Graphic Design Communication I Sec 001  
ARTS2313 Fall 2023: TTh 2pm – 4:40pm.

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Office Hours: Anytime by Appointment

Course Description:  
Graphic Design Communication I - Three semester hours, six hours studio, six hours assigned independent study per week. Design fundamentals as applied to advertising layout and production. Prerequisites: ARTS1316 and ARTS1311.

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 superpowers 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.  
- 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 countertop. 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 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.

**Text and Materials**
No Books Required.
Portable USB Hard Drive for Back-Up or use OneDrive provided by SFA Login.
Adobe Creative cloud subscription, or use of the Mac Lab

**Course Grading:**
Assignments 10%
Weekly Participation/Discussion Critiques 20% of grade
Course Projects 50% of Grade
Final Project 10% of Grade
Process Book/Portfolio 10% of Grade

**Class Schedule:** *(subject to change)*

**Week 1:** Introduction to Graphic Design and Branding
- Overview of the course structure and objectives
- Understanding the role of graphic design in branding
- Key principles of design and composition
- Introduction to branding and its importance in business

**Week 2:** Fundamentals of Logo Design
- The significance of logos in brand identity
- Logo design principles: simplicity, memorability, versatility, timelessness
- Analyzing successful logos from various industries
- Sketching and ideation techniques

**Week 3:** Color Theory and Psychology in Branding
- Understanding the psychology of colors and their impact on branding
- Creating color palettes that align with brand values
- Exploring color meanings across cultures

**Week 4:** Typography in Branding
- The role of typography in logo design and branding
- Font classifications and their appropriate use
- Pairing fonts effectively for brand consistency

**Week 5:** Creating Digital Logos
- Introduction to vector graphics and using Adobe Illustrator
- Designing and refining logos digitally
- Working with shapes, paths, and anchor points
Week 6: Designing Logos with Adobe Illustrator

- Advanced Illustrator techniques for logo creation
- Utilizing the Pen Tool effectively
- Incorporating custom shapes and icons into logos

Week 7: Logo Presentation and Critique

- Preparing logo presentations for clients
- Giving and receiving constructive feedback
- Making revisions based on feedback

Week 8: Branding Strategy and Identity

- Developing a brand strategy and positioning
- Building a brand identity system (visual elements, voice, tone)
- Creating brand guidelines for consistency

Week 9: Branding Applications: Business Cards and Stationery

- Designing business cards, letterheads, and envelopes
- Exploring different print techniques and materials

Week 10: Branding Applications: Packaging Design

- The role of packaging in brand communication
- Designing packaging concepts that align with brand values
- Understanding die-cutting and print considerations

Week 11: Branding Applications: Digital Platforms

- Adapting brand identity to various digital platforms (website, social media)
- Introduction to Adobe Photoshop for digital design

Week 12: Branding Collateral and Marketing Materials

- Designing brochures, flyers, and promotional materials
- Exploring layout and composition for print materials

Week 13: Environmental Branding

- Applying branding to physical spaces (retail stores, exhibitions, etc.)
- Understanding signage and wayfinding design

Week 14: Rebranding and Brand Revitalization

- Case studies of successful brand revamps
- Approaches to rebranding and managing client expectations

Updated: August 2023
Week 15: Professional Practice and Client Management

- Understanding the role of a graphic designer in a branding project
- Project management, time tracking, and client communication

Week 16: Final Project Presentation

- Students present their complete branding projects
- Portfolio development and showcasing work effectively

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).

Academic Integrity
Please copy and paste the following information regarding Academic Integrity into your syllabus. In addition, you may include your guidelines for academic integrity as appropriate.

The Code of Student Conduct and Academic Integrity outlines the prohibited conduct by any student enrolled in a course at SFA. It is the responsibility of all members of all faculty, staff, and students to adhere to and uphold this policy.

Articles IV, VI, and VII of the new Code of Student Conduct and Academic Integrity outline the violations and procedures concerning academic conduct, including cheating, plagiarism, collusion, and misrepresentation. Cheating includes, but is not limited to: (1) Copying from the test paper (or other assignment) of another student, (2) Possession and/or use during a test of materials that are not authorized by the person giving the test, (3) Using, obtaining, or attempting to obtain by any means the whole or any part of a non-administered test, test key, homework solution, or computer program, or using a test that has been administered in prior classes or semesters without permission of the Faculty member, (4) Substituting for another person, or permitting another person to substitute for one’s self, to take a test, (5) Falsifying research data, laboratory reports, and/or other records or academic work offered for credit, (6) Using any sort of unauthorized resources or technology in completion of educational activities.

Plagiarism is the appropriation of material that is attributable in whole or in part to another source or the use of one’s own previous work in another context without citing that it was used previously, without any indication of the original source, including words, ideas, illustrations, structure, computer code, and other expression or media, and presenting that material as one’s own academic work being offered for credit or in conjunction with a program course or degree requirements.

Collusion is the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any provision of the rules on academic dishonesty, including disclosing and/or distributing the contents of an exam.

Misrepresentation is providing false grades or résumés; providing false or misleading information to receive a postponement or an extension on a test, quiz, or other assignment for the purpose of obtaining an academic or financial benefit for oneself or another individual or to injure another student academically or financially.
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
Please copy and paste the following information regarding Withheld Grades into your syllabus. Add additional information as needed to meet your departmental or course needs.
Ordinarily, 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 coursework 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 terms the WH will automatically become an F and will be counted as a repeated course to compute the grade point average. For additional information, go to https://www.sfasu.edu/policies/course-grades-5.5.pdf.

Students with Disabilities
Please copy and paste the following statement and place it in your course syllabus. 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 promptly may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

Student Wellness and Well-Being
SFA values students’ overall well-being, mental health and the role it plays in academic and overall student success. Students may experience stressors that can impact both their academic experience and their personal well-being. These may include academic pressure and challenges associated with relationships, emotional well-being, alcohol and other drugs, identities, finances, etc.

If you are experiencing concerns, seeking help, SFA provides a variety of resources to support students’ mental health and wellness. Many of these resources are free, and all of them are confidential.

On-campus Resources:
The Dean of Students Office (Rusk Building, 3rd floor lobby)
www.sfasu.edu/deanofstudents
936.468.7249
The Health and Wellness Hub “The Hub”
Location: corner of E. College and Raguet St.

To support the health and well-being of every Lumberjack, the Health and Wellness Hub offers comprehensive services that treat the whole person – mind, body and spirit. Services include:

- Health Services
- Counseling Services
- Student Outreach and Support
- Food Pantry
- Wellness Coaching
- Alcohol and Other Drug Education

Crisis Resources:

- Burke 24-hour crisis line: 1.800.392.8343
- National Suicide Crisis Prevention: 9-8-8
- Suicide Prevention Lifeline: 1.800.273.TALK (8255)
- johCrisis Text Line: Text HELLO to 741-741