is three, seven fails course).