

Art 414

Advanced problems in Graphic Design Spring 2012

Contact info:

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Class Website: <http://www.classes.brewerthompson.com/thompsonClass>

Class Calendar: on the website

Course Description:

Course Description: Studio course dealing with the study and practice of graphic design. Emphasis is placed on the creative use of digital technologies and microcomputer application is the creation of tight mechanical comprehensives of graphic design projects or related digital media projects. Presentation of original work is required.

This course provides an opportunity for independent research and development in digital imagery techniques and production concepts, as well as provides opportunity for the development of a professional package for entry into the field. Participants are expected to use the semester to improve previously constructed projects while focusing their portfolio towards a specific area of industry. This course will further develop the student's understanding of commercial applied design processes and production techniques.

This course is a capstone course and fulfills the final Critical Thinking and Writing Across the Curriculum requirements.

Prerequisites

Senior standing or permission of the instructor

Methods of Instruction

Lectures, demos, presentations, discussion, readings, critiques.

Communication: email is the official communication for this class and SUNY Oswego. Students are expected to check email on a regular basis and respond to emails needing response in a timely manner.

Course Requirements

- The requirements for this class assume 10-12 hours of focused attention each week.
- Work is due on dates specified in class. It is up to each participant to inform themselves of due dates and stay on task. Late projects may/or may not be accepted by the instructor
- Different projects have different criteria, students are responsible for understanding the demands of the projects and fulfilling any and all obligations the project requires.
- Participants must come to class prepared to work. They must keep a daily log of activities accounting for how they are spending their time.
- Participants found unprepared, or working on projects belonging to another class without permission will be dismissed by the instructor and will have their final grade lowered by 1/2 letter for each occurrence.
- Absences in excess of 3 class periods will result in the student being asked to withdrawal from the class.
- The identity system and portfolio project must be accompanied by a detailed process notebook that includes an activity log, budget, project proposal, description of design consideration, technical considerations any release contracts for models/locations/talent and all sketches.

- Each project must be built according to industry standards and properly documented using a project profile, spec sheet and file structure directory.
- Creative groups will be formed during the second week of class. Mirroring industry practice, the function of the creative group facilitates ideation testing and pushing members to create the best quality work possible.



4 One Four Agency

This class will be run like an agency. Consider this your "job" while you are in class.

Getting Fired

You may be "fired" for any behavior that would result in dismissal in a job. This might include: habitual lateness, rudeness, unprofessional behavior, attitude, missing deadlines, leaving early without permission, lack of progress....

What 'getting fired" means. Only your instructor will have the power to fire anyone. Of course, this is a class, and getting fired does not dismiss you from class, but will affect your grade. Being fired will reduce your FINAL GRADE by 5 points. Being fired 3 times may result in failure.

Group managers:

Group managers will be chosen by the second week of class. Group managers are there to keep you on task and help you produce the best work possible. All students are expected to treat managers with respect and professionalism. Failure to do so may result in being fired.

Required books

Graphic Design Solutions, by Robin Landa, Thomson Delmar Learning.

Suggested books

- Graphic Artist Guild Handbook: Pricing and Ethical Guidelines
- Becoming a Graphic Designer, by Stephen Heller out of print, but available online through Penfield Library at

<http://ezproxy.oswego.edu:2048/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=26133&site=ehost-live&scope=site>

Lab and Printing Fee:

The bursar will bill you for prints. This can be paid at Student Accounts in Culkin. Not paying print fees will result in a hold on your records.

Color prints are: \$1.50 - 8.5 X 11, \$3.00 - 11 X 17, \$4.00 - 12 X 18

Supplies:

- Datebook/calendar
- CD-R, Jump drive or external hard drive, CDs
- sketch pad
- Pencil, eraser, felt-tip pen (assorted drawing material), inexpensive colored markers
- Strongly suggested: web space and domain

Attendance:

Regular class attendance is obligatory. An instructor may recommend that a student be dropped from a course for poor achievement due to excessive absence. A student who is dropped after the deadline for dropping courses may be assigned a grade of E

Attendance in class is required. Students are required to be present in class for the entire duration of the class period. Any work that is missed due to an absence must be made up by the following class period. Missing class does not excuse you from turning in projects on time. It is up to you to get your work to me on time. More than 3 unexcused absences will lower your final grade one full letter grade. If your progress is also weak, you may be asked to withdraw from the class.

Thompson policy:

If you are well, you are expected to be in class .

If you have a fever, STAY HOME and contact myself and your assigned TA! You will be expected to make up any work you have missed.

If you are well: Attendance in class is required. Students are required to be present in class for the entire duration of the class period. Missing class does not excuse you from turning in projects on time. It is up to you to get your work to me on time.

Tardiness:

Class starts on time. Repeated tardiness will be accrued as absences and will affect your participation grade and result in being fired.

Grading criteria:

Students are expected to be in class and take part in all discussions and critiques. An "A" student will show evidence of self-direction and intellectual curiosity in solving problems and will actively participate in discussions and critiques. An "A" student sincerely challenges themselves on all projects and activities.

A (100-90) Outstanding, dedicated effort, extremely successful work- both in concept and execution. Turned in on time. Sets a standard for other students.

B (89-80) Good to very good work exhibiting understanding of subject matter, Better than average performance with some evidence of going beyond the basic requirements.

C (79-70) acceptable work. Assignment shows some potential, but is not (conceptual or technically) carried through fully. Average effort.

D (69-60) Poor or incomplete work. Minimal effort, marginal understanding.

E (59 and below) Unacceptable work. Incomplete or lacking understanding of material.

+ and - (plus and minus) grades will be used when the instructor deems it necessary to more accurately define the quality of the students performance.

Grade allocation:

- Participation / self direction / professionalism. 10%
- Daily assignments, quizzes, critical analysis, digital process book. 10%
- Projects 80%

PROJECTS

DUE APRIL 12: Self-directed project

DUE MAY 1: Client Project

DUE MAY 8: Final portfolio and Self-Promotion Package and Process Book

for a more detailed schedule, visit the class calendar and project sheets

Common Criteria Specifics

Thumbnails and roughs are required for each project. These can be produced using traditional media such as markers and grid papers. Sketches are to be evaluated by creative groups and approved by the instructor before the student advances to the production stage.

Each project will entail specific requirements. Failure to hand in a project will result in a failing grade for that project. Turning in projects or project components late will negatively affect the grade.

Exhibiting your work:

BFA students must participate in the BFA exhibition and should be signed up for Art 492 to fulfill that requirement. BA students MUST participate in the BA exhibition and will be meeting with Devin Kerr to fulfill that requirement.

Behavior:

All forms of misconduct in the classroom as defined by the provisions in the Student Handbook may result in disciplinary action in the form of one or more sanctions listed in Section 44. When misconduct occurs, the student will meet with the instructor and receive a letter documenting the misconduct and actions agreed upon by both parties, including a warning that further misconduct may cause more severe disciplinary action from the Office of Judicial Affairs.

In addition to guides set forth in the Student Handbook, do not operate equipment, use tools or materials you have not been instructed in.

Additional Guidelines:

- Engaging in illegal behavior using the studio equipment will result in permanent removal from the facility.
- Students are expected to conduct themselves in a courteous and professional manner at all times.
- Cell phones are to be turned off during class time.
- You are solely responsible for backing up all of your work. Losing your work due to lack of backup is not acceptable.
- You are liable for any equipment you break.
- You are to observe copyright laws and restrictions for all materials

Letters of Reference

I will only write letters for exceptional students. I need to know that anyone I write for has a strong work ethic, is reliable and would be an asset, not a burden to an employer. In general, I only write letters for students who have taken more than one class with me. If you excel in 414, I could change my mind. If you were fired during this semester, I cannot write a letter for you. If you leave ART 414 with a C or less, I cannot write a letter for you.

ALWAYS give your reference a minimum of 2 weeks notice if you are requesting a reference letter.

ALWAYS notify your reference that you would like to use them as a reference.

Intellectual Integrity:

Intellectual integrity on the part of all students is basic to individual growth and development through college coursework. When academic dishonesty occurs, the teaching/learning climate is seriously undermined and student growth and development are impeded. For these reasons, any form of intellectual dishonesty is a serious concern and is therefore prohibited.

The full intellectual integrity policy can found at:

http://www.oswego.edu/administration/registrar/policy_text.html#cp.ii.

Disabilities:

If you have a disabling condition which may interfere with your ability to successfully complete this course, please contact the please contact the Disability Support Services Office., at (315) 312-3358, e-mail: dss@oswego.edu.

It is up to the student to identify, if necessary, to the instructor as having a registered disability.