COURSE DESCRIPTION
Advanced design methodology and processes are explored through the development of a series of graphic exercises and assignments. Problems provide students with a technical understanding of the digital and manual skills necessary for professional production of contemporary typography and graphic design.

OBJECTIVES
This is a basic course dealing with the study of communication graphics using the computer as a creative medium. Hands on software training directed toward the art of visual design and aesthetic expression will be emphasized. The Adobe “Classroom in a Book” exercises will need to be completed each week, this will be self-directed learning.
All Projects 1, 2 & 3, will be created using the computer, however good design begins with the creative process making thumbnails and sketching before starting on the computer. Thinking begins with a pencil/pen to sketchbook. This course will also show relevant TED Talks and we will have Design Aerobics exercises.

REQUIRED TEXTS:
ADOBE CC “Illustrator Classroom in a Book”
“Photoshop Classroom in a Book”
“InDesign Classroom in a Book”
All books include CD-ROM for Windows and Mac
Price is approx. between $33 & $45 each.

SCHEDULE OF TOPICS & DUE DATES:
I will not give you a schedule for the full semester. The nature of a design class calls for some flexibility. I will give you schedules throughout the semester that cover 3-4 weeks at a time.

MATERIALS (bring supplies to all class periods)
Pencil and or pens
Tracing paper
Sketchbook
Previous drags of project
Full list forthcoming

PREREQUISITES
You must be an art major, have completed the Foundation program, and been approved to enter this emphasis by portfolio/transcript review. No transfer students admitted without a Foundation equivalent and portfolio/transcript review.

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.

A point system that correlates to letter grades (see point correlation chart) will be used for individual exercises, book vocabulary test and projects throughout the course. A total of these points will be used to calculate the student's final course grade. Presentation skills, professionalism and participation in discussions and critiques will also influence overall course grade.

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 DESCRIPTIONS
Plus or minus is added to the grade when submitted work falls slightly below or above the letter grade criteria listed.
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 exploita-
tion encouraged. “C” work is considered average and is the minimum grade for passing this class.

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. “D” is NOT a passing grade for this class.

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 incomplete because of 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 INTO SPRING SEMESTER DESIGN COURSES

A C- minimum is required in this course in order to continue to spring design courses: Art 3620 and Art 3640. If a student receives less than a C- in this course, the course will need to be repeated during the following fall semester prior to continuing on in the design program. If not successful in achieving a C- or higher in this second attempt, the student will be dismissed from the Graphic Design Program. Keep in mind that all Art and Art History courses must be passed with a C- or better to graduate.

WORK ETHIC

• Maintaining good work habits, and working with efficiency and accuracy, is critical in the successful completion of the Graphic Design program.

• Students are to be prepared at the start of each class with assigned work and appropriate supplies.

• Individual desks and all work areas are to be kept clean and neatly organized and will be reflected in grading.

• Students who do not participate in class critique or individual discussions when scheduled should not expect private critiques with faculty at a later date.

• Students who miss lectures and class discussion due to absences must obtain notes and assignments for subsequent classes from a responsible student prior to the next class period. While faculty will be happy to clarify information for students who are confused, instructors cannot repeat lectures or elaborate on project descriptions on an individual basis. Students should make every effort to obtain general information from classmates before discussing details with faculty.

• Student work may be retained for departmental files.

• All work must be original. Plagiarism is not tolerated.

THOUGHTS

I will treat you with the respect you deserve. Please give me the same courtesy. Please take responsibility for your actions. Attend each class and critique on time, with assignments and necessary materials to work in class. Information missed because of tardiness or absences is your responsibility. Get to know people you can contact to see what you missed. Please do not contact me because you chose to skip class.

TIPS

Be here
Be prepared
Meet deadlines
No whining
Good attitude
Respect for yourself, your peers, and me

Strong work ethic (doing more than you have been asked to do)

Be a contributor
Professional presentation skills
Excellent craftsmanship
Passion and interest in what you are doing

Know when to shut up, or when to speak up

Leave your distractions at the door (cell, facebook, instant messaging, etc.)

Accept the fact that “multi-tasking” is less effective AND less efficient than focusing on a single task.
ATTENDANCE
Attendance is a required part of this course. 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 and information necessary to complete class assignments and acquire the skills and knowledge emphasized 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.

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 class room review process. In a class room setting the instructor is responsible for evaluating your progress through project evaluations, midterm evaluation, and a final evaluation. During Sophomore review, 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 sub-par, 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), or repeat Art 3610 and Art 3620.

IMPORTANT DATES: FALL 2014 SEMESTER
Last day to drop classes: Wed, Sep 3
Labor Day (no class): Mon, Sept 1
Last day to add, elect CR/NC, or audit classes: Sept 10
Tuition payment due: Mon, Sep 8
Fall Break (no class): Mon–Fri, Oct 16-18
Last Day to Withdraw/Audit Classes: Oct 6
Thanksgiving Break (no class): Thurs.-Fri., Nov. 24-29
Classes end: Fri, Dec 12
Finals: Dec 15-18

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.

ACCOMMODATIONS POLICY
The policy for this course is to NOT make accommodations for content. Some of the films, presentations, or lectures in this course may include material that may be in conflict with the individual values of some students. Please review the syllabus carefully to see if the course is one that you are committed to taking. Discussions held in class and individual student work may include topics and/or imagery that may make some students uncomfortable. Although your classmates and the instructor have no way of making an informed decision about which topics or imagery might be a problematic, every effort will be made to foster an environment of mutual respect. If you have a concern, please discuss it with your instructor at your earliest convenience.