Graphic Design I: ART270

Daniel Anguiano
anguianod1@sfasu.edu
Cell/Text: 817.689.3651
SFA Phone: 936.468.4568
Office ART 129
Office Hours: MW 1-4 or By Appointment

Course Description:
Graphic Design I - Three semester hours, six hours' studio, six hours assigned independent study per week. Design fundamentals as applied to advertising layout and production. Prerequisites: ART 100, 110. Fall, Spring.

Program Learning Outcomes:

- The students will compare their progress against models of excellence in the visual arts, which are provided through high quality extracurricular and extramural art activities.
- The student will understand their art in an art historical context.
- The student will be equipped to critically analyze their artwork as well as others.
- The student will learn new techniques, creative process and gain confidence as an artist.
- The student will demonstrate understanding of design issues.
- The student will learn to use their super powers for only good.

Student Learning Outcomes:

- Explore various materials and programs as well as working methods and ways of thinking.
- Effectively apply design principles to a variety of visual expressions and problems.
- Become familiar with the process of creative thinking and creative problem-solving.
- Initiate an awareness of artists and designers who inspire.
- Communicate their design concepts clearly. (through sketches, written or spoken words)
- Select successful, concept-driven solutions and apply design principles to projects.
- Critically discuss and assess the work.
- Exhibit a portfolio reflective of their design abilities and creative goals

Course Policies:

- Visual research is necessary for this course. A portable memory device and a paper sketchbook are required. The record of scanned, printed and archived files is called “the process book.” Submit all research (the process book), along with finished class projects, at portfolio night.
- The School of Art advertising design digital lab is required to produce the projects for this course. Lab printers are for class work ONLY and not for personal use.
- The ad design classroom is to be used ONLY for class work. Personal Internet, cell phone, and audio device use is not permitted in the classroom during class time.
- Presenting quality work is the student’s responsibility. This includes printing, paper, mat boards, and supplies.
- Identify and secure personal property, the classroom is shared with other classes.
- Clean up after yourself. Cut only in designated areas. Never cut on the floor or directly on any unprotected table or counter top. No food is permitted at the computer workstations.
• Avoid aerosols, spray aerosols only in designated spray booths.
• The portfolio contains all the finished course projects and process books. The portfolio is submitted in printed and form on portfolio night.
• All assignments will be posted on D2L and completed assignments and projects are to be submitted to the dedicated drop box in D2L.
• Collect the portfolio the next day after portfolio night.

Text and Materials
Portable Hard Drive / Flash Drive / Sketch Book

Course Grading:
Weekly Assignments/Participation 10% of grade
Course Projects 70% of Grade
Process Book/Portfolio 20% of Grade

Class Absences:
Class absences are not to exceed 6 days in a lecture class without consequence. A student will not receive credit for any course when missing 18 contact hours or more (this includes excused and unexcused absences).

Course Calendar
8/29 – Class Intro
8/31 – What is Graphic Design?
9/5 – Photoshop Demo and Assignment
9/7 – Photoshop Assignment Due – Critiques
9/12 – Illustrator Demo and Assignment
9/14 – Illustrator Assignment Due – Critiques
9/19 – InDesign Demo and Assignment
9/21 – InDesign Assignment Due – Critique
9/26 – Logo Design and Stationery
9/28 – Logo Design Assignment – Thumbnail Critiques
10/3 – Logo Design Assignment
10/5 - Logo Design Assignment – Digital Critiques
10/10 – Final Logo/Stationery Design
10/12 – Final Logo and Stationery Critiques
10/17 – Branding Assignment
10/19 – Branding Assignment
10/24 – Branding Assignment
10/26 – Branding Assignment – Critiques
10/31 – Branding Assignment
11/2 - Branding Assignment – Critiques
11/7 – Branding Assignment
11/9 – Branding Assignment – Critiques
11/14 – Branding Final Critiques
11/16 – Process Books
11/28 – Process Books
11/30 – Process Books
12/5 – Process Books/Mounting
12/7 – Process books/Mounting
12/12 – Portfolio Night – 4-6pm
**Academic Integrity**
Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

**Definition of Academic Dishonesty**
Academic dishonesty includes both cheating and plagiarism. Cheating includes, but is not limited to: (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) falsification or invention of any information, including citations, on an assignment; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism include, but are not limited to: (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from the Internet or another source; and (3) incorporating the words or ideas of an author into one's paper or presentation without giving the author due credit.

Please read the complete policy and the appeals process at the [SFA Policy Manual](#).

**Withheld Grades Semester Grades Policy (A-54)** At the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future semesters, the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

**Students with Disabilities** To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to the [Office of Disability Services](#)