**Syllabus** ART 470.001 Advanced Graphic Design II, S19, 2 – 4:40 pm, MW, School of Art graphic design B121
Professor Peter Andrew, pandrew@sfasu.edu, 936-468-4804 ext. 4451, office B127, advising/office hours by appointment.

Students registered in this class are responsible for fulfilling the requirements in this syllabus in order to earn a passing grade.

**Description:**
ART 470 Advanced Graphic Design II. Techniques for graphic design, repeatable sections A thru F. 3 semester hours, 6 hours studio, 6 hours independent study per week. Creative research, strategy and execution for building a professional graphic design portfolio.

**Intended Course Learning Outcomes**
- Students demonstrate proficiency in art studio practices applied to graphic design.
- Students exhibit competency applying technical and problem solving skills appropriate to graphic design.
- Students develop visual skills and creativities.
- Students compare self-progress to models of excellence in graphic design with in and outside class activities.
- Students actively invent, produce and showcase their graphic design skills to the public in art exhibits.

**Student Learning Outcomes**
- Students demonstrate abilities to explore creative options within clearly defined limits.
- Students demonstrate abilities to follow directions and to complete projects on-time building craftsmanship.
- Students demonstrate abilities to create original design projects with quality materials using art elements & strategies.
- Students present graphic design portfolios, critically discuss, assess, and exhibit skillful work (I like.., I wish..; What if..?).

**Course Requirements:**

**Class Etiquette**
- Dispose acrylic waste water outdoors or in restroom toilets.
- Recycle all waste appropriately.
- Phone, text and headphone use inappropriate and unacceptable during studio.
- Food and beverages use outside studio.
- Log off computers after use.

Students share responsibilities to help maintain the design studio in a clean and safe condition at all times. Clean up the work area when finished. Collect your personal property when class ends. Leave the room, chairs and tables, clean and orderly.

Accelerate progress and strive to improve. Focus on the project at hand. A studio free of distraction helps focus and improves quality. Mutual respect is the golden rule: “My rights end where my neighbor’s territory begins.” Respect time and practice professional work ethic. Complete projects work. Actively solicit feedback. Plan adequate time after class to complete all work.

**Grades:** Grades record quality and quantity levels of class projects at semesters end (final portfolio), **qualified by attendance**. Single projects are not graded. Final grades include: 1. total class color projects, free-studies and two public hands-on color demonstrations (midterm and final), 2. final portfolio, and 3. attendance. **Attendance matters most.** SFA School of Art attendance policy: ‘Class absences cannot exceed 6 hours without consequence. A student will not receive credit for any class after missing 18 contact hours (6 studio class days). Arriving late (10+ minutes) and leaving early (10+ minutes) may be considered partial absences that cumulatively and adversely influence the final grade. Excused absences excepted. Document excused absence in writing to the instructor.

**Excellent grades depend upon excellent attendance.**

Attendance means more than just showing up. Attendance includes in-class **performance, attention level, and active participation.** Attendance means bringing required art supplies and a positive attitude!

From the SFA General Bulletin

**Class Attendance and Excused Absences:** Regular and punctual attendance is expected at all classes, labs and activities for which a student is registered. For classes where attendance is a factor in the course grade, the instructor shall make his policy known in writing at the beginning of each term and shall maintain an accurate attendance records. Regardless of attendance, every student is responsible for course content and assignments. University policy excuses students from attendance for absence related to health, family emergencies and student participation in university-sponsored events. Students are responsible for providing documentation satisfactory to the instructor for missed classes. Students with acceptable excuses may be permitted to make up work for absence to a maximum of three weeks of a semester or one week of a summer term when the nature of the work missed permits. In case of absence by participation in University-sponsored events, announcement via mySFA by the provost constitutes official excuse. Event faculty sponsors must submit an e-mail attachment with written absence explanation, date, time and alphabetical list of students attending to the office of the provost for posting.

**Grading System:** Student grades are determined by daily work, oral/written quizzes, and final exams. A means excellent; B good; C average; D passing; F failure; QF quit failure; WH incomplete/grade withheld; WF withdrew failing; WP withdrew passing. WP/WF are
assigned only when a student has withdrawn from the university after mid-term or with approval of the student’s academic dean. No grade can be taken from the record unless mistakenly recorded. Specified courses are graded on a pass/fail (P/F) system with no other grade awarded. A student who earns F can get credit only by repeating the course. A gives four grade points per semester hour; B three grade points; C two grade points; D one grade point; and F, WH, WF and WP, no grade points. The semester hours undertaken in all courses, except remedial courses, repeat courses and courses dropped with grades of W or WP, are counted in the grade point average. WF counts as hours attempted with 0 grade points earned in computing grade point average. WP does not count as hours attempted in computing grade point average. At instructor’s discretion and with approval of the director, WH is earned only if the student cannot complete the course due to unavoidable circumstances. Students must complete work within one calendar year from the semester when they receive WH, or the grade automatically becomes F. If students register for the same course in future terms, WH automatically becomes F and is counted as a repeat course for the purpose of computing the grade point average.

**Academic Integrity:** All university faculty and students are responsible for academic integrity. Faculty promote integrity by instructing on the practice of honesty, abiding by university policy on penalties for cheating and plagiarism, and by personal example. **Definition of Academic Dishonesty:** Academic dishonesty includes cheating and plagiarism. Cheating includes (but not limited to) using or attempting to use unauthorized materials to aid in achieving a better grade in a course; falsifying or inventing any information intended to deceive (including citations and assignments); and/or helping or attempting to help another in cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they are your own. Examples of plagiarism: submitting an assignment as if it were your own work when it is partly the work of another; submitting a work that has been purchased or obtained from an Internet source or other source without due credit; and using the words or ideas of an author in your work without giving the author due credit. Complete policy at http://www.sfasu.edu/policies/academic-integrity.asp

**Health Disclaimer:** "If you are pregnant or become pregnant while taking this course, or have a medical condition that could increase your sensitivity to chemical exposure, it is important for you to take all precautions concerning your own personal safety. While reasonable measures have been taken to insure your safety, there is a risk in this class of exposure to material that could prove harmful to persons at risk. Please contact the professor should you have questions or concerns. Students who need accommodations for certified disabilities should work through the Office of Disability Services and then your professor.” - SFA General Counsel

**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 (TOO) 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 http://www.sfasu.edu/disabilityservices/.

**Calendar**

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**Week 1**
1. **W 1/23** Syllabus, graphic design overview; start Client 1: Media Kit

**Week 2**
2. **M 1/28** Media Kit
3. **W 1/30** Media Kit

**Week 3**
4. **M 2/4** Media Kit
5. **W 2/6** Client 1 Media Kit due; start Client 2: Naranjo Museum

**Week 4**
6. **M 2/11** Naranjo Museum
7. **W 2/13** Naranjo Museum

**Week 5**
8. **M 2/18** Naranjo Museum
9. **W 2/20** Client 2 Naranjo Museum due; start Client 3: Naranjo Museum

**Week 6**
10. **M 2/25** Naranjo Museum
11. **W 2/27** Naranjo Museum

**Week 7**
12. **M 3/4** Naranjo Museum
13. **W 3/6** Client 3 Naranjo Museum due; start Client 4: Infographics

**Week 8 Mid-semester**
14. **M 3/11** Infographics
15. **W 3/13** Infographics

**SPRING BREAK WEEK**
Week 9
16  M 3/25  Infographics
17  W 3/27  Client 4 Infographics due; start Client 5: Non-profit
Week 10
18  M 4/1  Non-profit
19  W 4/3  Non-profit
Week 11
20  W 4/8  Non-profit
21  M 4/10  Client 5 Non-profit due; assignment 6: Non-profit
Week 12
22  W 4/15  Non-profit
23  M 4/17  Non-profit
Week 13
24  W 4/22  Non-profit
25  M 4/24  Client 6 Non-profit due; start Client 7: Brand Extension
Week 14
26  W 4/29  Brand Extension
27  M 5/1  Brand Extension
Week 15 Dead Week
28  M 5/6  Brand Extension
29  W 5/8  Client 7 Brand Extension due; portfolio revisions
Week 16 Final Exam Week
30  T 5/14  Portfolio Night Event 4 - 6 pm

Project Descriptions
Project 1 Media Kit
Information document launching and promoting an event to help journalists easily create a story.
Ingredients (1 page each): client/product/service overview; contact info; client info; media assets (images, logos, links, etc); testimonials; awards.

Project 2 Naranjo Museum of Natural History TBA

Project 3 Naranjo Museum of Natural History TBA

Project 4 Infographics
Create information graphics (visual representations) that communicate complex data quickly, simply and clearly.
Steps: gather data, simplify, prioritize, organize (type, color, arrangement), build, revise, evaluate design.

Project 5 Non-profit TBA

Project 6 Non-profit TBA

Project 7 Brand Extension
Use an established brand trademark on a new product to increase sales. The product can be real or imaginary.
Challenge: Create a visual board that makes your brand extension heroic.

Process Book
Visual journal documenting the design process from start to finish, a resource that helps your client understand the design process.