COURSE DESCRIPTION
Advanced design methodology and processes are explored through the development of a series of graphic exercises and assignments. Problems provide students with a technical understanding of the digital and manual skills necessary for professional production of contemporary typography and graphic design.

OBJECTIVES
This is a basic course dealing with the study of communication graphics using the computer as a creative medium. Hands on software training directed toward the art of visual design and aesthetic expression will be emphasized. There will be in-class exercises that will need to be completed in class to help students develop the necessary skills for the main assignments. All Projects will be created using the computer, however good design begins with the creative process, making thumbnails, and sketching, before starting on the computer. Thinking begins with a pencil/pen to sketchbook.

REQUIRED TEXTS/TUTORIALS:
Video Links and tutorials will be available on YouTube and Lynda.com

ADOBE CREATIVE CLOUD SOFTWARE
All students currently enrolled in a degree-granting program at the University of Utah have free access to Adobe Creative Cloud products (Mac & Windows) from the Office of Software Licensing site: http://www.software.utah.edu. Please note that due to a new agreement with Adobe and the U, student accounts are only to be used for academic purposes.

SCHEDULE OF TOPICS & DUE DATES:
Assignments are designed to explore aesthetic concepts using the tools and techniques studied in class. We will also use these assignments as a way to understand what makes an effective and engaging work of art. Each project will have a handout stating project goals and evaluation criteria. This handout will also list due dates for the assignment. Late assignments that are not presented during the critique will have lowered grades. Unless prior arrangements have been made, assignments will not be accepted after one week from the due date. Evaluations will be based on meeting the assignment goals, demonstrating skill with and understanding of the technology. Assignments must meet or exceed the minimum evaluation criteria.

Assignments are subject to change. Any changes will be announced in class. You are responsible for being aware of them. If you have a problem with a deadline, please contact the instructor before the due date to make arrangements for turning in the assignment.

MATERIALS {bring supplies to all class periods}
Students will have access to computers and Adobe software in the classroom and at all computer labs. Students should also be prepared to use traditional materials for developing their concepts and note-taking.

PREREQUISITES
You must be an art major, have completed the Foundation program, and been approved to enter this emphasis by portfolio/transcript review. No transfer students admitted without a Foundation equivalent and portfolio/transcript review.

GRADES
Grades are given on the basis of good design; that is, the integration of design concepts, technique, and craft. Students are 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 point system that correlates to letter grades will be used for individual exercises, book vocabulary test and projects throughout the course. A total of these points will be used to calculate the student’s final course grade. Presentation skills, professionalism and participation in discussions and critiques will also influence overall course grade.

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”.

GRADING SCALE
Based on University of Utah’s Grade Point Standards

<table>
<thead>
<tr>
<th>LETTER</th>
<th>PERCENT</th>
<th>GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>94-100</td>
<td>4.0</td>
</tr>
<tr>
<td>A-</td>
<td>90-93</td>
<td>3.7</td>
</tr>
<tr>
<td>B+</td>
<td>87-89</td>
<td>3.3</td>
</tr>
<tr>
<td>B</td>
<td>84-86</td>
<td>3.0</td>
</tr>
<tr>
<td>B-</td>
<td>80-83</td>
<td>2.7</td>
</tr>
<tr>
<td>C+</td>
<td>77-79</td>
<td>2.3</td>
</tr>
<tr>
<td>C</td>
<td>74-76</td>
<td>2.0</td>
</tr>
<tr>
<td>C-</td>
<td>70-73</td>
<td>1.7</td>
</tr>
<tr>
<td>D+</td>
<td>67-69</td>
<td>1.3</td>
</tr>
<tr>
<td>D</td>
<td>64-66</td>
<td>1.0</td>
</tr>
<tr>
<td>D-</td>
<td>60-63</td>
<td>.7</td>
</tr>
<tr>
<td>E</td>
<td>0-65</td>
<td>0</td>
</tr>
</tbody>
</table>
GRADE DESCRIPTIONS

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

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” work is considered average and is 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.

MINIMUM GRADE REQUIREMENT FOR CONTINUATION INTO SPRING SEMESTER DESIGN COURSES

A C- minimum is required in this course in order to continue to spring design courses: Art 3620 and Art 3640. If a student receives less than a C- in this course, the course will need to be repeated during the following fall semester prior to continuing on in the design program. If not successful in achieving a C- or higher in this second attempt, the student will be dismissed from the Graphic Design Program. See the section titled: “Sophomore Review for Continuation in the Graphic Design Program” for all first year Graphic Design GPA requirements.

WORK ETHIC

• Maintaining good work habits, and working with efficiency and accuracy, is critical in the successful completion of the Graphic Design program.

• Students are to be prepared at the start of each class with assigned work and appropriate supplies.

• Individual desks and all work areas are to be kept clean and neatly organized and will be reflected in grading.

• Students who do not participate in class critique or individual discussions when scheduled should not expect private critiques with faculty at a later date.

• Students who miss lectures and class discussion due to absences must obtain notes and assignments for subsequent classes from a responsible student prior to the next class period. While faculty will be happy to clarify information for students who are confused, instructors cannot repeat lectures or elaborate on project descriptions on an individual basis. Students should make every effort to obtain general information from classmates before discussing details with faculty.

• Student work may be retained for departmental files.

• All work must be original. Plagiarism is not tolerated.

ATTENDANCE

Regular attendance is a requirement of this course. Consistent and prompt attendance develops responsible, professional behavior and ensures that students 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.

ONE absence is allowed for unforeseen events associated with illnesses or emergencies. Each subsequent absence will result in an automatic 1/3 grade reduction. For example: if your final grade in the course is a B, a second absence will lower your grade to a B-, a third absence will lower it to a C+, etc.

Activities such as doctor appointments, advisor conferences, trips to supply stores and labs, and employment, should not be scheduled in conflict with class time.

Attendance accommodations may be provided for those who have a conflict that involves religious/spiritual observances, documented and University-sanctioned activities (e.g., athletics, debate tournaments, etc.), and short-term family or medical-related emergencies. Students involved in excused University-sanctioned activities must provide written documentation from the appropriate advisor, and the student must alert the instructor prior to missing class.

Regardless of the reasons for any absences, students are expected to complete all coursework (in-class work as well as homework) on time and meet all deadlines.

Prolonged illness must 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 (see “Incomplete” under Grade Descriptions.)
PUNCTUALITY

Punctuality is expected and attendance is required until the end of each class period.

Students who arrive past the class start time, or leave before the end time (unless dismissed early by the instructor) will be marked “late”. 2 “lates” will be counted as 1 absence.

Arriving 15 minutes or more past the start time, or leaving 15 minutes or more prior to the end time will be counted as an absence.

PHONE/COMPUTER USE

Unless authorized by the instructor, the use of phones, tablets, and/or other computers for calls, texts, social media, or any other purpose not pertinent to the course is prohibited during class sessions.

SOPHOMORE REVIEW FOR CONTINUATION IN THE GRAPHIC DESIGN PROGRAM

At the culmination of the Spring semester, all Sophomore Graphic Design students will undergo a review that will determine continuance into the Junior level of the program.

In order to be eligible for continuation into the Junior year of the program, students are required to:

1. Earn an average 2.7 grade (B-) among these required courses:
   - ART 3600 Graphic Design History (3 credits)
   - ART 3610 Visual Communication I (4 credits)
   - ART 3620 Visual Communication II (4 credits)
   - ART 3630 Digital Studio (3 credits)
   - ART 3640 Design Process (4 credits)

   Grade points earned from these courses will be multiplied by the number of credits for each course. These scores will be added together, and divided by the total number of credits (18). This will determine the average grade.

2. Attend an in-person review with the full-time Graphic Design faculty. In this short meeting (generally 10-15 minutes) students will present a portfolio comprised of projects completed in the Sophomore-level studio courses (this may include ART 3130 Drawing I). This review is an opportunity for the student and faculty to get an overview of the student’s work, and to discuss strengths and weaknesses in regards to professionalism, work ethic and diligence, creativity, technical skills, comprehension, and overall progress.

3. Complete a self-evaluation form in advance of the above review with faculty.

If a student fails to meet the minimum grade requirement, or fails to attend the in-person interview, they will not be allowed to continue into the Junior level Graphic Design courses. A follow-up conference will be arranged in which the student and full-time faculty will together devise a plan for the student to repeat certain Sophomore-level courses in order to improve their grade average.

If a student fails to pass Sophomore Review a second time, they are subject to dismissal from the program.

CONTENT ACCOMMODATIONS

Some of the lecture, discussion, readings, or other materials in this course may include information, ideas, and/or theories that conflict with the core beliefs of some students. For example, some of the material we screen/view may be rated “mature” and/or deal with issues such as sexuality and violence. These are appropriate topics for a class in the Department of Art & Art History, and they are necessary for a full understanding of the histories and practices in the arts. Please review the syllabus carefully to be sure this is a course you are committed to taking. Please also refer to University of Utah Academic Policy 6-100-3-Q: regulations.utah.edu/academics/6-100.php

PLAGIARISM

Plagiarism is not tolerated in any course in the Department of Art & Art History. “Plagiarism means the intentional unacknowledged use or incorporation of any other person’s work in, or as a basis for, one’s own work offered for academic consideration or credit or for public presentation. Plagiarism includes, but is not limited to, representing as one’s own, without attribution, any other individual’s words, phrasing, ideas, sequence of ideas, information or any other mode or content of expression.” (Policy 6-400, Student Code)

FACULTY AND STUDENT RESPONSIBILITIES

All students are expected to maintain professional behavior in the classroom setting, according to the Student Code (Policy 6-400), spelled out in the Student Handbook. 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.
**AMERICANS WITH DISABILITIES ACT (ADA)**

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 Olpin Union Building, 581-5020 (V/TDD). CDS will work with you and the instructor to make arrangements for accommodations. All information in this course can be made available in alternative format with prior notification to the Center for Disability Services.

**ADDRESSING SEXUAL MISCONDUCT**

Title IX makes it clear that violence and harassment based on sex and gender (which includes sexual orientation and gender identity/ expression) is a civil rights offense subject to the same kinds of account-ability and the same kinds of support applied to offenses against other protected categories such as race, national origin, color, religion, age, status as a person with a disability, veteran’s status or genetic information. If you or someone you know has been harassed or assaulted, you are encouraged to report it to the Title IX Coordinator in the Office of Equal Opportunity and Affirmative Action, 135 Park Building, 801-581-8365, or the Office of the Dean of Students, 270 Union Building, 801-581-7066. For support and confidential consultation, contact the Center for Student Wellness, 426 SSB, 801-581-7776. To report to the police, contact the Department of Public Safety, 801-585-2677. (COPS)

**CENTER FOR WELLNESS & COUNSELING CENTER**

Personal concerns such as stress, anxiety, relationship difficulties, depression, cross-cultural differences, etc., can interfere with a student’s ability to succeed and thrive at the University of Utah. For helpful resources, contact:

Center for Student Wellness
wellness.utah.edu 801-581-7776

University Counseling Center
counselingcenter.utah.edu 801-581-6826

**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.

**IMPORTANT DATES: FALL 2017 SEMESTER**

- Labor Day (no class): MON, SEP 4
- Last day to add, drop, elect CR/NC, audit classes: FRI, SEP 1
- Tuition payment due: FRI, SEP 1
- Fall Break (no class): SUN OCT 8 – SUN OCT 15
- Last day to withdraw from classes: FRI OCT 20
- Thanksgiving Break (no class): THU–FRI, NOV 23-26
- Classes end: THU DEC 7

**ASSIGNMENT SCHEDULE**

<table>
<thead>
<tr>
<th>AUG 24</th>
<th>Introduction: Syllabus &amp; Illustrator Fundamentals</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUG 31</td>
<td>Research &amp; Process in Groups / Illustrator Demo</td>
</tr>
<tr>
<td>SEP 7</td>
<td>Project Development in Groups / Comp Critique / Illustrator Demo</td>
</tr>
<tr>
<td>SEP 14</td>
<td>FINAL DUE: Critique T-Shirt Design</td>
</tr>
<tr>
<td></td>
<td>ASSIGNMENT: Photo Retouching / Photoshop Fundamentals</td>
</tr>
<tr>
<td>SEP 21</td>
<td>Research &amp; Process in Groups / Illustrator Demo</td>
</tr>
<tr>
<td>SEP 28</td>
<td>Project Development in Groups / Comp Critique / Illustrator Demo</td>
</tr>
<tr>
<td>OCT 5</td>
<td>FINAL DUE: Critique Personal Interest Patch</td>
</tr>
<tr>
<td></td>
<td>ASSIGNMENT: Photo Retouching / Photoshop Fundamentals</td>
</tr>
<tr>
<td>OCT 12</td>
<td>FALL BREAK: No Class</td>
</tr>
<tr>
<td>OCT 19</td>
<td>Project Development in Groups / Comp Critique / Photoshop Demo</td>
</tr>
<tr>
<td>OCT 26</td>
<td>FINAL DUE: Critique Photo Retouching</td>
</tr>
<tr>
<td></td>
<td>ASSIGNMENT: Photoshop Surrealism</td>
</tr>
<tr>
<td>NOV 2</td>
<td>Research &amp; Process in Groups / Photoshop Demo</td>
</tr>
<tr>
<td>NOV 9</td>
<td>Project Development in Groups / Comp Critique / Photoshop Demo</td>
</tr>
<tr>
<td>NOV 16</td>
<td>FINAL DUE: Critique Photoshop Surrealism</td>
</tr>
<tr>
<td>NOV 23</td>
<td>THANKSGIVING BREAK: No Class</td>
</tr>
<tr>
<td>NOV 30</td>
<td>Project Development in Groups / InDesign Demo</td>
</tr>
<tr>
<td>DEC 7</td>
<td>FINAL DUE: Critique Process Book</td>
</tr>
</tbody>
</table>