

Art 458: Graphics Seminar

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

Art 458 Graphics Seminar —3 UNITS (3)

Spring 15 - M & W 8:00am - 10:45am, AC408
Spring 15 - T & Th 8:00am - 10:45am, AC408

Office hours and Location

After class 10:45 - 11:15 in AC408

Best by appointment: Fridays 8am - 10am SG 221

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

Six additional units of Upper Division advertising design; Senior standing. Review career options related to visual communication. Students develop and engage in resolutions to business-related problems faced in the design profession, such as incorporating team concepts, building professional relationships and refining communication skills. Students develop professional résumés and portfolios (print and digital). The course emphasizes professional graphic design business practices and creative processes. May be repeated once for credit. 6 hours lab.

Course Objective

This course will cover:

- Comprehensive career planning
- How to run a graphic design business
- Live projects/community service projects
- Team building through a cooperative design environment.

Course Student Learning Outcomes

Understand and Apply Knowledge Related to Visual Communication Design.

1. Acquire necessary skills and knowledge to apply an advanced-level understanding of graphic design to appropriate project challenges.
2. Practice the creative concept process through research, design, and development of graphic design-related projects, individually and collaboratively.
3. Critically analyze students' own design development and strategically critique works of peers. Apply problem-solving skills and techniques to make revisions based on this feedback.
4. Apply and execute design skills learned in previous courses to produce student-initiated projects, live projects, and to develop an individual, professional design package and portfolio.
5. Create advanced work for a portfolio that can be used for internship/job applications in the graphic design and visual communication industries.
6. Research, analyze, and gain knowledge on best design businesses practices that will aid students in exploring solid design business principles

REQUIRED READING:

"Graphic Artists Guild Handbook, Pricing & Ethical Guidelines, Ninth or later Edition"

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 craftsmanship; 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

STUDIO ACTIVITIES & PROJECTS:

Through a series of lectures, discussions, guest speakers and demonstrations, this course is designed to adequately prepare the student for entry into graphic design and design related fields as a freelancer, part-time or full-time employee, as well as setting up and running a studio.

Additionally, each student in this class will be given opportunities to participate in live project(s) with clients from the university and the community. These particular projects will require active participation and time management. As in any design studio environment, projects may come up unexpectedly with little or no notice, including tight deadlines and other challenges. Students will have an opportunity to work on these projects; please refer to the grading process and requirements.

LEARNING ACTIVITIES AND ASSIGNMENTS

There will be some studio time in class to work on projects with your teams. However, you will be required to communicate with your team members and the professor outside of class time using a system called Basecamp.com. Studio time will be used for meeting clients of the Live Projects and lectures and discussions on professional practice topics

Projects for this course will be:

- Live Projects with team members
- Design Audits for some organizations
- Develop in-house and client based time lines
- Keep time sheets for studio accountability
- Individual community service project
- Professional package: Resume, business card, & Portfolio

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, therefore 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).

PROJECT SUBMISSION

Assignments are to be submitted digitally in Basecamp and in a U-drive for back up. (BaseCamp will be explained.)

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. Please be mindful of your team members as well as the clients you will be working for.

A project not ready on the due date will be penalized by ONE full grade for each class it is late; absence is not an excuse for a late project. Limited lab access is not an excuse for a late project. Plan ahead for lab time! No late in-class projects or class assignments will be accepted, unless a prior arrangement has been confirmed with the faculty. If you are late to class, please notify the faculty AFTER class, otherwise you will be marked absent. Please refer to the attendance section for further clarification.

SEMESTER 1

Students who are taking the course for the first time will obtain the basic and necessary knowledge to work with clients. The main focus of their experience will be in the research and planning stages of a project.

Students will be able to role play various situations within the context of developing projects as team members. Students will utilize class assignments, as well as non-profit projects, to research and discuss. Some projects will be research intensive and students may not see the project completion in one semester. However, there is always at least one major project a students will see complete.

Students will learn how to navigate and solve design business-related problems; incorporating team concepts, building professional relationships and refining communication skills.

This senior-level class is designed to aid students in reviewing career options. Students will be required to develop a professional résumé and portfolio, in both print and digital formats. Each team should place all projects and research from the course into their portfolio or resume.

Topics include branding yourself, marketing of work and portfolios, job interviews, the study of planning and becoming established in the highly competitive graphic design, motion graphics, web, packaging and related fields. Discussions and lectures will also include business principles, proposals, presentations, tax information and organizations to position oneself for the graphic design and related fields.

Students who are taking the course for a second time, will continue to work on the projects they began in the previous semester. These students will be involved in the implementation and design stages of most projects. In addition, these students will take on team leader (project management) positions as well as mentor first time students on the process of the design projects.

Second semester students will learn about how to organize a group of designers, manage project deadlines and be come exposed to group dynamics on a management level. These team leaders will be speaking directly with clients and organizing meetings with all stake holders.

Students will be able to mentor and help other students with professional development items, such as resume and portfolios as well as refine and improve on their work on an advanced level.

In some cases employers come to campus to conduct group portfolio reviews. Second semester students who are graduating will be connected to potential employers through these group interviews.

STUDIO PRINCIPLES

- 1 Presentations
- 2 Produce Quality work
- 3 Practice & Train yourself
- 4 Conduct Research
- 5 Meet w/ Art Director
- 6 Completed Comps
- 7 Be a Team Member
- 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 responsibility 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. 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 comps. The art director will go through comps when submitted on Basecamp and provide feedback and suggestions.
- 7 Facilitate 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.

Responsibility and Reliability

is key to success in this course and in graphic design.

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

- 1 It is your responsibility to follow along, take notes, be attentive. If you are a team leader you will have to compile all projects into a presentation. In some cases all team members will have to create a presentation for a design audit.
- 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 blocking 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 good quality curated design works. You are required to create completed projects that look comparable to the work from a particular industry or product.
- 5 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 As a graphic designer working in a professional studio, you will be asked to produce **completed** projects at the highest quality.
- 7 Internal deadlines mean that the design studio will need to see the completed work before the client. Therefore as a team member, you will need to produce your designs. We want to show various options to the client that are strong and well executed. So make sure you do your part to make the project successful.
- 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 unless you have a client meeting.
3. Be respectful: to teacher and classmates always.
4. Do not answer your phone in class or walk out of the class to answer your phone. Please turn your phone to vibrate.
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.

Every late = a 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 r team member are relying on you. So be respectful of their time.

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.

ALL CELL PHONES MUST BE ON 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.

Attendance and Participation

Attendance is mandatory in the studio. Directions, demonstrations and presentations 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.**

Please note the basic rule of the work environment is never to be late for meetings or work, therefore, if you arrive more than 5 minutes after class begins, you will not be permitted to enter the class. You may enter during the class break only, and arriving late more than two times will be equal to missing one day. Please refer to grading procedures.

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 exceptions 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.

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.

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 exceptions. 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 complete and show professionalism.
- Careful attention to execution, technique and completion of projects
- Effective visual and verbal presentation skills
- Active and verbal participation in class activities and presentations
- Attendance with the 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: responsible and reliable

EVALUATION BREAK DOWN

EVALUATION/GRADING

Students will be evaluated on the basis of:

1. Lecture and discussion
2. Class participation and interactions
3. Evidence of initiative, creative and imaginative responses to assigned projects and problems.
4. Initiative+time management+art direction+execution+final result
5. Attendance
6. Professional Package
7. Live Projects
8. Individual Community Improvement project

30% Professional package
30% Live Projects (Group Project)
20% Team involvement and Participation
20% Community Improvement project

Projects will be evaluated based on:

Personal challenge
Self-motivation and reliability
Exploration
Completion and quality of product

Grades will be scored on a scale from 1-5.

- 5 - Flawless**
- 4 - Excellent**
- 3 - Average**
- 2 - Below 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 93-100

A Clearly stands out as excellent performance and, exhibits mastery of learning outcomes. Meet all the criteria.

A- 90-92

B+ 87-89

B 83-86

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- 80-82

C+ 77-79

C 73-76

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- 70-72

D+ 67-69

D 60-66

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 59-

F Quality and quantity of work is below average and not sufficient to progress. Meets very little of the criteria.

****VERY IMPORTANT ****

If a student 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. Pixelated 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>

CLASS SCHEDULE

TUESDAY (2:00 PM - 4:40 PM)

WEEK 1 (8/28)
SECTION 1

WEEK 2 (9/4)
LEC CAREERS IN VISCOM/ ART
FORM GROUPS

WEEK 3 (9/11)
SECTION 1

WEEK 4 (9/18)
GUEST SPEAKER

WEEK 5 (9/25)
SECTION 1

WEEK 6 (10/2)
FIELD TRIP

WEEK 7 (10/9)
SECTION 2

WEEK 8 (10/16)
GUEST SPEAKER

WEEK 9 (10/23)
SECTION 2

WEEK 10 (10/30)
OPEN LAB

WEEK 11 (11/6)
LIBBY CLARK (PRINT MAKING AND GRAPHIC DESIGN WORKSHOPS)

WEEK 11 (11/13)
SECTION 2

WEEK 11 (11/20)
FIELD TRIP / GUEST SPEAKER

WEEK 14 (11/27)
VISCOM PORTFOLIO DUE

WEEK 15 (12/4)
PROFESSIONAL PACKAGE DUE

WEEK 16
PICK UP PROJECTS

THURSDAY (2:00 - 4:40) LAB HOURS/GROUP PROJECTS

WEEK 1 (8/30)
COURSE OUTLINE / INTRODUCTION / WHO ARE YOU?

WEEK 2 (9/6)
REVIEW BOOKS / REVIEW PROJECTS / GOALS

WEEK 3 (9/13)
LIVE PROJECT + PORTFOLIO DEVELOPMENT

WEEK 4 (9/20)
LIVE PROJECT + PORTFOLIO DEVELOPMENT

WEEK 5 (9/27)
LIVE PROJECT + PORTFOLIO DEVELOPMENT

WEEK 6 (10/4)
LIVE PROJECT + PORTFOLIO DEVELOPMENT

WEEK 7 (10/11)
LIVE PROJECT + PORTFOLIO DEVELOPMENT

WEEK 8 (10/18)
LIVE PROJECT + PORTFOLIO DEVELOPMENT

WEEK 9 (10/25)
LIVE PROJECT + PORTFOLIO DEVELOPMENT

WEEK 10 (11/1)
LIVE PROJECT + PORTFOLIO DEVELOPMENT

WEEK 11 (11/8)
LIVE PROJECT + PORTFOLIO DEVELOPMENT

WEEK 11 (11/15)
LIVE PROJECT + PORTFOLIO DEVELOPMENT

WEEK 11 (11/22)
LIVE PROJECT + PORTFOLIO DEVELOPMENT

WEEK 14 (11/29)
LIVE PROJECT + PORTFOLIO DEVELOPMENT

WEEK 15 (12/6)
LIVE PROJECT + PORTFOLIO DEVELOPMENT

WEEK 16
LIVE PROJECT + PORTFOLIO DEVELOPMENT