Advanced Graphic Design
3 semester hours, 6 hours studio, 3 hours independent study per week.
Advanced design concepts applied to graphic projects and production.
Pre-requisites: ART 270/ARTS 2313.
Advanced Graphic Design students create client-based projects using expressive digital techniques, present, assess, give feedback, and develop a portfolio & process book.
This course is formatted for livestream (synchronous) delivery.
Students in this class must have access to a computer with an Adobe Creative Cloud account.
The ART 121 graphic design studio is available during class times to registered students who choose to use the lab.
ART 121 lab users must abide by lab rules and etiquette or surrender access rights.
Daily livestream instructor-guided Zoom meets +/- an hour, from 8 to 9 am.
This is followed by individual private studio work time of +/- an hour, from 9 to 10 am.
Livestream Zoom meet again the last 40 minutes, 10 to 10:40, giving time for questions, feedback, guidance.
Weekly project uploads are due by 5 PM Friday, unless otherwise noted. Late work unacceptable.
Feedback due by 8 am Tuesday, unless otherwise noted.
Project upload deadlines and peer feedback for F2F, Online and Livestream are the same.
Intended Course Learning Outcomes
Demonstrate studio practice skills.
Show technical competencies.
Develop visual skills using color.
Compare progress to models of excellence in art.
Produce and present color projects and provide peer feedback within upload due dates.
Student Learning Outcomes
Demonstrate creative exploration within project limits.
Follow directions. Complete projects appropriately and on-time.
Create color projects using art elements & strategies.
Present two hands-on color presentations. Discuss and give feedback ("I like...", "I wish..."); "What if...?").
Upload final color portfolio reflecting color skills.
Required
Weekly project upload due by 5 PM Friday.
Materials for online & digital study:
Adobe Creative Cloud application or equivalent: Adobe Illustrator, save copy of files in PDF web format.
Digital camera or phone camera.
Class Etiquette
Mutual respect is the golden rule. A studio free from distraction is essential for quality design. “Our rights end where our neighbor’s territory begins.” Focus on the project at hand. Accelerate personal progress. Strive for continuous creative growth. Actively solicit feedback from the instructor. Plan dedicated time outside class to complete projects.
In class: Disruptive behavior is inappropriate. Silence phones. Respect work time and demonstrate adult work ethic. Mind current health notices. No food inside the lab. Dispose acrylic rinse water in toilet; not in sink drain. Recycle waste.
Follow room etiquette when using the SFA graphic design studio. Leave the area clean.
* Abide by pandemic health safety mandates. Currently: N-85 to N-95 face mask and 6’ social distance.
* Sanitize work area before and after use.
• Spray aerosols only in spray booths located in the painting, drawing, and sculpture studios.
• Project research becomes a process book. Save research files for final process book submission.
• Save and upload all project work by deadline. Project file naming convention: 3311F20lastname01, etc.
Grades
1. Covering online modules, fulfilling online projects and giving feedback;
2. Meeting project & feedback upload schedule on time;
3. Submitting all revised project files and process book (pdf web format) by last class day. This is the Portfolio.

Attendance means being active on multiple levels.
Absence above 6 contact hours (2 classes) or missing 2 project deadlines have grade consequences.
No credit earned after missing 18 hours (6 classes) or 5 deadlines.
Late projects unacceptable.
Projects may be revised and re-graded until final class day.

From the SFA General Bulletin

Acceptable Student Behavior: Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (please see Student Conduct Code, policy D-34.1). The instructor has full discretion over what behavior is appropriate in the classroom. Students who do not attend regularly or who perform poorly may be referred to the Early Alert Program to provide recommendations, resources, or other assistance to help SFA students succeed.

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 record of attendance. 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

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.disabilityservices/.

**Safety:** “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

**COVID-19 MASK POLICY**
Masks (cloth face coverings) must be worn over the nose and mouth at all times in this class and appropriate physical distancing must be observed. Students not wearing a mask and/or not observing appropriate physical distancing will be asked to leave class. All incidents of not wearing a mask and/or not observing appropriate physical distancing will be reported to the Office of Student Rights and Responsibilities. Students who are reported for multiple infractions of not wearing a mask and/or not observing appropriate physical distancing may be subject to disciplinary actions.


Personal hand sanitizer and additional health precautions are encouraged.

**Calendar 14214 ARTS 4313-002 Advanced Graphic Design, F20, Online & Livestream TR 8 – 10:40 am, lab B121**
Professor Peter Andrew, pandrew@sfasu.edu, 936-468-4804 ext. 4451, office B127, advising/hours by appointment.

Students registered for this class are responsible to fulfill syllabus requirements to pass the course.

**Week 1**
T 8/25 Syllabus & course intro, Project 1 branding  
R 8/27

**Week 2**
T 9/1  
R 9/3 Project 1 branding due

**Week 3**
T 9/8 Project 2 brand extension  
R 9/10

**Week 4**
T 9/15  
R 9/17 Project 2 brand extension due

**Week 5**
T 9/22 Project 3 media kit  
R 9/24

**Week 6**
T 9/29  
R 10/1 Project 3 media kit due

**Week 7**
T 10/6 Project 4 infographic  
R 10/8

**Week 8 Mid-semester**
T 10/13  
R 10/15 Project 4 infographics due

**Week 9**
T 10/20 Project 5a non-profit design  
R 10/22

**Week 10**
T 10/27  
R 10/29 Project 5a non-profit design due

**Week 11**
T 11/3 Project 5b non-profit design  
R 11/5
Week 12
T 11/10 P
R 11/12 Project 5b non-profit design due

Week 13
T 11/17 Project 5c non-profit design
R 11/19

Thanksgiving week holiday 11/17 - 11/25

Week 15
T 12/1
R 12/3 Project 5c non-profit design due; final portfolio & process book uploaded

Week 16
R 12/10 Portfolio Livestream 5 - 6 pm graphic design majors attend

Projects

1 Branding, brand identity: promoting a company and products using distinctive design; promise to customers and clients. Effective branding distinguishes one identity apart from other parity brands by a specific unique characteristic or positive attribute. Brand design can include the name, slogan, theme, symbol, colors, and other features that separate it from others in the category. Brand identity campaigns use strategic advertising and marketing to communicate the company core values to help build brand awareness, brand preference, brand loyalty. Brand management involves smart coordination of multiple branding strategies. Brand equity measures the value of the brand over time according to target audience thoughts, feelings and actions.

2 Brand extension: using an existing brand on new products and services to increase exposure, use, loyalty, and equity. Brand extensions often use the parent brand to enter a new product and service category. Product categories include any variety of items sold. Sections inside a mass-market store reflect some product categories, such as food, automotive, clothing, housewares, pets, electronics, medical, banking, etc. Further, product categories exist within each specific section, for example automotive includes tires, batteries, parts, repair, accessories, performance, etc. Positive and negative attributes connected with the parent brand are expected to transfer to the brand extension.

3 Media kit: also called press kit, containing a pre-assembled set of promotional materials providing information about a company for public distribution. Media kit design is a web page that includes photos, logos, interesting information and compelling or timely stories that make learning about and promoting the company easy and fun. Press kits are provided to announce a new release. Media kits contain information with longer use, for example a story that romances the start of the company. Effective media kits entice media channels to publish information for free as editorial content, saving advertising money and adding legitimacy.

4 Infographic: visual design that quickly and clearly communicates accurate information. Effective infographics improve understanding with the strategy of economy and simplicity, giving a visual hierarchy that includes useful and edits useless data. Similar words: data visualization, information architecture.

5 a, b, c Non-profit (NPO, IRS 501(c)(3) organization): tax-exempt business for public service and good. Donating tax deductible. Some notable non-profit organizations: AARP, Americare, Boy and Girl Scouts, Greenpeace, Habitat for Humanity, Humane Society, Human Rights, Nature Conservancy, Red Cross, Sierra Club, and more.