Advanced Graphic Design Communications
13014 ARTS 4313-001, F23, M/W 11 – 1:40, face-to-face, School of Art studio B121
Students registered for this class are responsible to fulfill syllabus requirements to pass this course.

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Advanced Graphic Design course description
3 semester hours, 6 hours studio, 6 hours independent study per week.
Advanced design concepts applied to graphic projects and production.
Pre-requisite: ARTS 2313.

Create client-based projects using creative digital design methods. Produce, present, evaluate, and discuss work, develop design portfolio & process book. Work individually and/or collaborate on project teams. This course is formatted for face-to-face delivery with D2L support.

Program Learning Outcomes
Practice graphic design skills, build knowledge and understanding using art materials, tools, media, and methods.
Develop creative and strategic design problem solving skills.
Demonstrate art/design reading & writing skills.
Assemble original creative graphic design portfolio (15 +/- pieces) and process books.
Produce, upload and present color projects and provide peer feedback within deadlines.
Work intentionally on individual and team projects.

Student Learning Outcomes
Demonstrate creative exploration within project limits.
Demonstrate design understanding and develop app fluency. Follow directions. Complete projects on-time.
Create advanced design projects that showcase art elements & strategies.
Produce and publicly present design projects. Discuss and give feedback (“I like...”, “I wish...”; “What if...?”).
Communicate and participate with classmates verbally, visually and in writing, practicing pro-social skills.
Honor deadlines, upload files on time, build a design portfolio and a process book.

Required
Show up on-time and actively participate. Late arrival and early departure count towards absence totals.
Submit projects by due dates.
Computer fluency with Adobe Creative Cloud apps or equivalent. Files saved in .pdf-web format.
Process book research documentation. Save research reference files for final course submission.
Weekly project uploads due 5 PM Fridays, unless otherwise noted. Late work unacceptable.
Plan for 6 hours out-of-class work per week to successfully accomplish the course.

Required file format for project uploads
Files: JPG or PDF web format at 72 dpi resolution only. If using phone camera, convert to JPG or PDF format.
Name files: 4313F23lastnameFirstname_1title.pdf

Class Etiquette
ART 121 studio is available during class times to registered students only.
Art lab users must abide by lab rules and etiquette or surrender access rights.
Follow room etiquette when using the SFA graphic design studio.
- Leave the area clean. Leave room, work surfaces, and furniture orderly. Put all supplies & tools away.
- Abide by current health safety mandates in force. Sanitize your work area before and after use.
- Spray aerosols only in OSHA approved spray booths located in painting, drawing, and sculpture studios.

Mutual respect is the golden rule. Our rights end where our neighbor’s territory starts. Minimize distractions. Disruptive behavior is inappropriate. Silence phones. Respect work time and demonstrate adult work ethic. Mind current health notices. No food in the design lab.
Focus on the project at hand. Accelerate progress. Strive for creative growth. Actively solicit feedback from the instructor.
Dedicate appropriate study time outside of class to complete projects.
Discussions in critique and of historical and contemporary artwork may involve challenging and sensitive topics including identity, race, religion, and sexuality. Students are expected to maintain a mature and respectful attitude toward their peers and the instructor. Any student who behaves in a way that intimidates or disrespects others will be asked to leave the room and may be referred to university judicial affairs.

Calendar
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Students registered for this class are responsible to fulfill syllabus requirements to pass this course. Per SFA policy 5.4, this schedule states an amount of student work per credit hour that reasonably approximates not less than one hour of class or direct faculty instruction and two hours of out-of-class student work per week for fifteen weeks over a semester or equivalent; or at least an equivalent amount of work for academic activities as established by SFA (ie, lab work, internships, practica, studio work, other academic work leading to credit hours).

Week 1
M 8/28 Course intro & syllabus overview
W 8/30 Start project 1 National Park Service design

Week 2
M 9/4 Research and concept sketches
W 9/6 Present research and concepts

Week 3
M 9/11
W 9/13

Week 4
M 9/18
W 9/20

Week 5
M 9/25
W 9/27 Present project 1 National Park design & process book

Week 6
M 10/2 Start project 2 Eco-tourism
W 10/4

Week 7
M 10/9
W 10/11

Week 8 Mid-semester
M 10/16
W 10/18

Week 9
M 10/23
W 10/25

Week 10
M 10/30
W 11/1 Present project 2 Eco-tourism & process book
R/F/S 11/2,3,4 AAF Houston Student Conference, DoubleTree Greenway Plaza, Houston

Week 11
M 11/6 Start project 3 Travel & Tourism Destination
W 11/8

Week 12
M 11/13
W 11/15

*** Fall Break Week ***

Week 13
M 11/27
W 11/29

Week 14 study week (dead week)
M 12/4
W 12/6 Present project 3 Travel & Tourism Destination

Week 15 Final Exam Week
W 12/13 All projects due: final presentations Portfolio Night 4:30 - 6 PM ATTENDANCE REQUIRED
Portfolio Night event represents the Final Exam in this course. Plan ahead. Attendance is a requirement.
Projects (5 weeks each)
1 National Park 8/28 – 9/27
2 Eco-tourism 10/2 – 11/1
3 Travel & Tourism 11/6 – 12/6

Process book: a pdf web-formatted document that records your concepts and research along project development. May be compared to a professional scrap book or back story. Helps to arrange the process book in time-order, start to finish.
Portfolio: the above total completed and revised projects plus the process book.
IMPORTANT: Pickup portfolios Thursday & Friday of final exam week.

Final portfolios & process books presented in-class final class day.
Graphic Design Portfolio Night public event showcase 4:30 – 6 W 12/13/23

Grades & Attendance
Grades record:
1. Guidelines followed effectively, projects presented on time, and work actively discussed in class,
2. Final portfolio and process book presented and submitted in pdf-web format by last class day,
3. Attendance, impacts and qualifies 1 & 2. Individual attendance records are on D2L.

An excellent grade requires excellent attendance.
Attendance means more than just showing up. It includes active participation in class!
This advanced graphic design studio requires client presentations.
It is respectful and professional to show up prepared and on time.
It is disrespectful, unprofessional, and unacceptable to miss client presentations.
Absence above 6 contact hours (2 studio classes) or missing a project deadline adversely lowers a course grade.
Course failure results after missing cumulative: 6 classes, or 18 contact hours, or 3 deadlines, or equivalence.
Late work is not acceptable. Projects are turned in and presented on schedule.
All graphic design projects benefit from improved revisions and re-submission up to the last class day.

Grades record combined quantity and quality of completed class projects, qualified by attendance.
Final grades include: 1. class projects and participation level, 2. final portfolio and process book, and 3. attendance.
Attendance is essential. SFA School of Art attendance policy: “Class absences cannot exceed 6 hours (2 class days) without consequence. A student will not receive credit for any class after missing 18 contact hours (6 class days). Arriving late (10+ minutes) and leaving early (10+ minutes) may be considered partial absences that cumulatively and adversely influence the final grade.
Exceptions may be made for excused absences at instructors’ discretion. 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 course supplies and a positive attitude!

Please refer to online SFA Policy Manual 6.7, 6.3 and 6.24 for more detailed grade information.

Attendance update
Changes made to faculty notification requests formerly known as “Absence Notifications” for students, became effective Aug. 1. Below, you will find the process in which students can submit absences and how the Dean of Students Office will handle these requests moving forward.
Purpose: This serves to formalize a process for student absences that meets requirements set forth by the institution and supports students who may have missed classes for specified reasons.
Qualifying reasons are unplanned absences that have impacted a student's ability to attend class. This must be submitted no later than 10 business days after the incident. Qualifying reasons will fall into the following four categories:
Death of family member*
Hospitalization — admitted into the hospital for health purposes (medical or mental)
Personal emergency — this can include car accidents or drastic life events, such as a fire*
Administrative and other — this can include jury duty, court subpoena, etc.
*Other situations may be considered at the discretion of the Dean of Students Office.
Additionally, requests must be accompanied with appropriate documentation, which includes, but is not limited to death certificates, obituaries/programs (with listed name), medical discharge documents, a subpoena, a jury summons, or a police report from an accident.
Some reasons for being denied a faculty notification request may include, but are not limited to illness, traffic court, oversleeping, physician's appointment, car trouble, or an emergency room visit (non-admittance).
Process:
Students are responsible for submitting faculty notification requests and providing supporting documentation substantiating the reason for requests. Requests with no supporting documentation will automatically be denied. SFA's Student Outreach and Support will review documentation and assess validity. Upon review, SOS will determine the approval or denial of the faculty notification request. SOS will notify students of the faculty notification request determination and will notify faculty members only of approved faculty notification requests.

It is the student's responsibility to provide approved faculty notification requests to faculty members. Additionally, it is at the faculty member's discretion to honor approved circumstantial requests.

SFA General Bulletin Items

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.

Withheld Grades Semester Grades Policy (5.5) 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.

Academic Integrity:
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 in an effort 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.

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 (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/.

Excused Absence: Document excused absence due to illness or medical reasons via online form: www.sfasu.edu/osrr, or phone: Office of Student Rights and Responsibilities, 936-468-2703.

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 ensure 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

MASK POLICY (applies during public health emergency only)
Masks (cloth face coverings) must be always worn over the nose and mouth in this class and appropriate physical distancing must be observed when required. Personal hand sanitizer and additional health precautions encouraged.

SFA ONLINE: https://www.sfasu.edu/academics/sfaonline
Brightspace and Zoom support information and tutorial videos: https://www.sfactl.com/student-support
Brightspace Support team: 936.468.1919,  d2l@sfasu.edu

AARC: Academic Assistance and Resource Center (AARC)

Diversity Statement: https://www.dropbox.com/s/f29d4mi2j01pb0z/20210802-DEI-EquityStatement-07.mp4?dl=0

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](http://www.sfasu.edu/deanofstudents), 936.468.7249
dos@sfasu.edu, SFA Human Services Counseling Clinic Human Services, Room 202
[www.sfasu.edu/humanservices/139.asp](http://www.sfasu.edu/humanservices/139.asp), 936.468.1041

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
[www.sfasu.edu/thehub](http://www.sfasu.edu/thehub), 936.468.4008, thehub@sfasu.edu

**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)
Crisis Text Line: Text HELLO to 741-741

**Design Categories**
Digital Advertising
Integrated Campaigns
Posters
Print Advertising
Public Service
Sales Promotion/Packaging

**Brand Identity Toolkit**
Brand Strategy: Positions a brand for success by developing strategies that help customers understand who the brand is, what values it stands for, and how to communicate this in a meaningful and memorable way.

Brand name: Given by the maker to a product or service or range of products and services, especially a trademark and logo identity.

Position: Brand positioning refers to the unique value that a brand presents to its customer. Brands create marketing strategy to establish their brand identity while conveying their value proposition, which is the reason why a customer would prefer their brand over others. [https://www.qualtrics.com/experience-management/brand/positioning/](https://www.qualtrics.com/experience-management/brand/positioning/)

Value proposition: A brand value proposition is a statement that defines what a company offers to its target customers to differentiate itself from its competitors. It communicates the most important benefit of doing business with the company and why customers should choose it over other options.

Brand messaging pillars: Brand pillars are the five categories that brands use to define their values, and how they communicate those values with their audience. The five brand pillars are purpose, perception, personality, position, and promotion.

Manifesto: A brand manifesto is an articulate statement of intent, a clear synthesis of what the brand stands for, for customers and the world. The brand manifesto is a creative statement; it is inspiring and talks about the brand's relationship with the user.

Strategy (plan): Holistic approach on how a brand shows up to present and future customers. A brand strategy encompasses many elements like voice, story, identity, values, personalit, and vibe. If a brand is how a business is
perceived, brand strategy are the support that align with, prove, and back it up.  https://asana.com/resources/creative-strategy

SWOT: Strengths, Weaknesses, Opportunities, and Threats. SWOT analysis is a technique for assessing four aspects of business. SWOT helps to analyze what the company does best now and to devise a successful strategy for the future. https://en.wikipedia.org/wiki/SWOT_analysis

Perceptual map: Chart/graph representation of how consumers perceive your product or service within its respective industry based on selective attributes. https://www.surveymonkey.com/market-research/resources/perceptual-maps-to-differentiate-your-brand/

Examples:
Social media: Twitter, https://about.twitter.com/en/who-we-are/brand-toolkit
Retail: Wal-mart, https://one.walmart.com/content/dam/px/associate_brand_center/all-company-brand-guidelines/AssociateBrand_VISID_200203.pdf
Food services: Sarbucks, https://creative.starbucks.com/
Entertainment: HULU, https://www.hulu.com/this-is-hulu
Travel: Delta, https://news.delta.com/delta-air-lines-logos-brand-guidelines

Content Strategy: Executions directly related to the brand that share and support brand values in ways that evokes emotional responses in audiences and allows them to understand what the brand stands for. Reaches marketing goals with content strategy that helps a brand find its strongest stories, reaches the right people, measures success, as efficiently as possible.

Content Creation: Strategic tactics that aim to generate original brand content that is relevant, timely, and interesting to attract and retain customers. Through content creation, brands build up their social media presence, website, and many other elements of branding in hopes of driving growth and sustainability. Engages the brand's audience at every touchpoint with fresh, unique, and beautiful content that's on brand, on budget, on time.

Distribution Strategy
Get the right eyes on your stories with an expert strategy tailored to your audience and boosted by established distribution networks. See: Media distribution, Media categories, Advertising media, Media planning.