

**ARTS 353 Intermediate Graphic Design II
ARTS 454 Graphic Design Practicum**

WINTER 2014 | MW 9:00AM — 11:50AM

emupracticum.tumblr.com

course description

This co-listed course combines the goals of ARTS 353 Intermediate Graphic Design II and ARTS 454 Graphic Design Practicum introducing students to problem-solving for clients—speculative, departmental, university-wide, and within the community. Projects focus on the design process from concept to completion and may involve client contact, budget preparation, electronic pre-press production and interface with printers and the printing industry. At all times the goal is simultaneously address audience-driven needs while challenging design conventions by pushing work conceptually, theoretically, and aesthetically.

In addition to client-driven projects the course will focus on professional practice preparation such as preparing design contracts, preparing invoices, and pertinent production practices. Related theories and philosophies in regards to the creation of design work will also be introduced.

catalog descriptions

ARTS 353: Course analyzes symbol codes as learned and interpreted messages. Projects explore audience; context; sequence; and theories, philosophies, aesthetics, techniques and cultural references in symbol language message building. Introduces appropriate methodologies.

ARTS 454: This course gives students direct experience in the field of graphic design by working on client-based projects. Projects vary each term and include both on and off campus clients.

course objectives

By the end of the term it is expected that you accomplish the following:

- ▶ acquire and apply a high attention to craft both digital and physical
- ▶ translate ideas and “questions” into visual form in a thoughtful and engaging way
- ▶ foster meaningful and successful working relationships/partnerships with clients
- ▶ strengthen communication skills (visual, written, and verbal)
- ▶ develop and identify personal methodologies/design processes, particularly as they may be applied to client-driven assignments
- ▶ become more familiar with professional design practices
- ▶ become more familiar with tools and process utilized in pre-press production

* *critical thinking and polemical questioning are skills required of designers to be able to push disciplinary knowledge further. It is through questioning that new tools, techniques, and processes are discovered. This too can be said that even the roles of the designer and relationships with clients are subject to further examination.*

course structure

This course is a studio-based course supplemented by demonstrations, lectures, and readings (and reading discussions). A tentative schedule will be provided on the course website. Due to the nature of client-driven work all dates and deadlines are subject to change.

academic service-learning:

Academic service learning is predicated on the notion of the 'scholarship of engagement'. Academic service learning offers the connection between the often-sought, but frequently elusive bridge between theory and practice. Design as a service-modeled discipline inherently requires a partnership between designer and client and thus fit a service-learning model well; in this course students (ie. the designers) will partner with community-based organizations and/or businesses as their clients. This type of learning is particularly messy as the scope of the project may change or different clients needs are identified during the design process, it is expected of you to "roll with punches" and do what it takes to ensure that despite any "bumps in the road" you deliver a high-quality, thoughtful, and engaging product.

group work:

Some of the coursework in class may be devoted to group activity. As small groups you will be required to determine each person's role in the group. Part of your grade will be based on peer-evaluation so it is critical to understand what responsibilities each of your group members share so that you can evaluate appropriately.

grading

Students might work with 1 or more clients throughout the term on 1 or more projects. For the purposes of this class your grade will be determined by the following:

Individual project(s) will be graded as follows:

- ▶ 50% Instructor evaluation (with client feedback)
- ▶ 50% Self evaluation and/or peer evaluation, all evaluations will be equally weighted

Your final grade will be calculated as follows:

- ▶ 75% is an average of the project(s) you are worked on
- ▶ 15% exercises, case-studies, time-tracking, etc.
- ▶ 10% participation, reading discussions, debriefing, critiques, etc.

For each area you will be assigned an alphabetic grade, these translate to the following on a 100 pt. scale:

A = 95	A- = 92.5	A-/B+ = 90	B+ = 87.5	B = 85
B- = 82.5	B-/C+ = 80	C+ = 77.5	C = 75	C- = 72.5
C-/D+ = 70	D+ = 68.5	D = 65	D- = 62.5	F =< 60

attendance, tardiness, preparedness

I do not like mandating attendance, however, the logic holds as follows: if you are not in class you are not able to participate or show progress. Anything, for any reason, beyond 4 absences will significantly reduce your final grade (1/2 letter grade each offense). It is understood that a student may be faced with extreme circumstances that may prevent one from attending class, in the event of this and only at the discretion of the instructor an absence may be waived.

It is expected that you maintain a high level of professionalism in this course, after all this course is part of a curriculum to prepare future professionals. Tardiness and unpreparedness is disrespectful of everyone's time (your professor's and peers'); it can be disruptive and cause delays in critiques, demonstrations, announcements, etc. For everyone's sake just be on-time and be prepared. More importantly you are representatives of the Art Department and therefore you should maintain a professional demeanor with all your client communication/interaction.

C grade minimum

For students on the new BFA (enrolled after W'2011) and enrolled in ARTS 353 a grade of C is required in this class to take the next course in Graphic Design.

supplies, materials, equipment

At minimum you will need a digital storage device (flash drive, external hard drive); my recommendation is you purchase a device with at minimum 16GB of memory, more would be better. Because there may be a fair amount of group work in this course you should consider using some sort of shared cloud-based storage (Drop Box, Google Drive, etc.).

The Ford lab provides all software necessary to complete the requirements of the course. Lab hours will be posted shortly after the beginning of the term.

Beyond software and storage, your materials will vary with each project. A large portion of the costs associated with this course will be covered by your studio fees and or the client.

instructor information

- ▶ name: Ryan Molloy
- ▶ office hours, location, etc. can be found here: <http://art.emich.edu/faculty/2>
- ▶ personal site: <http://workroommolloy.com>
- ▶ tumblr: <http://deptofmiscellany.tumblr.com>

academics

Academic policies can be found in the University Catalogues available through the Office of the Registrar and online at: <http://www.emich.edu/public/catalogs/>. Be sure to review the University's policy on academic dishonesty if you have not already. Academic dishonesty may result in an 'E' in the course and referral to Student Judicial Services. The policy can be found at the Student Judicial Services web site at: <http://www.emich.edu/sjs/>.

reproduction of student work

The department reserves the right to reproduce your student work on the department website and promotional materials. In addition the instructor reserves the right to use it for future instructional purposes. If you object to having your work reproduced please notify the instructor in writing.

collection of student work

The Art Department will be undergoing review for NASAD Accreditation during the 2013-14 academic year. As part of that accreditation, we are required to collect student work to present for review during the accreditation site visit in Fall 2014. As a result, works you produce in the class may be collected withheld until the end of Fall 2014 or beginning of Winter 2015.