Reading
Photoshop CC


Illustrator CC

InDesign CC

Overview
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 & ART 110.

Program Learning Outcomes:
1. Undergraduate students will demonstrate proficiency in studio foundation skills as they relate to the elements and principles of design.
2. Undergraduate students will exhibit a high level of proficiency in the use of materials, techniques and media.
3. Undergraduate students will demonstrate understanding of contemporary art issues through exploration of synthesis of content, problem solving and creativity.
4. Undergraduate students will define and state knowledge of Art Historical precedents.

Course Objectives
- 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.
Methods / Materials
This course will consist of lectures, readings, discussions, demos, videos, hands-on projects, and critiques.

Personal Materials:
Required: Removable USB Storage Device (Recommend at least 32 GBs), Sketchpad and pencils.

Grading
Evaluation will be based on your participation, ability to understand key concepts, demonstration of skills through the successful completion of all exercises and projects and overall effort and quality of work. You are expected to participate in class discussion and critique. Failure to do so will result in a deduction of points from your final grade.

Final grade is the sum of the following 3 averages:
Average of Projects 60%
Average of Assignments, Attendance, Guidance/Participation 20%
Process Book/ Portfolio 20%

Evaluation of Projects
All projects are due at the start of class and will be evaluated based upon the following criteria:

• Completion of Projects: All projects will be given to you in writing and will include instructions for completion, dimension requirements, mounting (if requested) and presentation requirements.
• Delivery of Works: All assignments and project milestones are expected to be completed and ready for presentation. These milestones and assignments are created so that you can complete and meet project objectives in a timely manner.
• Participation in Critique: In each project you will be expected to give and receive critique.

Plagiarism is strictly forbidden. Any student caught plagiarizing any work, including written papers, is subject to receive a failing grade. Please refer and read the SFASU’s student academic integrity policy below for more information on plagiarism.

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:
http://www.sfasu.edu/policies/4.1-student-academic-dishonesty.pdf
http://www.sfasu.edu/policies/final-course-grade-appeals-by-students-6.3.pdf

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.

Evaluation Rubric
I will assign a point total for each assignment and project. At the end of the semester, your points will be added up and your grade determined by the following whole letter grading scale/system:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
<th>Comment</th>
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</thead>
<tbody>
<tr>
<td>A</td>
<td>90–100%</td>
<td>Absolutely no doubt of superior performance, effort, teamwork and accomplishment (clear evidence of talent, imagination and commitment).</td>
</tr>
<tr>
<td>B</td>
<td>80–89%</td>
<td>Good work with consistent effort and participation.</td>
</tr>
<tr>
<td>C</td>
<td>70–79%</td>
<td>Completion of assignment with average quality and participation.</td>
</tr>
<tr>
<td>D</td>
<td>60–69%</td>
<td>Poor work and/or effort.</td>
</tr>
<tr>
<td>F</td>
<td>0–59%</td>
<td>Late or very poor quality work or missing the critique.</td>
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Attendance/ Participation/ Behavior
I will take attendance at the beginning of every class. It will contribute to 20% of your grade. There is a direct correlation between attendance and success in this class. If you are sick or have to miss class, you are responsible for finding out the assignment from a classmate and coming to the next class prepared with any missed work completed. Students CANNOT miss critiques. If you miss a critique with an unexcused absence, you will be given a zero for that project. Please respect your classmates.

Attendance will be assessed as follows:
4 absences = final course grade is dropped one full letter grade;
5 absences = final course grade is dropped two full letter grades;
6 absences = final course grade is dropped three full letter grades;
7 absences = Fail
3 tardies = 1 absence.

Please note: If you are absent for a critique you automatically receive a ‘F’ for that particular project. If you are absent for the final critique you automatically receive a ‘F’ as your final grade for the class.

Course Policies/ Deadlines

- 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 use of cell phones and tablets are not permitted unless needed for a particular assignment. No texting or social networking interactions in class. Failure to recognize this policy results in a grade reduction.
- 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 of the finished course projects and research (process books). A title, author’s name and date are placed on the back of every matted project. The portfolio is submitted in both printed and digital 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 as PDFs.
- Collect the portfolio after portfolio night.

Projects and assignments are due at the start of class. Any student will be allowed to revise any project for a higher grade. The original project must be turned in along with the revised project for review. Students who bring a project in late will not be allowed to revise that specific project.
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 [http://www.sfasu.edu/disabilityservices/](http://www.sfasu.edu/disabilityservices/)

Course Evaluations
Near the conclusion of each semester, students in the School of Art electronically evaluate courses taken within the COFA. As you evaluate this course, please be thoughtful, thorough, and accurate in completing the evaluation. Please know that the COFA faculty is committed to excellence in teaching and continued improvement. Therefore, your response is critical!
In the School of Art, the course evaluation process has been simplified and is completed electronically through MysFA. Although the instructor will be able to view the names of students who complete the survey, all ratings and comments are confidential and anonymous, and will not be available to the instructor until after final grades are posted.

Class Calendar
Will be posted to D2L