CSUN | CALIFORNIA STATE UNIVERSITY NORTHRIDGE

Office hours:
Wed: 2-3pm outside AC408
Fri: 2-4 pm in AC407
Best by appointment: call Advisement Center

Please note: Other times can be arranged for meeting more conducive to student's schedules.

FALL 2018

Art 458 GRAPHIC SEMINAR

SYLLABUS & COURSE HANDBOOK

Dr. Paula DiMarco
paula.j.dimarco@csun.edu

COURSE DESCRIPTION:

Art 458: Graphic Seminar is a professional practice course. An advanced senior level capstone design class with an emphasis in exploring the design industry and the steps to succeed in it. Students will concentrate portfolio development, personal development - hard and soft skills, and client+team based projects.

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 STUDENT LEARNING OUTCOMES

Students will be able to:

1. Understand and Apply Knowledge Related to Visual Communication Design.
2. Understand and apply professional graphic design business practices.
3. Develop Community Awareness and Self-Awareness of civic engagement and community issues.
4. Develop and improve collaborative skills through team designing.

SPRING 2018
Art 458 GRAPHIC SEMINAR
SYLLABUS & COURSE HANDBOOK

REQUIRED READING:

"Burn Your Portfolio: Stuff They Don't Teach You in Design School, But Should" by Michael Janda

NOTE: This book you will be reading for homework every week. Every Friday for 30 -45 minutes we will be discussing the sections you have read. Also an on-line discussion will continue after class which you are required to contribute to.

ALSO: I will provide you with digital versions of other readings for this course. Please do not post or share these reading. These are for your use only. All these readings and resources will be available via Basecamp.

SUGGESTED READINGS:

- Graphic Artists Guild Handbook, Pricing & Ethical Guidelines, Ninth or later Edition
- AIGA Professional Practice in Graphic Design (second edition)

MATERIALS:

You will need to purchase the following tools if you do not already own them. You will also be required to have the means necessary to produce your work. Graphic design courses rely on software and file management. It is not required to carry all of the materials to class everyday, but when asked to have them, please be responsible and make sure you are always prepared to work. Factor in the cost of outputting your work this semester.

Storage devices (USB Flash Drives, Portable Hard Drive)
Sketchbook
Digital Camera
Portfolio - Digital or Print
other materials as needed per project

As you already may be aware, the Mac and its software are the main tools for the execution of graphic design. The majority of the work in this class will be completed on the computer, so you will need to have a laptop computer to work int his class. As you will see, there are no computer's in the class. So it is up to you to complete all the projects for this course when they are due, no matter if you do not have a computer or not. This means, you have to find computer access for this course yourself. Lab hours are posted on the front door of every lab. Please make yourself aware of which labs are available to you. Deadlines are deadlines. No excuses!

It is your responsibility to always keep your files backed up and organized.

2 POLICIES

ATTENDANCE

The University gives authorization to lower grades for poor attendance and tardiness at the instructor's discretion.

Attendance is mandatory in this course. 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. Do not miss days of guest speakers.

The graphic design studio is a work place. You are paid with a grade. For this course we only meet for 15 sessions.

SICK DAYS

Like a job, you have sick days. You have 1.5 sick days for the whole semester. That means in this course you can only miss one week and a 1 half of a session. Typically I give 2 sick days, but this course is condensed from 2 class session into one class session. The sick day is a paid day where you will not be docked pay (grade) for missing that session. *Any absences after the excusable 1.5 sick days, must have a proof through written documentation of reasons for absence. If a student is absent for 4 or more classes (missing 4 weeks 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 1.5 sick days, your final grade will be deducted 15 points for every absence. So in essence, the more absences the more closer you are to failing.

The 1.5 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 1.5 sick days (absences), official documentation will be required. Attendance and promptness will greatly affect student's overall final grade.

EXCUSES

Reasons for absences must be in writing (with a doctor's signed note or other official paperwork, such as jury duty). Or you must show proof with time stamped of any other issues. 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.

PRESENTATIONS DAYS

Do not use your sick days when there is a presentation due. Your team relays on your participation. Show your face if you are sick and ask if the team has all they need to push forward before you return to your cozy bed. Please be conscious of the spread of sicknesses and make every effort to share your discomfort so that the team can make accommodations on the project. We do not want everyone to get sick.

3 WORK ETHIC

As a student, of art 458 Graphic Seminar, your role is more that just a graphic designer, you are a member of a community, a studio. Your payment for doing the work in this course will be a grade.

Responsibility and Reliability

is key to success in this course and in the professional practice of graphic design. You will be required to follow a specific work ethic. You will need to do the following:

1. **PRODUCE QUALITY WORK** As a graphic designer working in a professional studio, you will be ask to produce completed projects at 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.*
2. **PAY ATTENTION TO DETAIL** Check and double check everything you do. Give yourself enough time to review your project and make changes before you show client. Look for spelling, consistent spacing, typeface usage and consistency, alignment, and accurate content. All design must be reviewed and approved by instructor before it goes live. Therefore give your self pre-deadlines to obtain that approval.
3. **BE AWARE OF EFFECTIVE DESIGN AND RESEARCH IN THE FIELD** Research and examine good quality curated design works. You are required to completed projects that look comparable to the work from a particular industry or product. Read articles and become members of online groups for designers on typography and design. Use what you have learned when working with clients and team members. This information is your knowledge that can be used to validate decisions and suggestions for future projects.
4. **ESTABLISH INDEPENDENCE BUT ALSO TAKE INITIATIVE** Learn to train yourself through books and online resources. Practice, 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 go on online and look at resources. Share with your associates in the studio and offer assistance to all those in need, including project managers.
5. **PRESENTATIONS AND DEADLINES** Establishing trust is key to designer-to-client success. This trust is established through high quality presentations, achieve goals, and meet deadlines. In most cases all team members will have to create a presentation. You want to show the highest quality to class so make sure you do your part to make the project successful and meet all internal and external deadlines. Presentations should tell a story and provide a visual representations of your proposal.

** 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.*

*** We will be using a platform called Basecamp to keep the team and director in touch and updated on progress of projects. Basecamp is our main form of communication. Please expose yourself as much as possible to this system. Watch videos, ask questions and figure out the best way to organize your team communication. It is your responsibility to check your email and Basecamp. Download the app on your phone and make sure you respond and participate in this platform.*

5 **COMMUNICATE AND RESPOND WITH PROFESSOR AND TEAM MEMBERS**

Obtain as much one-on-one assistance and guidance as possible. Clarify what the task is at hand and inform all parties of your process on a project. A successful project must have the assistance and approval of the instructor. Communicate with your team members. Make sure you are available via email and Basecamp to respond to needs on a project. Response time is crucial with real client based projects. Therefore you need to check your email and respond in a prompt manner. ***

6 **VERBAL AND NON VERBAL CUES** Conducting yourself in a professional manner is just part of being a graphic designer. How you hold your head, look at people and move your body is essential to establishing trust with a client and colleagues. While in this course you will need to follow along, take notes, be attentive, and show confidence when working with team members and especially with clients. Making eye contact, avoiding looking at a laptop screen, sitting close to a client and introducing yourself are all part of behavioral traits of a design professional. If guest speaker is present you should still show respect. You are encouraged to be a part of the discussion and listen in on the presentations as these will always be learning experiences.

7 **ABIDE BY POLICIES** You will need to abide by all the policies and procedures as listed in the Policies section of this handbook. Payment of work is based on an evaluation of how you conduct yourself in the studio. (See Policies)

8 **BE A TEAM PLAYER** As member of this course, first and foremost, you are part of a community. You own this time and these experiences: ownership is so important to team playing. It is your responsibility to pull your team together, motivate them and assist in completing all the tasks in order to have a successful experience. Be aware of things that occur. Speak up when something needs changing. Offer assistance to other team members if you see them struggling. You are responsible for yourself but also to help and uplift the team in a positive direction. Take the initiative to make a change.

5 ACTIVITIES

LECTURES & RESOURCES ON BUSINESS PRACTICES

Emphasizes professional business practices used in the graphic design industry including design studios, agencies, and self-employment. Through a series of lectures, discussions, guest speakers and demonstrations, the goal is to prepare you for entry into the professional graphic design field (freelance, contract work, employment opportunities, job hunting, social networking, and design business).

TOPICS

There are various topics covered in the course; all relate to various aspects and issues in DESIGN and the PROFESSIONAL PRACTICES IN DESIGN. The following is an incomplete list of topics:

- Standards in Professional Practice
- Proposals, scope of work and forms of agreement for design services.
- Creative briefs and creative strategies
- Design Management
- Time management
- Legal structures of the Design Studio
- Copyright and Licensing
- Trademarks
- Freelancing
- Determining your rate
- Payment strategies
- Teamwork and working with a team
- Managing other creatives
- Managing Clients

6 ASSIGNMENTS

1 PROFESSIONAL BRAND

BRANDMARK

The first thing you must do before you become a professional graphic designer is create a brand mark for yourself. Most likely this mark will be include your name or a name you want people to remember. You are not a business, so the mark should not be a business name. The mark can be an symbol but should not be a letter mark.

DESIGNER'S STATEMENT

This can be written in first or third person depending on where it is placed. This will be posted on various digital channnels listed below in social media. This statement will be slightly different in tone and size as well as content due to the nature of the channel. The statement will also be placed in your leave-behind and for any other promotional materials.

STATIONERY PACKAGE

A stationery package consists of a letterhead, business card and envelop. The design of these items should center around a clean and consistent typographic system. No decorative graphics should be on a designer's stationery. In addition, your brandmark on these items will help establish a visual identity for yourself.

SELF PROMOTIONAL PIECE (LEAVE BEHIND)

When is comes to promotion, creating distinction is key to marketing yourself. Self-promotional products need to be unique and thought-provoking in order to capture the attention of any audience, including prospective employers. Personalized thank-you notes and expressions of gratitude make impressions on employers and clients. You will create a promotional (leave behind) piece that will align with your goals for the job market.

2 RESUME

PRINTED

Print base resume:

Typically your resume is written on an 8.5 x 11 sheet and designed to match your stationery package. The purpose of a resume is to print, mail or hand to a prospective employer. More employers are requesting the resume digitally and several companies are asking for the text to be copy and pasted into an on-line system. Therefore the content of the resume is important. As a designer, the design of your resume reflects your ability to organize information in a systematic manner on an 8.5 x 11 sheet.. Choice of font, size, style, color and graphics should never over shadow the content. You will learn about ways to construct your resume for design jobs.

ONLINE: A resume on LinkedIn in much different than your printed resume. On LinkedIn you want to elaborate on your role and responsibilities in a previous job position. In other words, you want to tell a story or provide an example of how important your position was to the establishment. All job positions are relevant to your profession if you are able to show their importance.

7 ASSIGNMENTS

3 PROMOTIONAL STRATEGY

Your on-line presence is more important today than any other time. You must have a presence in social media in order to build your professional practices as a designer. But you will also need to clean up your image on social media and begin to establish yourself as a professional on all social media channels, Instagram, SnapChat, facebook, LinkedIn, Behance, YouTube and even online in a blog or website.

LINKENIN TIMELINE

LinkedIn is the professional social media site that allows you to build a network with people in your profession. It is required for this course that you create a LinkedIn profile and then over the next 15 weeks build on that profile and establish a network. You will be asked to create a timeline with your plans for engagement on social media for 6 months. This strategy will include at least 1 social media channel, LinkedIn, but can include more.

WEEKLY REFLECTIONS

You will be asked to creating your own reflective content (Online and in the studio) Weekly reflections are your triumphs and struggles as a graphic designer: These can eventually be posted on a blog or through LinkedIn articles. The first time you are writing or creating content for these reflections should be reviewed by the class. You will post in your folders on Basecamp then supply a link to that content in the messages that directs people to your content. Do not publish on media channels until getting the green light or until you feel comfortable with sharing your journey.

4 TEAM - FREELANCE BUSINESS TOOL KIT

You will be asked to work with a partner to build your Business Tool Kit. The business tool kit will help you with freelance work and allow you to better understand what it is like to work with clients, propose jobs, plan out a timeline, and get paid. Every so often you will be asked to present what you have compiled and completed. Your tool kit will be designed with your brandmark. It should have a clean design and content should be well researched and thought out. (More explanation of this in an assignment sheet provided).

8 ASSIGNMENTS

5 PORTFOLIO

Creating a portfolio can be an immense undertaking. It requires a deep understanding of yourself and reflection upon who you want to be. It not only documents part of your past, but it's built to forge a your future. Your portfolio is not about you; it's about what you can do for an employer. Your portfolio needs to align to your employment goals.

CONTENT

You will look at your recently designed work and identify the strongest 10 pieces based upon goals and type of job position. Having enough design pieces does seem challenging. If not enough work is present, the class will help you identify what's missing and assist in feedback on new works being developed. Also, realize that if your work in a "one-up," "one-hit-wonder," (meaning you only did one good thing) it will be noticed by employers that you have not thought about the whole brand or campaign. It will be questioned on how you can make one look good, but all your others are not. So think about the full project. Add more elements to a good piece. Make a series and body of work, not "one-hit-wonders."

STORYTELLING

Storytelling is a human condition. Important your portfolio, explaining your product, system, or service may not be enough to show your creative thinking. One approach is to simply tell the story of your solution, being sure to explain the full scope of how it came into fruition. The most standard portfolio method uses the design process to explain how a solution was found; Problem statement, Research, Ideation, Validation, and Finalization. With little documentation, some stories can't be told visually. Therefore the goal is to improve documentation of your process for future project.

MOCKUPS

It is more important than ever to have a professional looking portfolio. If your portfolio looks like student work, it will not get noticed. Mockups are the best way to help your work look more professional. However, it is not the only way. If your mock-ups are low resolution, badly distorted or out of focus, the work will not look professional. Invest in your future. Subscribe to an online Mock-up company and get access to good quality mock-ups.

ADVICE

Best advice on portfolios is from a designer with experience. Sometimes ideas come from people that aren't you. A personal meeting with a professor or professional designer gives perspective. Over 15 weeks you will obtain feedback from various individuals with the goal to improve on your portfolio.

9 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

Students will be evaluated on the basis of:

- Project Participation
- Assignments
- Evidence of initiative, creative and imaginative responses
- Attendance
- Milestone Markers (progress on where you are.)

Feel free to ask me about your grades and attendance totals at any time.

GRADE BREAKDOWN **

20 %	Professional Brand
10 %	Resume
20 %	Promotional Strategy
20 %	Business tool Kit
20 %	Portfolio
10 %	Participation and attendance

10 OTHER INFO

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

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

11 OTHER INFO

STUDIO ROOM MANAGEMENT
AC 408 is shared by a few other classes. However, this room is a room for you to work whenever you need. Therefore it is your responsibility to keep the room neat and clean. Do the dishes, move the trash, request a cleaner sponge, wipe down any mess.

SINK Even if you did not leave a dirty dish or leave coffee grinds in the coffee maker, as part of the community, if you see these things fix it. Please wash your own cups and dishes. Sometime you can't do it because your late for a client meeting or class. We understand. But as a community, you should wash any and all dishes in the sink: EVEN IF IT IS NOT YOURS.

TABLES & CHAIRS Just like in any situation, if you see a paper or napkin on the floor on a table clean those items up. If you see books or pens left, pile them on a desk somewhere. All items on desks should be neatly aligned and organized. If these items sit in the same location for more than a week, they will be trashed. All chairs should be pushed down and placed under the tables.

BOOK CASES Books and items on the bookcase are for your use during class. Please do not take these outside of the room unless you obtain permission from a professor. There will be a sign up sheet on a clip board at Paula DiMarco's desk. If there is a strong need to borrow a book, you must sign it out with your name and student ID number and email. (Only 1 book at a time can be signed out). All monitors or TV screen should be put to sleep.

REFRIGERATOR Please label your food in the refrigerator.* This is your space. KEEP IT CLEAN AND NEAT. There will be food trashed on Friday mornings. (containers and all). If you don't want it trashed, please mark, Do not trash. But you must have your name on the food. All food that does not have a name, will be trashed immediately.

12 OTHER INFO

ACADEMIC FIELD TRIP WAIVER

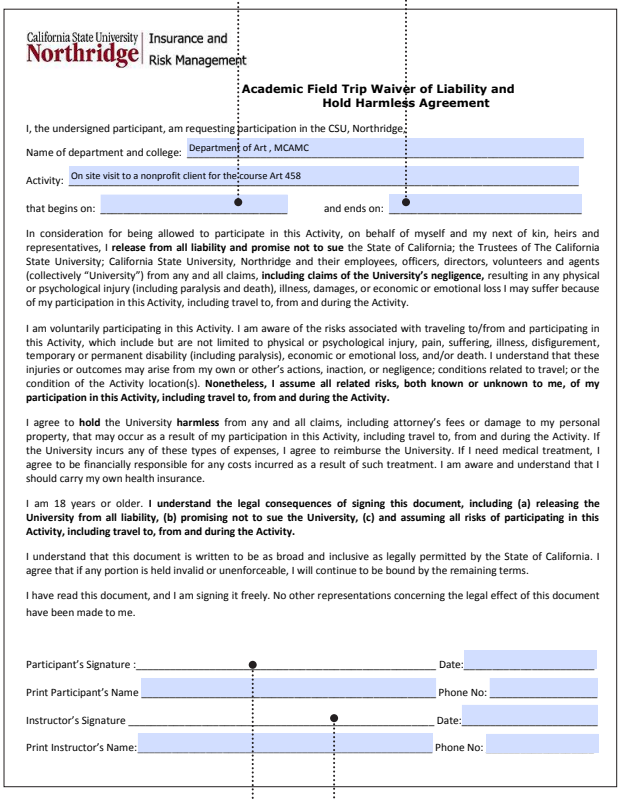
Once you are put on a project, you may need to go on location at the community organization to get a better picture of how the organization works. Therefore, your team may need to drive or walk to a location. The university requires all students who are going off campus for research for a class fill out the following waiver forms. All waiver forms must be submitted a week before your trip.

All time sheets must include:

1. Put in time you plan to leaving the university and what time you plan on arriving back on campus
2. Sign and print your name.
3. Make sure you obtain a signature from the instructor.
4. If you drive your own vehicle, you will have to fill out both forms seen below. Make sure you provide all information listed on the form.

This will be accessible via Basecamp professional development group.
PLEASE KEEP A COPY OF ALL YOUR RECORDS.

1



California State University Northridge | Insurance and Risk Management

Academic Field Trip Waiver of Liability and Hold Harmless Agreement

I, the undersigned participant, am requesting participation in the CSU, Northridge.

Name of department and college: Department of Art , MCAMC

Activity: On site visit to a nonprofit client for the course Art 458

that begins on: _____ and ends on: _____

In consideration for being allowed to participate in this Activity, on behalf of myself and my next of kin, heirs and representatives, I **release from all liability and promise not to sue** the State of California; the Trustees of The California State University; California State University, Northridge and their employees, officers, directors, volunteers and agents (collectively "University") from any and all claims, **including claims of the University's negligence,** resulting in any physical or psychological injury (including paralysis and death), illness, damages, or economic or emotional loss I may suffer because of my participation in this Activity, including travel to, from and during the Activity.

I am voluntarily participating in this Activity. I am aware of the risks associated with traveling to/from and participating in this Activity, which include but are not limited to physical or psychological injury, pain, suffering, illness, disfigurement, temporary or permanent disability (including paralysis), economic or emotional loss, and/or death. I understand that these injuries or outcomes may arise from my own or other's actions, inaction, or negligence; conditions related to travel; or the condition of the Activity location(s). **Nonetheless, I assume all related risks, both known or unknown to me, of my participation in this Activity, including travel to, from and during the Activity.**

I agree to **hold** the University **harmless** from any and all claims, including attorney's fees or damage to my personal property, that may occur as a result of my participation in this Activity, including travel to, from and during the Activity. If the University incurs any of these types of expenses, I agree to reimburse the University. If I need medical treatment, I agree to be financially responsible for any costs incurred as a result of such treatment. I am aware and understand that I should carry my own health insurance.

I am 18 years or older. **I understand the legal consequences of signing this document, including (a) releasing the University from all liability, (b) promising not to sue the University, (c) and assuming all risks of participating in this Activity, including travel to, from and during the Activity.**

I understand that this document is written to be as broad and inclusive as legally permitted by the State of California. I agree that if any portion is held invalid or unenforceable, I will continue to be bound by the remaining terms.

I have read this document, and I am signing it freely. No other representations concerning the legal effect of this document have been made to me.

Participant's Signature : _____ Date: _____

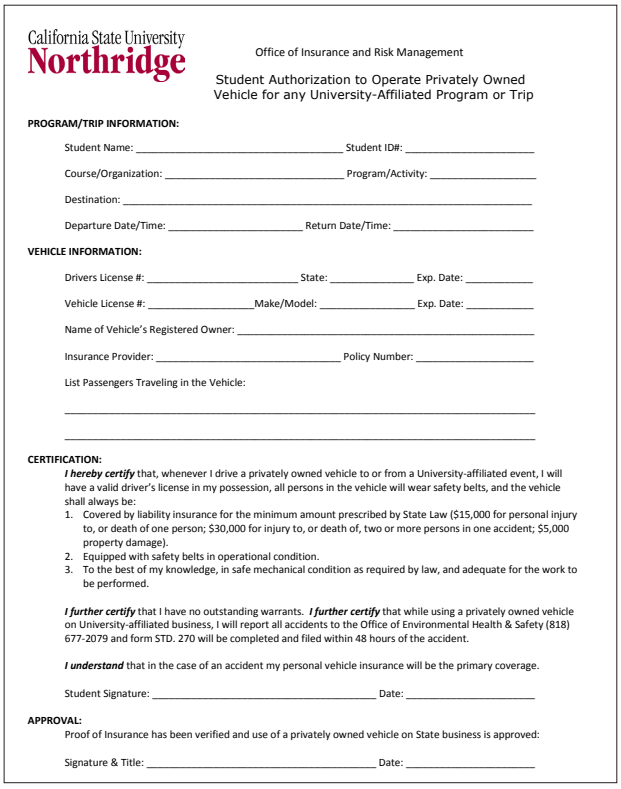
Print Participant's Name _____ Phone No: _____

Instructor's Signature _____ Date: _____

Print Instructor's Name: _____ Phone No: _____

2 3

4



California State University Northridge

Office of Insurance and Risk Management

Student Authorization to Operate Privately Owned Vehicle for any University-Affiliated Program or Trip

PROGRAM/TRIP INFORMATION:

Student Name: _____ Student ID#: _____

Course/Organization: _____ Program/Activity: _____

Destination: _____

Departure Date/Time: _____ Return Date/Time: _____

VEHICLE INFORMATION:

Drivers License #: _____ State: _____ Exp. Date: _____

Vehicle License #: _____ Make/Model: _____ Exp. Date: _____

Name of Vehicle's Registered Owner: _____

Insurance Provider: _____ Policy Number: _____

List Passengers Traveling in the Vehicle:

_____

_____

CERTIFICATION:

I hereby certify that, whenever I drive a privately owned vehicle to or from a University-affiliated event, I will have a valid driver's license in my possession, all persons in the vehicle will wear safety belts, and the vehicle shall always be:

1. Covered by liability insurance for the minimum amount prescribed by State Law ($15,000 for personal injury to, or death of one person; $30,000 for injury to, or death of, two or more persons in one accident; $5,000 property damage).
2. Equipped with safety belts in operational condition.
3. To the best of my knowledge, in safe mechanical condition as required by law, and adequate for the work to be performed.

I further certify that I have no outstanding warrants. ***I further certify*** that while using a privately owned vehicle on University-affiliated business, I will report all accidents to the Office of Environmental Health & Safety (818) 677-2079 and form STD. 270 will be completed and filed within 48 hours of the accident.

I understand that in the case of an accident my personal vehicle insurance will be the primary coverage.

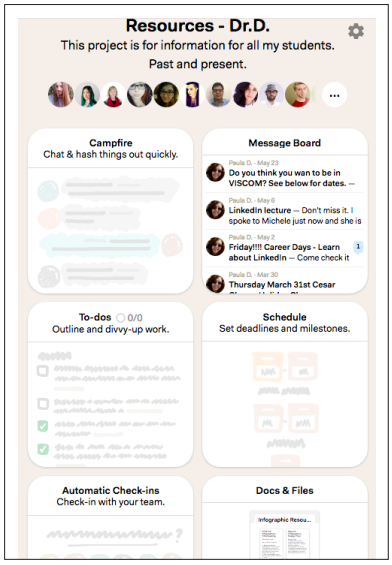
Student Signature: _____ Date: _____

APPROVAL:

Proof of Insurance has been verified and use of a privately owned vehicle on State business is approved:

Signature & Title: _____ Date: _____

13 BASECAMP



Basecamp is a web-based project management tool that creative studios use to manage projects and communicate with teams on projects.

FIRST: Student designer will send an email to the professor. This email should be an email that will be used after graduation (instead of the CSUN email. However, students may use the CSUN email) . It should be an email that is checked often. A reliable email that the designer can access very easily..

SECOND: After email is provided, the designer will need to check the email, and accept the request to join Basecamp. The first time bascamp is used should be through that acceptance email. Proceed to login to Basecamp through the link provided in the acceptance email.
(Do not try to do this with out going through the email invite.)

THIRD: Download the app for Basecamp for smart phones. This will ensure consistent access Basecamp.

FOURTH: Become familiar with how the program works by watching video tutorials and exploring the projects.

A. Everyone will be on Spring18-458 Course. This is for the whole class. Announcements, schedule lectures by professor and other related material to the class will be located here.

B. I will allow your teams to have your own Basecamp projects so that you can talk amongst yourself and store your work in one location.

You will find 6 modules on each Basecamp project.

1. **CAMPFIRE** is for live chatting. (Not for messaging with others that are not on-line). 2.
2. **MESSAGE BOARD**: this is where you message someone and then tag the people you want to see the message. This will be sent to you via email to inform you there is a message. You can reply to the email sent and it will post the message on Basecamp.
3. **TO-DOS**: this is for a list of tasks that have to get done. The person making the to-do should tag all those in charge of that task.
4. **SCHEDULE** is the place where you put all your due dates. Internal and external deadlines are included as well as client meetings. Please check with the studio manager to see if there is any conflicts when scheduling client meetings.
5. **AUTOMATIC CHECK IN'S** This module is not a popular, however those who have used it, use it more as motivational tool. This can be programed a head of time and be automatic each week.
6. **DOCS & FILES** will be probably the most used module. This is where you want to upload important information, images, sample designs, etc. But also, this is where you can type up your notes, compile research links and ideas in (word style) documents. You will need to keep this section organize and in use folders with most effective labels.

PLEASE DO NOT:
check off the to-dos on the course page. We must leave those open for everyone to see. Once you check off "Done" the rest of the class will not get notification that it needs to be done.

AGREEMENT FORM

ART 458: GRAPHIC SEMINAR

AGREEMENT

I have read through the syllabus and handbook. I understand the expectations of me in the course. I am aware that the teacher and students in the class will help me and I will help them make this course experiences beneficial and enjoyable.

I am aware that others will rely on me and I will make every effort to keep my word and work with my team to make a fulfilling product for community partners. I am also aware that my grade is payment in this studio experience. That grade is based on the listed deliverables and payment break down located in the syllabus.

Name: _____

Area(s) of Concentration: _____

Graduation Date: _____

Email: _____

other email: _____

_____

Signature Date

Please put here in this space any information you want to provide the professor.

CSUN | CALIFORNIA STATE UNIVERSITY NORTHRIDGE

FIRST TASK

POST ON BASECAMP - PROFESSIONAL DEVELOPEMENT FALL 2018
Please do the following by Thur. Sept. 6th no later than 5pm.

at least 4 of your strongest design work that reflects the type of work you like to do.

- Make a folder and label with your name. (Docs and Files on Basecamp)
- Upload files as high res. **jpg** files
- These should be strong pieces and appear complete.
- Show the work you like the do. If you don't like doing websites, don't put a website design. Even if it is a strong piece.

In a Basecamp create a document file. A document file is a basecamp Doc. DO NOT POST an MS word, pdf, indesign, or any other file type. It must be a doc file that is created on Basecamp. Put the following in the the document file:

- What area of design are you most interested in?
- Do you have any unique skills?
- What design area do you specialize in?

Inside your folder with your name, create another folder and call it "Like"

- Provide 3-5 samples of design work that you are attracted to.
- These are designed by other people.

Due Thursday, September 6th, by 5pm