

Art 3333 Graphic Design II

Instructor: Dan May

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RM 109

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CLASS SUMMARY:

This is a studio and lecture class. Its aim is to further your design and presentation skills by developing your creativity, conceptual, communication and graphic abilities in order to become a valuable asset to your employer in the graphic marketplace. We will be exploring and using in practice the philosophy of Cradle to Cradle "green" processes, so that you will be able to be abreast of current trends in the marketplace. We will also explore principles of design so that they become "ingrained in your psyche." We will analyze what processes work and which ones don't. You will be required to define and assess later "production" work assignments in terms of how they will impact your target audience and how they will be disposed of when no longer viable virtually eliminating the ideas of waste.

Warnings:

Please refrain from using any clip art or download copyrighted imagery from Google, Yahoo etc., to use in your work. It may be used as inspiration for your work or it can be derivative of someone else's work, but copying or plagiarism in any fashion is grounds for expulsion. Originality and personal pride in your work are necessary components of any designer/artist.

Materials:

Drawing is a must even though you will work with the computer, so.....

Materials required are: Notebook and Binder for "inspirational materials" and handouts. Sketch Pad, Pencils, Markers of your choice. CDs for backing up files, flash or thumbnail drive 1-2GB. Drafting paper, steel ruler, french curves, Pen and India Ink with a variety of nibs, watercolors, markers, compass, Exact-o knife and blades, cutting matt, Black Matte board, T square, Calculator or Proportion Scale, transparent ruler, Super B Inkjet Paper (1 carton), specialty papers as needed 13x19 minimum to be trimmed.

Many assignments will require Super B paper size so this is an absolute must to purchase.

Materials may be purchased on line at any retailer such as Daniel Smith, Utrecht, Dick Blick et al. or if you prefer, at your local purveyor of Art paraphernalia such as, Hobby Lobby in Texarkana, Michael's, or local art stores.

Printing your work is your responsibility. Do not rely on school printers as your personal output device.

Printing depending on the size and paper quality can be expensive so be prepared ! \$1.50/sheet minimum.

All work must be presented in its final form on black matte board with 1" border unless otherwise specified.

Required Text: None

Suggested Text:

History of Graphic Design-Meggs

Understanding Form and Function-John Bowers

Deadlines and Attendance:

Attendance is mandatory unless prior excuse is made, or a written note is provided as outlined by the School's Guidelines. 3 unexcused absences earns you a drop by one full grade. Four absences and you may be dropped from the course.

Deadlines, deadlines, deadlines. We all hate deadlines. Unfortunately, as it exists in the workplace, so it is here. All deadlines must be met at the time posted. Any work turned in after the deadline will be assigned an "F"

Grades:
A=(92-100)
B=(91-83)
C=(82-74)
D=(73-65)
F=65 and below

Southern Arkansas University
 Class/Office Schedule

Class Parameters:

Students will be allowed to use only 2 typefaces for the first part of the semester. Times and Universe only.

Each Week students will bring an example of what they consider to be great design and critique the piece.

Each student will keep a journal of process to turned in at the end of each week to be graded.

Each assignment has a set of parameters that will be outlined either in class or in a "client brief." When **minimum requirements are met** you receive a "C" grade. You can move up or down from there based on percentage of completion and the merits of your work.

Your work will be evaluated by your proficiency in the medium using style, **originality**, composition, color, texture, line, (rules of design) et al as guidelines for grading. As an artist you are graded on your Art most of all, but the scholarship and research that you used in completing the assignment can and will be a factor in grading. If for instance, I have questioned your approach in completing an assignment and you can convince me that your research demands that a piece be done in a certain fashion then you will be assessed based on the success of your reasoning. Clients often need to be convinced. Look at the class in those terms. Educate me in the way you present your concepts as well as your execution.

This is an ART course not a computer course. Though proficiency in software is necessary, software programs are a tools like any other. The real test of the student is their ability to solve problems. Critical thinking is a must. My standards for excellence are high but I provide you with the tools and examples to meet those expectations, so don't be too "freaked."

Once again...your work will be assessed in these terms:

1. Innovation/creativity
2. Problem solving
3. Concept
4. Composition, color, form, line.
5. Research, technical proficiency, effectiveness, and clarity of message: Communication is a must!
6. Work ethic... which means that the final product will be evaluated in accordance with its, exactitude, cleanliness, timeliness, presentation. (as well as your critiquing/presentation skills.)

SEQ Number	Course Name	Course Number
0700081S	Art Appreciation	Art 2013
1972081S	Graphic Design II	Art 3333
0060081S	Typography	Art 3083
1097081S	Electronic Publishing	Art 3323
0061081S	Digital Image Making	Art 2123

Period	Monday	Tuesday	Wednesday	Thursday	Friday
8:00-8:50 AM	Office Hours	Office Hours	Office Hours	Office Hours	Office Hours
9:00AM-10:50 AM	Graphic Design II Rm 111	9:30 AM-12:20 PM Electronic Publishing Rm 111	Graphic Design II Rm 111	9:30 AM-12:20 PM Electronic Publishing Rm111	Graphic Design II
10:00 -11:50 AM	Appointments Only		Appointments Only		
12.40 -2:00 PM	Office Hours	Digital Image Making Rm 111	Office Hours	Digital Image Making Rm 111	
3:10-5:00 PM		Typography Rm 221		Typography Rm 221	
5:50 PM-8:30 PM				Art Appreciation Rm 101	