Art 444: Graphic Design III
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Art Department, Student Learning Outcomes
The black SLOs are addressed in this course

1   Acquire basic knowledge, theories, and concepts about art; develop a foundation of art skills and a high level of craftspersonship; communicate ideas and concepts through writing, speaking and art making; acquire a competency with the tools and technologies associated with the visual arts.

2   Broaden knowledge of ancient through contemporary art; develop an understanding of the theoretical, cultural, and historical contexts of art.

3   Apply processes of generating and solving problems in art; analyze, interpret and question traditional methodologies and preconceived notions of art and art making.

4   Explore and engage in interdisciplinary forms of art making.

5   Develop an appreciation and tolerance of diverse perspectives dealing with art, culture, teaching and learning.

6   Become involved in both individual and collaborative art experiences with other students, faculty, and community.

7   Develop a career path for an art profession or an art-related field; develop an understanding of the demands and expectations of that area of art profession or art field.

MISSION
The CSUN Art Department is committed to teaching students to experience and value visual thinking and creative problem solving in art, as well as recognize the concurrent importance of perception, experimentation, innovation, and critical thinking. We encourage students to understand the history and traditions of art with their relevance to social and community concerns as well as the art of different cultures. Students are also encouraged to utilize and interact with the services, facilities and technologies offered throughout the University as well as those provided by the Art Department.

NOTE: Changes in content or activities may occur at instructor's discretion based on course and learning needs, scheduling or other circumstances. SUCH CHANGES WILL NOT AFFECT COURSE POLICIES.

Lower Division	Lower Division	Upper Division

California State University
Northridge

Mike Curb College of Arts, Media, and Communication
DEPARTMENT OF ART, GRAPHIC DESIGN

Art 444 Graphic Design III —3 UNITS (3-3)
Fall 15 - M & W 2:00pm - 4:45pm, AC407

Office hours and Location
After class Fridays 9am - 12pm AC408
Students should not get discouraged if office hours do not work with their schedule. The instructor is flexible and can meet on other days and times. Please inquire about other hours.
Prerequisites: Art 344

Course Description
Advanced and complex problem-solving consistent with those of graphic designers in the field. Emphasis on project of substantive scope, integration of skills and presentation. Students should have developed a professional resume and portfolio by the end of this series. 6 hours lab.

Course Objective
This course will cover:
   • How to define a problem in design
   • How to get ideas in design
   • Research in design
   • Execution of various visual products

Course Student Learning Outcomes
Understand and Apply Knowledge Related to Visual Communication Design.
   1. Develop professional skills in the process of design from conceptual development to completion of final product.
   2. Conduct research on a design problem and apply research to conceptual development.
   3. Produce professional presentations of design concepts and ideas.
   4. Be able to demonstrate the ability to critique others and their own work on the techniques of graphic design.

Required Texts
•   *TBA*

Supply List
• Moleskine Sketch book (5 x 8.25)

• Tracing paper

• HB pencils

• White art eraser

• Black felt tip fine pen (for sketches)

• 2 External hard drives. (one is for back up and the other is for working)

• USB mini flash drives

• All projects will be printed so please save money for output materials.

STUDIO ACTIVITIES & PROJECTS:

LEARNING ACTIVITIES AND ASSIGNMENTS

There maybe some studio time to work on these activities, but all assignments will completed outside of class time. There will be very little time to work in class. Studio time will be used for lecture/ demonstration/ critiques. All assign activities are due on the schedule date. Late assignments will be marked down. *(See STUDIO POLICIES on page 4 for details about late work.)*

DESIGN STUDIO PROJECTS:

There are 3 types of studio activities:
1) Presentations
2) Design Challenges
3) Readings with Summaries (from book)

These activities will be posted on the schedule online. So please refer to website for details. Some in-studio days may be lab works days; however, plan to spend at least 9 hours per week outside of studio time in order to complete these assignments.

PRESENTATIONS are required in the professional world. Presentations are a means to helping clients understand background, direction, and progress of a particular job. Every design job will require some market, visual or design research, therefor you should make it a habit to create digital presentations for all your design projects. Start to develop a look and design grid for your presentations; this is your branding task for your profession. FYI- These presentations are part of your overall payment (grade).

DESIGN CHALLENGES are to be completed outside of studio time (in your own space or in a lab). All challenges are given to the student designer so you can practice being a professional in visual communication. Student designers are encouraged to push the boundaries of design through innovation and conceptual development. The design challenges are evaluated according to design, idea, innovation, concept development, presentation, and skills. (See project sheets for further details on evaluation criteria)

Design Challenge #1, 2, 3, & 4 -TBA
Portfolio of your work, including presentations, will be required at the end of the semester in order to obtain a grade. Save all your work.

READINGS WITH SUMMARIES: Readings will be assigned from the required text book. Readings are connected to the topics being discussed that week. It is your responsibility to take notes on your readings and ask questions about topics that are unclear to you. All summaries should be posted in Moodle by the assigned date. **No lates on summaries.**

PROJECT SUBMISSION

All assignment are to be submitted digitally in Moodle. (Moodle will be explained.) Printed versions have criteria and restrictions, so read creative briefs very carefully. We will also be using BaseCamp.com as a way to display your projects for the class to see and be involved in.

Students are required to submit a compilation USB at the end of each semester that includes all projects in a portfolio style PDF format. Therefore, you will need to keep a back up of all your work as it is completed. Loss of data is no excuse for not having work in a portfolio. *Students are responsible for obtaining all work by the beginning of the following semester.*

All work that is left with instructor after the second week of the following semester, will be discarded. Please make arrangements or contact instructor.

Late Project Penalties

In the graphic design field, you get paid for a project on the timeliness of its completion. Your payment for this class is a grade. A project not ready at the beginning of a deadline date/critique/presentation (class time) will be penalized by a payment deduction. If the project is handed in after a deadline it is considered late.

Things happen to cause a project to be late, but you must be prepared for anything and you must be ready to except the consequences of a late project.

THE FOLLOWING ARE EXAMPLES OF (BUT NOT LIMITED TO) NON-VIABLE EXCUSES:
(for late projects)

- "I had limited lab access. / My computer was down."
  Plan ahead for lab time!
- "I was sick. / I was stuck in traffic. / I overslept."
  An absence is not an acceptable excuse for a late project. You have to take responsibility for yourself and meet the client (the teacher) with the project.
- "The printing place ruined my project. / The printing place could not print my file. / I am getting the project printed now. " You need to plan accordingly; don't wait to print before just before class. Give yourself a day before to make sure nothing goes wrong.
- "I lost my USB drive. / My file was corrupted. / I forgot my USB drive and I was going to print before class." Forgetting your data or Loosing data is not an acceptable excuse for a late project. You need to make sure you back up all your files on a CD or another hard drive. Plan ahead. Be responsible.

STUDIO PRINCIPLES

1. **Follow Lectures**
2. **Obtain Quality work**
3. **Practice & Train yourself**
4. **Conduct Research**
5. **Meet w/ Art Director**
6. **Produce Sketches**
7. **Be Involved in Critiques**
8. **Abide by Policies**

INSTRUCTOR'S ROLE

As the teacher of the class, my role is the **Art Director** as well as the **Client**. As the art director / client, it is my reasonability to give you all the guidelines for the project, including but not limited to: deadlines, criteria, instructional assistance and guidance for making the project successful.

As the art director I will be conducting the following:

1. Lectures/presentations: theory, practice, software, strategies, history. Lectures/ presentations will start at the beginning of the class. I want to share as much of what I know to you. So don't be late!

2. Provide criteria and guidelines for all projects and oversee the quality and process. I will adhere to a high standard and will push the graphic designer to produce the highest quality work.

3. Explain the process of problem solving, the methods of execution, project completion and presentation. Art Director will guide the students and provide techniques and resources for practicing and learning independently. (Art Director will not hold your hand.)

4. Provide visual examples of previous studio work and examples of other graphic design work, through examples shown in class as well as access to my personal library of books and resources.

5. Meet with students as often as possible and provide guidance through one-on-one individual meetings.

6. Look at all sketches and progress. Provide tips and techniques for creating thumbnail sketches. The art director will go through all sketches and provide feedback and suggestions.

7. Facilitate class critiques and group discussions during project development. Allow students to observe other projects in progress to gain confidence in the verbal presentation of ideas, to express critical evaluation of their own, and other student's projects.

8. Monitor and enforce all policies and procedures as listed in the work (syllabus) contract. Distribute payment (grades) in a timely manner and to maintain transparency on payment procedures.

GRAPHIC DESIGNER'S ROLE

As the student, your role is the graphic designer. As the graphic designer in the studio, your payment for working on all activities is your grade. Your work in the studio is evaluated based on your strong work ethic, and the list below.

As the graphic designer you will be required to follow a specific work ethic. You will need to do the following:

1. Demonstrations and presentations will be often. It is your responsibility to follow along, take notes, be attentive.

2. Work on all projects to the fullest and the highest quality. It is important that your ideas, execution, and presentations be clear and clean. Projects should meet the criteria and guidelines listed. Spend quality time on projects and do not waste time with multiple things. *(You might think you can multi-tasks, but this is untrue and a myth. Cognitive studies show, you have to reset your brain when working on multiple things. Multitasking is often mistaken for focusing or blacking out multiple things.)*

3. Learn to train yourself through books and online resources. Practice and read and make it a habit to problem solve and find information on your own. The profession changes and new ideas and technologies become prevalent, so make it a habit of going on online and looking at resources.

4. Research and examine curated graphic design works. Looking on the internet will not help you see quality design. Graphic design magazines, graphic design annuals, and graphic design books go through a rigourous process to present the best graphic design samples.

5. Meet with Art Director (teacher) to go through your project. Obtain as much one-on-one assistance and guidance as possible. A successful project must have the assistance and approval of the art director.

6. Work on all sketches and rough drafts as specified. As a graphic designer working in a professional studio, you will be ask to produce sketches for your projects. Some projects you require thumbnail sketches—30, 40, or 50 sketches per project. These sketches should be at the highest quality in line and drawing technique. The graphic designer must learn how to draw in order to produce good sketches. (So "learn to draw."— Saul Bass)

7. Critiques happen in graphic design studios fairly often. These group critiques are also brainstorming meeting that will help produce a successful project. Be present and interactive in all critiques and provide feedback on other peoples work as well.

8. You will need to abide by all the policies and procedures as listed in the work (syllabus) contract. This will ensure proper payment is earned. (See Studio Policies pg. 4)

STUDIO POLICIES:

Classroom Courtesy:
1. Be on time
2. Do not leave class early
3. Be respectful: to teacher and classmates always
4. Turn off cell phones: Do not answer your phone in class or walk out of the class to answer your phone. Please turn your phone off and store it in your bag.
5. Focus while in class: Leave all your other class work and problems outside this class.
6. Help others: If someone is struggling help them. We are a community of learners.
7. Practice: Spend the time to focus on your skills and learn as much skills as possible in and outside of class.

Lateness

There are no free lates.
You clock in, at the beginning of a studio session.

For every late = 2 point deduction from your pay (grade). Some people actually earn a significantly lower grade than expected because they were late almost every week. So make sure you are on time.

You are considered late if your name is called and you are not present.

THE FOLLOWING ARE EXAMPLES OF (BUT NOT LIMITED TO) NON-VIABLE EXCUSES:
1. Not finding a parking space.
2. Employment obligations.
3. Needed to work on another class.
4. Dog ate my homework.
5. Someone is getting married.
6. Planned a vacation to Hawaii (or elsewhere).
7. Weather: it's too hot, too cold, or it rained.
8. Was printing my project.

VIABLE EXCUSE examples:
receipt from clinic visit, note from doctor with signature and date, receipt for car service w/date and time, any other type of signed documentation regarding time, date and unavoidable reason for absence.

The university gives authorization to lower grades or fail students for poor attendance and tardiness at the instructor's discretion. (Students have known to get a very low grade because they come late or are absent frequently.) Read studio policies listed on this page.

Attendance and Participation

Attendance is mandatory in the studio. Lectures, directions, demonstrations and critiques will not be repeated. If you have missed a studio session, you should always contact your fellow students or the instructor about what was missed before returning to class. **Do not miss studio sessions on project deadline days as you will be marked down for missed deadlines.**

The graphic design studio is a work place. You are paid with a grade. There are 30 sessions in 15 weeks. Like a job, you have sick days. You have 2 sick days for the whole semester. These are paid days where you will not be docked pay (grade) for missing these sessions. **Any absences after the excusable 2 sick days, must have a proof through written documentation of reasons for absence. If a student is absent for 5 or more classes in the semester, they will fail the course. No acceptations unless the proof shows a viable excuse.** If you take any additional absences after your free 2 sick days, your final grade will be deducted 10 points for every absence. So in essence, the more absences the more closer you are to failing.

For example: If the final grade is a 100 [A] (All assignments are graded according to criteria), and student has taken 2 sick days, plus 3 more unexcused absences, then student will fail the course.

Another example: If the final grade is a 100 [A] and student has taken 2 sick days plus 2 more unexcused absences, then grade will be deducted 20 points = 80 [B-]. If total grade earned is a 90; 20 pts will be deducted, making grade 70 (C-).

The 2 sick days (excused absences) can be used for anything. Therefore, it is recommended student save these free days for emergencies or sickness. If an illness or emergency requires more than 2 sick days (absences), official documentation will be required. Attendance and promptness will greatly affect student's overall final grade.

Reasons for absences must be in writing (with a doctor's signed note or other official paperwork, such as jury duty). Students are responsible for contacting instructor regarding absences, expected late arrivals to class or need to leave class early; no contact with instructor is interpreted as unexcused.

ALL CELL PHONES MUST BE OFF OR SILENT DURING CLASS!

Text messaging is included in undesirable phone activities. No internet browsing, video-gaming, text-messaging, working on homework or projects for other classes. If you have an emergency and need to access your messages or place a call during class, please inform instructor in advance.

NO FACEBOOK, TWITTER, OR ONLINE CHATTING!

If you are spotted doing any of the above, you will be asked to close your laptop or turn off your mobile device. Even if you are using the device for note taking or working on your projects. No acceptations. If you continually do so, you will be asked to sit closer to instructor for constant monitoring.

EVALUATION CRITERIA

ASSESSMENT AND EVIDENCE OF LEARNING
- Development of concepts that are thoughtful, original and innovative
- Careful attention to execution, technique and completion of projects
- Effective visual and verbal presentation skills - neatness is important and projects should be presented on foam core or whatever is required for the project.
- All visual elements should be neat and clean.
- Active & verbal participation in class activities & critiques

- Attendance with necessary materials and assignment preparation
- Personal challenge and effort in project development
- Deadline compliance
- In class work
- Demonstration of abilities and growth
- Studio principles are followed
- Demonstration of work ethic

EVALUATION BREAK DOWN

GRADE/PAYMENT BREAKDOWN
All activities in the studio add up to 1000 points

Design Challenges	400
Summaries	300
Notebook/presentations	300
TOTAL	**1000 points**

Critiques and feedback on Design Challenges will include individual critiques, round table critiques, and wall critiques.

Designers will be asked to fill out an evaluation survey to include in the grading process.

Projects will be evaluated based on:
Personal challenge
Self-motivation
Exploration
Quality of product

Evaluation will occur in all stages of development:
Thumbnail
Rough
Comp
Final Comp

Grades will be scored on a scale from 1-5.
5 - Flawless
4 - Excellent
3 - Good
2 - Average
1 - Weak
0 - None

PAYMENT (GRADE)

GRADE BREAKDOWN
Projects development is evaluated based on a point system as follows:
90% = Excellent, 80% = Good, 70% = Average, 60% = Weak, 50% = Poor, 0% Not Shown

FINAL GRADE CRITERIA
A   930-1000
A   Clearly stands out as excellent performance and, exhibits mastery of learning outcomes. Meet all the criteria.
A-   900-920
B+   870-890
B   830-860
B   Grasps subject matter at a level considered to be good to very good, and exhibits partial mastery of learning outcomes. Meets most of the criteria.
B-   800-820

C+   770-790
C   730-760
C   Demonstrates a satisfactory comprehension of the subject matter, and exhibits sufficient understanding and skills to progress in continued sequential learning. Meets some of the criteria.
C-   700-720
D+   670-690
D   600-660
D   Quality and quantity of work is below average, exhibits only partial understanding and is not sufficient to progress in the studio sequence. Meets some of the criteria.
F   590-
F   Quality and quantity of work is below average and not sufficient to progress. Meets very little of the criteria.

****VERY IMPORTANT ****

If a students has any of the following items, they will receive an incomplete on the assignments and will be asked to re-do. (This means even if money has been spent on printing and mounting.)

Therefore avoid the following at all cost:

1. Crooked lines or paper fraying.
2. Pixilated images or graphics
3. Glue residue or dirt marks
4. Uneven folding.
5. Misspelling or grammar problems
6. Any font not approved by professor (check the Font wall for all "Do's and don'ts of fonts)

None of the following fonts can be used. (Banned Fonts)

- Script fonts must be approved before using. (If you are not sure ask)
- Fonts w/ city names -Chicago, Monaco, New York, Geneva
- Chancery or any calligraphy style

Arial (use Helvetica)	Peignot	Trebuchet
Bauhaus	Mistral	Verdana
Comic Sans	Myriad	Zapfino
Courier	Sand	
Hobo	Skia	
Palatino	Tekton	
Papyrus	Times	

OTHER VALUABLE INFORMATION

Students with Learning Disabilities

If you have a learning disability or feel that you may have a learning disability, it is suggested that you contact the Center on Disabilities (codss@csun.edu; 818-677-2684). You may be encouraged to register in order to be eligible for accommodations.

Code of Student Conduct:

Essential to the mission of CSUN is a commitment to the principles of academic integrity and ethical behavior. Because the integrity of the academic enterprise of an institution of higher education requires honesty in scholarship and research, academic honesty is required at CSUN Adherence to the Academic Honesty Policy reflects the commitment of our community to the value of learning and our core principle of social responsibility.
For information about the Code of Student Conduct, go to http://www.csun.edu/a&r/soc/studentconduct.html