

Art 4990 ADV GRAPHIC DESIGN
Art 4663 ADV WEB FOR DESIGNER

ADVANCED GRAPHICS

DESCRIPTION

This course is:

- An intensified approach to the study of graphic communication
- A further inquiry into the nature of graphic design and visual problem solving

PURPOSE

The purpose of this course is to enhance students' ability to:

- Control the integration of design elements with intention
- Use design principles in one's approach to visual problem solving
- Understand the way in which visual relationships effect the substance of ideas conveyed
- Develop an understanding of perceptual and conceptual responses to imagery and an ability to order a response to one's design

STUDENT LEARNING OUTCOMES

Students will be able to:

- Create a variety of products that incorporate text, graphic, and photographic elements in visually stimulating and compelling ways
- Create and critique works of art at a level that reveals a firm grasp of the formal elements of design and their role in communicating visual ideas
- Complete project specifications within preset time constraints
- Constructively criticize each other's products and incorporate that criticism into positive change
- Identify the most important relationships and elements in the 20th and 21st century arts and graphic arts

TOPICS

Class time will be dedicated to the exploration and practice of different design concepts, as well as mastering the print side of the Adobe Creative Suite. Classroom discussion and assigned exercises will be the building blocks for student projects. Students will be expected to propose multiple solutions to each project based upon exercise experience and research. Students will engage in a group dialogue about their ideas, and revise their final products accordingly. Revision and editing will be stressed and required of each student, as they are a consistent part of a graphic designer's professional and creative practice.

COURSEWORK

Coursework will include:

- Exercises designed to enhance design fundamentals and further understanding of design software
- Larger scale projects encompassing research, analysis, and visual exploration, from thumbnail sketches through proof to final presentation

Students will also maintain two blogs, one for research into contemporary design as well as design history (a research blog), and one to turn in work in (portfolio blog)

Work in progress must be posted to the portfolio blog by the beginning of the class

critique.

Research posts are due every Monday. Research posts related to the current project are due the Monday following the assignment of the project.

Recommended TEXT and MATERIALS:

Design Basics Index by Jim Krause

Publisher: How Design Books, 2004

Internet resources will also be used, and featured works of art or documents will be linked to the class blog.

ATTENDANCE and PARTICIPATION:

Attendance is very important - your projects will be based on the ideas and concepts discussed in class. The instructor will teach design software during class. The instructor will discuss topics from the history of design in class. Lectures on historical designers and movements must be summarized and posted to your design history blog on a weekly basis. The student is 100% responsible for any information lost during missed classes.

Attendance during class critiques is mandatory. Projects must be posted by beginning of class on the day of critique, finished or not. Failure to post projects by the deadline as well as failure to attend critiques will result in a grade of zero on the projects.

Participation during critiques is a required part of any assignment. Students working on other projects during critiques will lose points from their project as well as their participation grade.

COURSE REQUIREMENTS:

It is the student's responsibility, not the instructors, to keep track of and complete missing assignments due to absence or missed classes. In-class time will SOMETIMES be devoted to project work, but due to the work-intensive nature of the exercises and projects students will also be required to complete exercises and projects outside of the classroom.

All projects must be posted to the blog in png format by the beginning of the class critique.

Unfinished projects can still be critiqued, but we can do nothing if no work is posted.

All projects must be preserved in original file format (.ai or .psd) to be turned in as part of the final portfolio at the end of the semester.

CHEATING/PLAGIARISM:

If a student chooses to turn in another artist's work as their own or post another's essay as their own disciplinary actions will be taken. After fair and careful review, if cheating is determined, the resulting grade will be a zero, and the issue will be dealt with through standard University Procedure.

EVALUATION (of Projects and Exercises):

Effectiveness of the Imagery to Provide a Thoughtful Response to the Proposed Problem	40%
Skill of Execution	20%
Fulfillment of Assigned Physical Specifications	10%
Physical Presentation	10%
Research	10%
Participation	15%

Note: work in progress (unfinished or late work) not posted by the project deadline (beginning of class critique) will not be accepted

Note: failure to attend class critique without prior notification and permission of instructor will result in a 25% penalty for the project due

FINAL GRADE:

Exercises	each group of exercises is equal to one project
Projects	40%
Participation	10%
Design Portfolio in web format	15%
Design Portfolio on disc	15%
Design History Blog	20%