

ADV COMP APPL IN THE GRAPHIC ARTS - ART 4370

TR 8 – 10:45am

Carr 202 Mac Lab

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Office Hours: MWF 7:30 – 10am; TR 3:15 – 4:30pm; before/after and during class; or by appointment

Catalogue Description

Focuses on the individual creative solutions derived from the use of computer imaging. (May be repeated for credit with consent of instructor.) 3 Credit hours

Course Outline

This course is intended to expand the technical skills and broaden the students' graphic design experience. By using a variety of class assignments, the student will develop a professional product design from conception to finished format. At the end of the semester, students are expected to have expanded their proficiency in all aspects of the design process, including creative brainstorming, conceptualizing, critical thinking, group collaboration, and presentation techniques.

ART 4370 is an ASU-designated Community Engaged course. It contains a service-learning project, meaning that all students will complete a project for a non-profit based, community organization while receiving assignment credit. The ASU Community Partnership Handbook, concerning service learning classes on page 6 states:

“Service-learning: a course-based, credit-bearing, educational experience in which ASU students:

- a) Participate in an organized service activity that meets identified community needs.*
- b) Reflect on the service activity in such a way as to gain further understanding of course content, a broader appreciation of the discipline, and an enhanced social responsibility.”*

CONNECT! Campus and Community Objectives and Outcomes

1. Social responsibility is the broad student-learning goal for this course. It includes intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in the regional, national and global communities.
2. Develop skills of a socially responsible citizen and graphic designer.
3. Demonstrate knowledge of computer applications in graphic design.
4. Provide an avenue of archiving your digital artworks.
5. Develop the digital skills needed to produce artwork for subsequent graphic courses.
6. Create a graphic design portfolio geared for future internship and employment purposes.

Justification of the Course

The class provides graphic design studio experience to develop creative possibilities using computer graphics. Emphasis is placed on the visual-problem solving process through the use of current software applications while applying creative solutions. Through a series of assignments that introduce type, images, texture, color, hierarchy and grid structures, students will explore a variety of design problems and build skills in communicating visual meaning and information.

Recommended Textbooks

The Digital Designer 101 by Stephen Pite; A History of Graphic Design by Philip Meggs

Recommended Supplies

1 to 3 pcs. USB flash drive, pens/sketchpad, USB external hard drive

Assessment

To do well in this course, plan on an average of at least 6-8 hours of work per week outside of class. Project schedules are designed to give students time for critical and creative revisions; the initial draft layouts leading to the final version of a project should represent active experimentation, critical self-assessment, and personal commitment to the work. Arrive at class on time, with your materials, your projects prepared, and ready to work. There will be regular breaks per class.

Student Honor Code and Academic Integrity

This class is focused on generating and developing your own ORIGINAL designs. This does not mean that references can not be used, but copying, tracing, or using the actual work of others without documenting or showing major significant modification through your own design decisions can lead to failing the assignment or the course. Violations of academic integrity are very serious matters and are clearly documented in the ASU Student Handbook. The artwork submitted in class is expected to be the student's own work and must be completed for that particular class and assignment only. Plagiarism means intentionally or knowingly representing the words, artworks or ideas of another as one's own. You must be very clear about attribution of sources and must know how to cite sources in a paper. Please see full Honor Code Policy at http://www.angelo.edu/forms/pdf/Honor_Code.pdf

Attendance Policy

Regular attendance is required and will be taken daily by a sign-in attendance sheet. It is the responsibility of the student to sign the attendance sheet if they want to be counted present on that day. **Failure to sign the attendance sheet will result in an unexcused absence!**

3 Tardiness (30 minutes or more) = 1 Absence

4 Unexcused Absences will reduce your final course grade by **1** letter grade

5 Unexcused Absences will reduce your final course grade by **2** letter grades

6 Unexcused Absences will result in **Failure** from class

An excused absence will be granted only for documented health, university and family purposes. This means you must provide official medical documentation such as official doctor's note, legal appointments, official university and government events, etc. to be excused.

Religious Holy Day

A student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from class for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.

Classroom Expectations

The theme of this class is RESPECT. I will treat you with respect and I expect the same treatment from you. In addition, I ask that you also be respectful to your classmates. It is also the responsibility of all students to secure their personal items during and after class. Avoid coming habitually to class. All phones are to be turned off or silent mode during class. This also means text messaging, pagers, handheld video games, etc. Please wear the proper attire suited to working in a studio course. The environment for the class must be conducive to learning. Offensive behavior and disrespectful language will not be tolerated in class and will be reported to the Art Office immediately. Students who continue to display rude and disrespectful behavior will be given a warning. If the behavior continues, students will be asked to leave the class. The student must meet with me before he/she can return to class. If the behavior still continues, the student must meet with the Art Program Coordinator to discuss the situation before being allowed back in the class. As part of your educational experience, you may be expected to participate in class exhibitions (print and online), provide support and pro bono design services for non-profit organizations/university departments in need of assistance, attend field trips, and art workshops located both on and off campus.

Students with Disabilities

Angelo State University complies with the Americans with Disabilities Act in making reasonable accommodations for qualified students with disabilities. If you suspect that you may have a disability (physical impairment, learning disability, psychiatric disability, etc.), please contact the Dean of Student Life and Student Services at 942-2191. It is the responsibility of the student to report special accommodation needs to his/her instructor in a timely manner. Furthermore, the instructor is not required to anticipate the needs of students with disabilities.

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Art Major/Minor Meetings

All art majors and minors are required to attend all Art Department meetings. Failure to attend these meetings will result in a deduction of 3.3 points for each missed meeting from the final grade in each course the student is enrolled during the semester.

Tentative Course Schedule

These are approximate dates and some may overlap. Specific dates and information will be given in project spec sheets during the semester.

- Week 1-2: Lectures and Exercises
- Week 3-4: Graphic Design Project #1 TBA
Initial project ideas and research
Thumbnail critiques
Discuss initial layouts and revisions
Lab hour production work
Graded critique and presentation
- Week 5-6: Graphic Design Project #2 TBA
Initial project ideas and research
Thumbnail critiques
Discuss initial layouts and revisions
Lab hour production work
Graded critique and presentation
- Week 7-8: Graphic Design Project #3 TBA
Initial project ideas and research
Thumbnail critiques
Discuss initial layouts and revisions
Lab hour production work
Graded critique and presentation
- Week 9-10: Graphic Design Project #4 TBA
Initial project ideas and research
Thumbnail critiques
Discuss initial layouts and revisions
Lab hour production work
Graded critique and presentation
- Week 11-13: Examination and Finals

The last day to drop a course or withdraw from the university will be on October 30, 2014.
Final exam schedule is from December 8 to 12, 2014.

Disclaimer

This syllabus is subject to change or revision at any time during the semester. You will be notified of any changes or will be issued a new syllabus. It is the responsibility of the student to note and be aware of any changes if they occur.