SEC 1: M/W 9:40 am - 12:40 pm, Library 1170  
SEC 2: M/W 2:00 pm - 5:00 pm, Library 1170

REQUIRED TEXTS
Purchase new or used in the University Bookstore.

COURSE DESCRIPTION
An introductory exploration into the basic formal processes, color, and structural elements utilized within graphic design.

PREREQUISITES
Must be accepted in the graphic design program and successfully completed Art 3610 & Art 3630.

COURSE OBJECTIVES
Training your eyes and mind to think and perceive as a designer requires skills that go beyond being able to make something look cool. Especially in this age of information, the skills of a good, solid designer are extremely important. Not only must a designer be able to compose elements artistically, they must be aware of all the relationships and resulting messages that those relationships create. A designer is a master of creating new relationships—with a deep understanding of the cultural, emotional, historic, denotative and connotative shades of meaning of those elements in relationship—to create communication on a verbal, visual and conceptual level. In this class, we will begin to experience those relationships and all the messages that result. We will continue to hone our visual skills towards creating beautiful, unique, and top-quality compositions. We will challenge our minds to come up with ways of expressing things in intelligent and interesting new ways. And, we will study with focused attention on OUR OWN PROCESS as we learn how to design.

TEACHING AND LEARNING METHODS
Class time is devoted to lecture, discussion, critique, demonstration, conferences between student and instructor, and studio/computer lab work. Attendance and use of class time is important. This is a studio class, always bring the appropriate tools to work on projects during class time. Discussions and lectures listed on semester calendar supplement the information provided on assignment sheets. Participation in discussions and note taking during lectures are critical for success in the class.

MATERIALS (bring supplies to all class periods)
You will be provided with a sketchbook, bring it EVERY CLASS. The sketchbook should only be utilized for this class. Bring the book *Uncommon Genius* to every class. Additional materials needed for every class: tracing paper, pencils, eraser, pencil sharpener, color pencils or markers, white design sketch paper, thumb drive or i-pod storage device. You will need foam core for mounting some of the projects, this can be purchased in the bookstore. You will need an x-acto knife/blades, cork backed ruler and spray mount or mounting paper. Other supplies needed for specific assignments will be specified on assignment sheets.

EVALUATION METHODS / GRADES
Grades will be given on the basis of good design, that is, the integration of design concept and technique or craft. Grades will also be influenced by professionalism, attendance and participation, individually and in group critiques. Students are getting 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 letter grade will be calculated at the end of the semester. This is a studio lab class. University policy states that 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 spent outside of class for this course). 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”. Projects cannot be redone for a higher grade, regardless of whether it is submitted on time or not.
The semester is comprised of a majority of short exercises and progress points for larger projects. Be diligent about being in class to complete the exercises and the sketchbook/homework assigned. Semester calendar and the online Campus Canvas system lists all due dates and point allocations.

**GRADE DESCRIPTIONS & RUBRIC**

Plus or minus is added to the grade when submitted work falls slightly below or above the letter grade criteria listed.

- **A** = 100–95%
- **A-** = 94–91%
- **B+** = 90–87%
- **B** = 86–83%
- **B-** = 82–79%
- **C+** = 78–75%
- **C** = 74–71%
- **C-** = 70–69%
- **D+** = 68–66%
- **D** = 65–62%

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-” is considered 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.

**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 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.

**MINIMUM GRADE REQUIREMENT FOR CONTINUATION IN THE DESIGN PROGRAM AND GRADUATION**

Keep in mind that all Art and Art History courses must be passed with a C- or better to graduate. In the 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.

**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 continu-
ation 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 sopho-
more portfolio. For example, if your portfolio is subpar, 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.

FACULTY AND STUDENT RESPONSIBILITIES
According to the University Student Code, outlined in the Student Handbook (Policy 6-400); students are expected to maintain professional behavior in the classroom setting. Students should understand and be responsible for the content mentioned in the Student Code. Students have specific rights in the classroom as detailed in Article III of the Code. The Code also specifies proscribed conduct (Article XI) that involves cheating on tests, plagiarism, and/or collusion, as well as fraud, theft, etc. Students should read the Code carefully and know they are responsible for the content. According to Faculty Rules and Regulations (Policy 6-316), it is the faculty responsibility to enforce responsible classroom behaviors, beginning with verbal warnings and progressing to dismissal from class and a failing grade. Students have the right to appeal such action to the Student Behavior Committee. The design program faculty will strive to maintain a classroom environment that is conducive to learning.

ADA 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. For more information on the University of Utah’s Accommodations policy see: http://regulations.utah.edu/academics/6-100.php.

NON-CONTRACT STATEMENT
This syllabus is meant to serve as an outline and guide for the course. Please note that the instructor may modify it at any time with reasonable notice to students. The instructor may also modify the Schedule at any time to accommodate the needs of the class. Should you have any questions or concerns about the syllabus, it is your responsibility to contact the instructor for clarification.

UNIVERSITY DATES
Last day to drop (delete) classes: F Jan 22
Last day to add without a permission code: S Jan 17
Last day to withdraw from classes: F Mar 4
Classes end: T Apr 26
MLK Day holiday: M Jan 18
Presidents’ Day holiday: M Feb 15
Spring break: Mar 13-20

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