COURSE OBJECTIVES

This course is concerned with the continued building of basic typographic, layout, image-making, and conceptual skills as applied to visual communication. Using a variety of practical, “hands-on” methods, students will investigate the formal, technical, and critical thinking processes essential to the creation of successful visual communications… this “success” being defined as solutions that are at once intelligible and engaging. Additionally, and in relation to the Graphic Design History course, the precedents for such methods and stylistic approaches will be explored.

TEACHING/LEARNING METHODS

Students will gain knowledge in the processes, methods, and technical skills necessary for contemporary graphic design practice through completion of assignments and readings, as well as participation in critiques and discussions. Class time is devoted to lecture, discussion, critique, demonstration, conferences between student and instructor, and studio/computer lab work.

READING

The only required text book for this course is one you should already have from last semester: Typographic Design: Form and Communication, 5th Edition, Carter, Day, Meggs.

There will also be reading assignments that pertain to individual projects and related topics. THESE ARE REQUIRED READING ASSIGNMENTS! We will be discussing these in class, and your grade WILL be affected by your participation in these discussions.

RECOMMENDED RESOURCES & PUBLICATIONS

• AIGA: The Professional Association for Design / aiga.org
• Salt Lake City AIGA Chapter / slc.aiga.org
• Communication Arts / commarts.com
• Graphis / graphis.com2
• How Magazine / howdesign.com
• Print Magazine / printmag.com
• Creative Review Magazine / creativereview.co.uk
• CMYK Magazine / cmykmag.com
• Under Consideration / underconsideration.com
• I.D. / id-mag.com
• Behance Network / behance.net

REQUIRED MATERIALS

• flash drive or portable storage device
• black pens: roller ball, Sharpie, Micron
• pencils, sharpener
• 14” x 17” tracing paper pad and/or 12” roll (minimum)
• layout bond pad
• 8½” x 11” multipurpose white paper
• metal ruler with cork back - 18” or 24”
• X-acto Knife with extra no. 11 blades
• cutting mat
• scissors
• Super 77 spray adhesive
• re-positionable glue stick or rubber cement

Any other supplies needed for specific assignments will be discussed in class and specified on assignment sheets.

WORK ETHIC

The following are work habits that are not only critical to your successful completion of this course and subsequent courses in the Graphic Design program, but are reflective of the practices expected in the professional field.

• Consistent attendance and punctuality.
• Constructive use of class time.
• Being prepared at the start of each class with assigned work and appropriate materials and tools.
• Working with efficiency and accuracy, both within and outside of the classroom.
• Keeping your work areas clean and neatly organized.
• Active participation in critiques or and discussions during class time. Students who do not actively participate in class should not expect private critiques outside of class.
• Being responsible. Students who are absent for lectures and class discussions must obtain notes and assignments from a responsible classmate PRIOR TO THE NEXT CLASS PERIOD. While instructors will be happy to clarify information where there might be confusion, instructors must not be expected to repeat lectures or elaborate on project details on an individual basis. Students should make every effort to obtain missed information from classmates before requesting such information from faculty.
• Lastly, all work must be original. Plagiarism is not tolerated, and such practices are grounds for a failing grade, and/or dismissal from the program.

ATTENDANCE
Attendance is a required part of this course. Because this class meets 2 times a week for 3 hours each time; attending class is essential for learning. All students are expected to attend class on a regular basis. Consistent and prompt attendance develops responsible, professional behavior and insures that student have access to the full range of experiences in a university education. Punctuality is expected and attendance is required until the end of each class period. Leaving class early will be regarded as an absence. Absences should only occur due to unforeseen circumstances associated with illnesses or unexpected emergencies. In anticipation of this, students are allowed no more than 2 absences during the semester to account for unforeseen circumstances. Further absences will lower your grade by 1/3 for each absence. For example: if you have a B in the course, a third absence will lower the grade to a B-, a fourth absence will lower it to a C+ and so on. Regardless of your grade, six absences will result in a C- and/or retaking the course.

Activities such as doctor appointments, advisor conferences, trips to supply stores and labs, employment, should not be scheduled in conflict with class time. Faculty cannot be placed in the position of determining which student’s absences are excusable and which are not. Prolonged illness should be verified by a physician and may require the student to withdraw from class if the student cannot complete work in a comprehensive and timely manner.

EVALUATION METHODS / GRADES
Grades are given on the basis of good design; that is, the integration of design concepts, technique, and craft. Students are graded throughout every step of the design process. Therefore, a large portion of the cumulative grade reflects the student’s commitment to the process. Students will be graded on exploration and process, presentation and craftsmanship, and the final solution.

This is a studio lab class. In a studio lab class it is expected that a minimum of 3 hours are spent during each class and a MINIMUM of 3 hours of work outside of class per week for each credit hour awarded (12 hours per week for this course). Unless otherwise noted, homework assignments and projects are due AT THE BEGINNING of the class. Work not completed by the due date will receive a grade and then be marked down a full letter grade. For example: a project receiving an “A” grade will be recorded as a “B” grade. Quizzes may not be made up or re-taken after they are given.

A point system that correlates to letter grades (see point correlation chart) will be used for individual exercises, quizzes, assignments and projects throughout the course. A total of these points will be used in the calculation of the final course grade. Professionalism, attitude, and participation in discussions and critiques will also influence overall course grade.

in-class exercises and quizzes are on a 10 point scale, unless otherwise noted.

Point values will be assigned for each assignment, with an emphasis on PROCESS (exploration, iteration, development, and refinement). For example, a typical major project worth 40 points would be comprised of:

• 20 pts: Exploration and Development Process
• 10 pts: Final Solution
• 10 pts: Craftsmanship and Presentation

GRADE DESCRIPTIONS
A Excellent work that meets the highest standards of the class; superior comprehension and integration of course materials; outstanding commitment to class objectives. “A work” exhibits creativity and insight.

B Quality and quantity of work is above average and exhibits clear focus; demonstrates improvement over the duration of the course; solid comprehension of course material and commitment to course objectives. “B work” meets all course requirements.

C Satisfactory work that meets the minimum requirements, but may exhibit a lack of initiative, commitment, or significant improvement; Comprehension of basic concepts material is satisfactory, with further integration or exploitation encouraged. “C work” meets all course requirements.

D Work that in one or more ways fails to meet the course requirements; initiative and commitment are seriously lacking. Comprehension of course material and competencies is below average and needs considerable improvement. In accordance with university policy, “D” is NOT a passing grade for required courses within a major.

E Quality and quantity of work is unacceptable. Course requirements and competencies have not been met.

INCOMPLETE “The mark I (incomplete) shall be given and reported for work that remains unfinished due to circumstances beyond the student’s control (such as illness or enforced absence). The grade of I should be used only for a student who is passing the course and who needs to complete 20% or less of the course.” –University of Utah PPM, III. Policy 6-100-3-G2. Students receiving an I should be able to complete the coursework for the class without needing to attend any additional classes.
MINIMUM GRADE REQUIREMENT FOR CONTINUATION IN THE DESIGN PROGRAM AND GRADUATION

All Art major students must pass required courses with a C- or better in order to graduate. In the Graphic Design program, if a student receives a grade lower than a C- they will need to repeat the course prior to graduation. Receiving less than a C- in any design course will require the student to wait until the next time the course is offered to continue on with the rest of their design courses. If not successful in achieving a C- or higher in this second attempt, the student will be dismissed from the program.

Upper-level Advanced Graphic Studio courses must also be passed with a C- or higher. However, if a student does not receive a passing grade in a particular AGS course, a different AGS course may be substituted for another in order to fulfill requirements.

SOPHOMORE REVIEW FOR CONTINUATION IN THE GRAPHIC DESIGN PROGRAM

Near the end of the Spring semester, each student will have an individual interview with the Graphic Design faculty. The evaluation process conducted within the Sophomore review is different than the classroom review process. In a classroom setting the instructor is responsible for evaluating your progress through project evaluations, midterm evaluation, and a final evaluation. In the Sophomore review process all regular Graphic Design faculty will be evaluating and making a recommendation on your continuation in the program. The sophomore review is an objective evaluation of the work before the faculty. A number of the regular faculty may be meeting you and your work for the first time. The criteria for continuance will be based mainly upon your sophomore portfolio. For example, if your portfolio is subpar, but you have received B’s in most or all of your courses, you still may be asked to repeat the sophomore year.

A written recommendation by the Graphic Design faculty is required to continue in the program (Junior level). There are four types of written recommendations; recommend to continue, probationary status (a continuance with another evaluation at the end of the Fall semester following the Sophomore review), repeat the sophomore year, or termination. Where a termination letter is given, the student will be terminated from the Graphic Design Program. There will be no exceptions.

IMPORTANT DATES: SPRING 2015

• Martin Luther King Jr. Day (no class): MON, JAN 19
• Last day to add classes: MON JAN 19
• Last day to drop classes: WED JAN 21
• Tuition payment due: MON JAN 26
• President’s Day (no class): MON FEB 16
• Last day to withdraw from classes: FRI, MAR 6
• Spring Break (no class): SUN–SUN MAR 15–22
• Classes end: TUE, APR 28

EQUAL ACCESS STATEMENT

The University of Utah seeks to provide equal access to its programs, services and activities for people with disabilities. If you will need accommodations in the class, reasonable prior notice needs to be given to the Center for Disability Services, 162 Union Bldg, 581-5020 (V/TDD). CDS will work with you and the instructor to make arrangements for accommodations. All written information in the course can be made available in alternative format with prior notification to the Center for Disability Services.
### SCHEDULE
Specifics of homework assignments will be discussed in each class session. Schedule is subject to change.

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
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<tbody>
<tr>
<td>Mon Jan 12</td>
<td>A1 / Glyph Set: Introduce; Work in class</td>
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<tr>
<td>Wed Jan 14</td>
<td>A1 / Glyph Set: Review progress; Work in class</td>
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<tr>
<td>Mon Jan 19</td>
<td>(MLK, Jr. Day)</td>
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<tr>
<td>Mon Jan 26</td>
<td>A1 / Glyph Set: Review progress</td>
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<td>Wed Jan 28</td>
<td>A1 / Glyph Set: Final due; Critique</td>
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<tr>
<td>Mon Feb 2</td>
<td>A2 / Glyph Posters: Introduce; Work in class</td>
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<tr>
<td>Wed Feb 4</td>
<td>A2 / Glyph Posters: Review progress; Work in class</td>
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<tr>
<td>Mon Feb 9</td>
<td>A2 / Glyph Posters: Review progress</td>
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<tr>
<td>Wed Feb 11</td>
<td>A2 / Glyph Posters: Final due; Critique</td>
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<tr>
<td>Mon Feb 16</td>
<td>(President’s Day)</td>
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<td>Mon Feb 23</td>
<td>A3 / Visual Sonics: Review Progress</td>
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<td>Wed Mar 4</td>
<td>In-class exercise</td>
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<td>Mon Mar 9</td>
<td>A5 / Type, Image &amp; Metaphor: Review concept exploration</td>
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<tr>
<td>Wed Mar 11</td>
<td>A5 / Type, Image &amp; Metaphor: Review developed concepts</td>
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<tr>
<td>Mon-Mar 16 &amp; Wed-Mar 18</td>
<td>(Spring Break)</td>
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<tr>
<td>Mon Mar 23</td>
<td>A5 / Type, Image &amp; Metaphor: Review progress</td>
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<td>Wed Mar 25</td>
<td>A5 / Type, Image &amp; Metaphor: Review progress</td>
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<td>Mon Mar 30</td>
<td>A5 / Type, Image &amp; Metaphor: Review progress</td>
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<td>Wed Apr 1</td>
<td>A5 / Type, Image &amp; Metaphor: Final due; Critique</td>
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<td>Mon Apr 6</td>
<td>A6 / Final Project: Introduce; Discuss</td>
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<td>Wed Apr 8</td>
<td>A6 / Final Project: Ideation</td>
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<td>Mon Apr 13</td>
<td>A6 / Final Project: Development</td>
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<td>Wed Apr 15</td>
<td>A6 / Final Project: Development</td>
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<td>Mon Apr 20</td>
<td>A6 / Final Project: Refinement</td>
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<td>Wed Apr 22</td>
<td>A6 / Final Project: Refinement; Scheduled Group Reviews</td>
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<tr>
<td>Mon Apr 27</td>
<td>A6 / Final Project: Final due; Critique</td>
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