



Course Syllabus: Graphic Design II - ART 3703 MW 2 pm-4:50 pm; C115F Spring 2023

Contact Information

Instructor: Ann Underwood, Visiting Assistant Professor of Graphic Design

Office: C115 Fain Fine Arts

Office hours: TR 10:30 am-12 pm by appointment

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Pronouns: she/her/hers

Course Description

Prerequisite(s): No prerequisite, but if you are an art major, you must complete Computers for Artists prior to this course.

Introduction to the fundamental components of design theory and the history of graphic design. Creation of solutions to design problems through conceptualization, research, execution and presentation of projects. Overview of design methodologies. Projects ranging from the creation of logos to the creation of social awareness campaigns. Continuation of the development of print production and presentation skills.

Objective

In this course students will:

Demonstrate a knowledge of the Macintosh operating system.

Define the basic computer terminology used in graphic design.

Demonstrate a basic knowledge of the Adobe Creative Suite.

Further their knowledge of scanners and the printing process.

Organize research procedures to solve graphic design problems.

Work with formal design principles in the approach to solutions.

Learn to create a concept to amplify content, while also developing sensitivity to typography, symbolism, language and text.

Create excellent portfolio pieces that visually communicate through the embodiment of form and function.

This class places emphasis on concept, design, execution and presentation. Assignments require more in-depth complex solutions to design, with a focus on advanced problems in layout, color theory, typography, balance, print process and client relationships with an emphasis on clear visual thinking, concept creation and storytelling.

Required Materials

Archival pigment paper for printing your projects. Also required are mounting supplies.

Course Lecture Topics

1. Syllabus and studio rules
2. Three C's applied to layout
3. Typography
4. Fundamentals of design problem solving
5. Vector drawing and painting
6. Layout, layout, layout

Grading

Evaluation Explanation:

A=Superior work. Excellent development in skill, exploration and expression.

B=Above average development in skill; exploration and expression.

C=Average work. Meeting the assignment requirements. Recommend greater need for study in academic comprehension and technical skills.

D=Below average performance. Requires greater study to improve academic understanding, perceptual and technical skills.

F=Performance indicates little or no progress in academic understanding, perceptual and technical skills. Quality of work not on level of necessary time and study. Showing little willingness or effort to improve skills.

The grade for each illustration project will reflect on the level of professional design, conception, participation, attitude, effort, progress, creative thinking and the ability to demonstrate a mastery of the requirements of each assignment. The student's final grade for the semester will be determined by the average grade from projects, effort and participation.

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Grade Scale

A.....4.0 to 3.5.....100 to 90%
B.....3.4 to 2.5.....89 to 80%
C.....2.4 to 1.5.....79 to 70%
D.....1.4 to 1.0.....69 to 60%
F.....0.9 to 0.0.....less than 60%

Artwork/Research.....60%
Participation20%
Attendance10%
Critiques.....10%

Projects

Project I: Social Justice Poster – design a poster (11”x17”) with a social justice message. Use images (photo/illustration) and typography to tell your story.

Project II: Research paper and project (TBD)

Project III: Wireframes for Mobile App - concept development, logo, and wire frames for a mobile app of your own invention.

Project IV: Flavor Album Cover – design an album cover that is the embodiment of a flavor; sweet looks like, or spicy, or sour or whatever. Sweet might take inspiration from pop music whereas spicy could take inspiration from rock or metal.

Project Critique Dates

Project assigned	Project	Critique dates
Jan. 18	Social Justice poster	Feb. 8
Feb. 13	Research paper & project	March 1
March 6	Wireframes for Mobile App	March 22
March 27	Flavor Album Cover(s)	April 26
May 1	Final portfolio due	May 3

**projects and due dates are subject to change*

All work is expected to be completed and ready for presentation at the assigned date. It is EXTREMELY 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. Missing critique is equivalent to missing an exam and will be penalized via 5% attendance grade reduction.

Critiques are MANDATORY and are a grade. In-progress critiques will take place one week prior to final critiques and are also MANDATORY

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 Attendance, Absence, and Lateness Policy:

- 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

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 eight hours each week preparing for this course *outside* of class meetings. 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 up keep 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 LOCATION
 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 or 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) exists 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 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

You must wear a face mask that covers your nose and your mouth in the classroom. C115F is not conducive to maintaining 10 feet of distance from each other. Neck gaiters and face shields are unacceptable. If you do not adhere to this policy, you will be required to leave the classroom. If you forget your mask at home, our art secretary has masks available at her desk.

D2L is an official means of communication and repository for this class's recordings. Please check D2L content and email daily.

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

MSU Coronavirus policies and updates can be found here:

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

Social distancing: You must maintain 6 feet of social distance from your peers and faculty in this room at all times.

Grade Appeal Process

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

Notice

Changes in the course syllabus, procedure, assignments, and schedule may be made at the discretion of the instructor.

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.