



Course Syllabus: Graphic Design III ART 3713

Spring 2022 / MW 9am - 11:50am / Room C115F

Instructor: Deanna Gibson, Visiting Assistant Professor

Office hours: #TBD, Fain Fine Art Building

M&W 12 to 2pm (Tue 4pm *zoom by appointment*)

E-mail: deanna.gibson@msutexas.edu

Course Description: Publication Design, 3 Credit hours

Prerequisite(s): ART 3703, *Graphic Design II*

Introduction to the role of graphic designers in the layout and design of publications. Practices and technologies used to create multi-page publications. Exploration of typographic forms and applications.

Objective:

In this course students will:

- » Organize research procedures to solve design problems graphically.
- » Incorporate visual vocabulary into critiques and project conversations.
- » Demonstrate an intermediate knowledge of the Adobe Creative Suite.
- » Gain an understanding of professional expectations, presentations and processes through assignments.
- » Explore formal design principles in the approach to solutions.
- » Develop a basic understanding of marketing and positioning.
- » Explore basic graphic standards
- » Execute projects with quality craftsmanship of both the digital files and printed color comps.
- » Become familiar with the nuances and techniques used in professional visual communication.

Required Materials:

- » A 16GB flash drive or external hard drive
- » Paper for printing your projects, xacto knife #11, metal ruler, spray glue, ream of 8.5x11 paper for sketches
- » Supplemental articles will be made available as PDF documents on the ART drive.
- » Also required are mounting & framing supplies for one piece from this semester's portfolio (a tutorial on mounting & framing will be given along with a detailed list of supplies). You will also need to purchase framing materials for the Juried Student Show.

Course Lecture Topics:

1. Syllabus and studio rules
2. Three C's applied to poster design and layout.
3. Complex design problem solving strategies.
4. Understanding color in a variety of output.
5. Understand and explore constructed design in three-dimensional forms.
6. A diversity of lectures of specific artists and movements as they apply to each project throughout the course.

PROJECT EVALUATION CRITERIA

Craft: comps : presentation : technical proficiency : digital rendering : hand skills

Performance: attitude : met deadlines : participation : engagement : proactivity

Professionalism: presentation : attention to details : critique : class participation

Design: innovative idea development : conceptual ideation : design composition

GRADING GUIDELINES: Your final grade will be calculated as follows:

75% Projects • 10% Student & Gallery Show • 15% Attendance + class participation

A 90%+	Excellent work! Surpasses goals of assignment/course.
B 80%–89.9%	Great effort, with a few opportunities for improvement.
C 70%–79%	Average work, minimum requirements were met.
D 60%–69%	Below average. Undeveloped ideas and/or execution.
F 0%–59.9%	Unacceptable performance and quality of work is low.

Projects:

Project I - Monogram + Bus Card

Project II - Branding + Packaging

Project III - Book Cover

Project IV - Research paper + Publication spread

All work is expected to be completed and ready for presentation at the assigned date. It is important to stay up to date with assignments and projects. Late work is unacceptable. Every effort must be made to turn projects in on time. YOU are responsible for finding out what work was missed during your absence, and turning in work missed due to an absence. I will not remind you that a project was due during your absence. IF you are absent on a project due date, and IF you are within the three allowable unexcused absences, work is DUE at the beginning of the next class period attended.

Critiques

Class critiques are intended to help evaluate the strengths and weaknesses within each project by practicing new vocabulary and design concepts presented in class. They will take place on a regular basis and are designed to encourage the development of your technical and conceptual skills. Your participation and the expression of ideas and opinions in critiques are a major part of this course. Critiques are MANDATORY and are a grade.

Late Work and Incomplete Work

All work is to be turned on the assigned due date. Comps and digital files must be ready to submit before class starts. Work that is late or notably incomplete will only be accepted at the instructor's discretion. Work turned in tardy (one class period) will receive an automatic drop of a full letter grade. All other late work (one week or longer) will be recorded as a zero, unless the instructor has given permission due to a documented emergency. Projects due dates are posted on D2L & weekly assignment sheets. Due dates are not extended for missed classes or lost digital files. Meeting project mini-deadlines is recorded in the overall grade rubric and impact grade. If absent it is the student's responsibility to get any missed assignments announcements from D2L and/or lecture notes from another student in class.

Communication:

D2L and **email** are the official means of communication for this class. Please check D2L content and email daily.

A comprehensive schedule of the course due dates and rubric will be distributed with each new project assignment.

Expected Workload:

The generally accepted ratio of outside-of-class study and preparation for college-level coursework is two to three times the amount of in-class contact with your professor. Therefore, you should expect to spend about six to nine hours each week preparing for this course *outside* of class meetings.

Technical Requirements:

Adobe CC (Creative Cloud) will be used for all assignments. You must purchase a student adobe monthly membership on your personal computer or make arrangements to use the computers in the Mac Lab to complete all assignments.

<https://www.adobe.com/creativecloud/buy/students.html>

Required Companion Website(s):

- Access to D2L through the MSU Texas - Zoom, if needed to hold remote class due to unforeseen circumstances

Attendance, Absence, and Lateness Policy:

Attendance, Absence, and Lateness Department – Wide Policy as of Spring 2016

Students enrolled in the Juanita and Ralph Harvey School of Visual Arts must comply with the following department-wide

- Students arriving ten minutes after class begins will be considered late, and will be counted absent.
- THREE late arrivals count as a single absence.
- Students may be absent from class THREE times without penalty and without providing any documentation regarding the absence.
- If students incur a FOURTH absence, their final course evaluation will be reduced by a full letter grade.
- If students are absent or late FIVE times, whatever the reason, they will receive a FAILING GRADE, be dropped from the class roll, and be asked to stop attending class.
- Students are required to remain in class for the entire class session. Students will earn an absence if they leave BEFORE the professor has dismissed class.

Faculty members have the discretion to make exceptions to this policy based on individual circumstances.

Studio Access:

The mac lab is available for your use whenever scheduled classes are not in session. IF YOU ARE IN THE BUILDING AFTER CLASS HOURS, YOU MUST BE ABLE TO PROVIDE YOUR STUDENT ID AND PROOF OF ENROLLMENT IN CLASS IF AN OFFICER ASKS FOR IT. IF YOU HAVE A PROBLEM AND NEED ASSISTANCE, CALL THE CAMPUS POLICE AT 397-4239.

Studio Maintenance

General studio clean up will be the last 15 minutes of each class session. Students will maintain discipline in studio safety precautions, maintenance and upkeep throughout the semester. The instructor will drop those students not willing to take active part in those goals. Follow lab rules posted in the lab.

Health and Safety

Department of Art will endeavor to comply with the intent of state laws or acts and the University Health and Safety Program in an effort to maintain a safe academic and working environment.

The mission of the Midwestern State University Counseling Center is to provide opportunities for students to know themselves as individuals, to form deeper relationships with their peers, and to increase their wellness. The staff of the MSU Counseling Center provides these opportunities through individual and group counseling services, consultation, and mental health educational programs focused on key student development issues and reflecting concern for holistic health and wellness. As providers of mental health services to the student population, the staff is guided by the highest professional and ethical standards of their professions. Our personal, academic, and career counseling services are directed towards enhancing the skills which students bring with them to MSU and encouraging the development of skills which will increase their success both at MSU and beyond.

Meeting the Counseling Needs of MSU Students

Corner of Hampstead and Louis J. Rodriguez Drive

Hours of Operation:

8:00 a.m. to 6:00 p.m. Monday and Thursday

8:00 a.m. to 5:00 p.m. Tuesday, Wednesday and Friday

Phone: 940-397-4618

Academic Dishonesty and Student Creed

The university policy and procedures for academic dishonesty are outlined in the current Student Handbook in Appendix E. No cheating, collusion, or plagiarism will be tolerated in this class. Any student engaging in an academic dishonest act will be sanctioned appropriately.

Enrollment in this class constitutes an acceptance to adhere to the Student Honor Creed and all other student conduct policies outlined in the university Student Handbook.

[Student-life and Conduct](#)

[Student Handbook 2017-18](#)

Conduct Statement

Classroom behavior that interferes with either the instructor's ability to conduct the class or the ability of other students to benefit from the instruction will result in the instructor's removing the disruptive student(s) from the class, either temporarily or permanently (instructor drop), and receive a final lower grade, up to and including an F. Electronic devices (i.e. cell phones, iPods, iPads, personal computers, etc.) are not allowed to be used in class except with the expressed authorization of the instructor. Absolutely no texting will be tolerated. The use of any recording devices or recording media during the class and lectures is strictly prohibited. Students in violation to these rules will be sanctioned at the discretion of the instructor, and penalties may include lowering of the student's grade, up to and including an F, and to include an instructor drop.

The instructor reserves the right to initiate an instructor drop with a grade of W, WF, or F, as specified in the Student Handbook (see link above) for reasons to include attendance issues, academic performance in the class, indifferent attitude, or disruptive conduct.

Change of Schedule

A student dropping a course (but not withdrawing from the University) within the first 12 class days of a regular semester or the first four class days of a summer semester is eligible for a 100% refund of applicable tuition and fees. Dates are published in the Schedule of Classes each semester.

Refund and Repayment Policy

A student who withdraws or is administratively withdrawn from Midwestern State University (MSU) may be eligible to receive a refund for all or a portion of the tuition, fees and room/board charges that were paid to MSU for the semester. HOWEVER, if the student received financial aid (federal/state/institutional grants, loans and/or scholarships), all or a portion of the refund may be returned to the financial aid programs. As described below, two formulas (federal and state) exist in determining the amount of the refund. (Examples of each refund calculation will be made available upon request).

Services for Students with Disabilities

In accordance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, Midwestern State University endeavors to make reasonable accommodations to ensure equal opportunity for qualified persons with disabilities to participate in all educational, social, and recreational programs and activities. After notification of acceptance, students requiring accommodations should make an application for such assistance through Disability Support Services, located in the Clark Student Center, Room 168, (940) 397-4140. Current documentation of a disability will be required in order to provide appropriate services, and each request will be individually reviewed. For more details, please go to [Disability Support Services](#). **Student Handbook** Refer to: [Student Handbook 2017-18](#)

Academic Misconduct Policy & Procedures

Academic Dishonesty: Cheating, collusion, and plagiarism (the act of using source material of other persons, either published or unpublished, without following the accepted techniques of crediting, or the submission for credit of work not the individual's to whom credit is given). Additional guidelines on procedures in these matters may be found in the Office of Student Conduct. [Student Handbook 2017-18](#)

College Policies

Campus Carry Rules/Policies Refer to: [Campus Carry Rules and Policies](#)

Smoking/Tobacco Policy

College policy strictly prohibits the use of tobacco products in any building owned or operated by WATC. Adult students may smoke only in the outside designated-smoking areas at each location.

Alcohol and Drug Policy

To comply with the Drug Free Schools and Communities Act of 1989 and subsequent amendments, students and employees of Midwestern State are informed that strictly enforced policies are in place which prohibits the unlawful possession, use or distribution of any illicit drugs, including alcohol, on university property or as part of any university-sponsored activity. Students and employees are also subject to all applicable legal sanctions under local, state and federal law for any offenses involving illicit drugs on University property or at University-sponsored activities.

Covid-19 Pandemic Policy

Although COVID-19 vaccinations are not mandated, **MSU Texas is strongly recommending that all students be vaccinated and receive the booster for COVID-19 as it remains our best protection against this variant.**

The on-campus Vinson Health Center offers students the opportunity to receive the vaccine or booster, and can be contacted at 940-397-4231 to arrange an appointment.

We strongly recommend **wearing a mask** when around others and indoors, especially during the first 2-3 weeks of classes. The wearing of masks while in public indoor settings and **frequently washing your hands** has proven to be effective at preventing the spread of COVID-19. Please note that all visitors to the Vinson Health Center will be required to wear a mask.

What if I feel sick and have not been tested?

Do not attend face-to-face classes or events if you are sick. If you have symptoms of COVID-19, complete the secure, online [COVID-19 Reporting Form for Students](#) and seek COVID-19 testing. Completing the form will generate a notification to your instructors, so they know you will miss class. Contact your instructors for missed assignments and/or make-up work while you await the COVID-19 test results. The Vinson Health Center offers free testing and can be contacted at 940-397-4231.

MSU Coronavirus policies and updates can be found here:

<https://msutexas.edu/coronavirus/index.php>

Lab Cleaning Protocol: As stated previously, use hand sanitizer before using the E26 spray bottle to clean your keyboard and mouse before and after use.

Grade Appeal Process

Students who wish to appeal a grade should consult the Midwestern State University [Undergraduate Catalog](#)

Social Justice Defined

Social justice is one of Midwestern State University's stated core values. The classroom is a place where students will treat and be treated with respect as human beings, regardless of their worldview, gender, race, ethnicity, national origin, religious or spiritual affiliation or lack thereof, sexual orientation, political beliefs, age, or ability. Diversity of thought is the keystone of effective intellectual and academic pursuits. The expression of differences of opinion is valued and encouraged.

NOTICE OF SYLLABUS UPDATE POLICY

Changes in the course syllabus, procedure, assignments, and schedule may be made at the discretion of the instructor. Circumstances and events, such as student progress, may make it necessary for the instructor to modify. Any changes made to the syllabus will be announced on D2L.